



GPRL 6399 Graduate Internship

Faculty of Professional Studies

Department of Communication Studies

Dr. Tracy Moniz

Summer 2026 (May 4 to August 21)

Our Course

Course Description

From the Graduate Academic Calendar: A 13-17 week summer term of full-time paid career-related experience in an organizational setting: corporate, non-profit or government. In consultation with faculty and co-operative education staff, students will set learning objectives, participate in a work site visit and submit a substantial work term project.

Prerequisite: Admission to the MPR, written permission from the Department Chair or Program Coordinator, completion of 2.0 units of coursework (including GPRL 6304), and completion of a professional development program delivered by the Co-op & WIL Centre

Learning Objectives

- Enable students to apply advanced public relations theories, research methods, and strategic management practices in a professional setting.
- Provide students with hands-on, career-related experience in Canadian organizational contexts, equipping them with essential workplace skills and industry-specific expertise.
- Foster critical reflection and professional growth by requiring students to set learning objectives, engage in a work site visit, and produce a substantial work-term project that aligns with program learning outcomes.
- Prepare students for leadership roles in public relations by cultivating essential skills in strategic communication, critical thinking, and stakeholder engagement through immersive, real-world experiences.
- Enhance students' ability to build professional networks and establish relationships within the public relations industry, contributing to long-term career success.

Learning Environment We will use our Moodle site to engage in asynchronous online discussion and to submit assignments. There, you will find the most up-to-date schedule of content and course resources. Remember to visit the Moodle site regularly to stay updated on the course.

Learning Technologies We will use Moodle for all aspects of course delivery, supplemented by email as needed. The University asks us to use our MSVU e-mail addresses for electronic communications. If I need to communicate with you by e-mail, I will use your Mount Outlook account. Please be sure to check your e-mail regularly. Please communicate with me using only your MSVU email.

If you need additional help with any of Mount Online learning technologies, please email helpdesk@msvu.ca or visit [Online Learning](#). During regular business hours (AST) you may call 902-457-6538 and on evenings and weekends, call 902-457-6788.

Learning Supports Your learning is at the centre of this course. The Mount is committed to supporting you as a unique learner. The university offers a variety of resources, services, strategies and practices to support equal opportunities for learning. If you require academic accommodation, please contact the me (the faculty advisor) and [Accessibility Services](#) as early in the term as possible. I encourage you to use the variety of learning supports provided by the Mount to assist you in time of need and to help you continue to develop as a learner.

Your Instructor

Name	Tracy Moniz, PhD
Contact	Tracy.Moniz@msvu.ca McCain 305F
Availability	By appointment – please email to schedule a meeting

Our Journey

Learning Activities During your internship, you will participate in coursework that is designed to connect your classroom learning with your professional on-the-job training. The coursework is interactive, paced out over the term, and progressive in how its content is developed and delivered. The Moodle site for GPRL 6399 offers you the opportunity to share your internship experiences with your peers and faculty advisor. You will also share thoughtful feedback with your colleagues and remain engaged with the university during your internship.

Your internship is more than a job. Your employer is an educational partner, providing you with the opportunity to advance your academic and professional goals, adapt to change, and build confidence. Using Moodle, you will be able to articulate how you have applied your learning in the workplace. The coursework requires you to reflect thoughtfully on examples of public relations practice you have performed, experienced, or observed in your workplace.

You will participate in **three forum discussions** over your internship and submit a final **reflection** about your internship experiences. See “Assessment Activities” for a brief description of the required coursework. Additional details are provided in Moodle.

Expectations

You can expect the following from me as your faculty advisory in this course:

- I will communicate clearly and post information as scheduled.
- I will maintain a respectful discussion environment that encourages learning for all students.
- I will be available for individual consultation, as needed. Please email me to arrange a meeting.

I expect the following from you as a student in this class:

- You will submit required coursework by the deadlines noted in the schedule.
- You will notify me in advance if you cannot meet a given deadline.
- You will read all assigned materials and be ready to fully engage in activities and discussions.

Etiquette & Privacy

- Any content you post to the Moodle forum discussions will be visible to other students in the course and to the faculty advisor. The final reflection will only be seen by the faculty advisor.
- Always remain professional and respectful in your writing, including in your discussion with peers.
- Always respect the privacy of your workplace. Be mindful not to include information that is personal, commercially sensitive, protected, or confidential.
- The faculty advisor has the right to remove any Moodle posts that do not abide by these above-mentioned expectations for respect, etiquette, and privacy.
- Copyedit (i.e., for grammar and spelling) before you post your discussion responses and comments.
- Provide appropriate citations whenever you include the opinions or work of others. Use APA 7.
- Complete your course work on your own time, not on your employer’s time.

Use of Artificial Intelligence Tools in this Course

In this course, you are permitted to use AI tools only in ways that support your learning, do not replace original work, and are fully transparent. Any use of AI must be consistent with the university’s academic integrity regulations.

Acceptable Uses

AI may be used for the following purposes, provided disclosure is made:

- Assisting with accessibility, such as transcription (i.e., to transcribe your own ideas)
- Brainstorming and outlining
- Checking grammar and spelling in written work
- Formatting APA citations, if applicable

Prohibited Uses

AI use is not permitted for:

- Writing a forum post in Moodle
- Producing your final reflection (including writing, slide content, script, depending on your chosen format)
 - It is unacceptable to use AI tools to impersonate yourself in classroom contexts, such as by using an AI tool to compose or respond to a post within a discussion forum in Moodle, or to create content for your final reflection.

If you have questions about what constitutes acceptable use of AI tools, please consult with the instructor. You must cite any use of AI tools. Failure to disclose AI use, or using AI in prohibited ways, will be considered academic misconduct and may result in penalties.

Tracking Our Progress

Assessment Activities

You will participate in **three forum discussions** over your internship and submit a final **reflection** about your internship experiences. Here, you will find a brief description of the required coursework. Additional details are provided in Moodle.

You will receive a grade of “pass” or “fail” for your internship. To receive a grade of “pass” you will:

- receive an end of term evaluation of “satisfactory” or higher from your employer;
- satisfactorily complete and submit all assigned course work by the designated deadlines; and
- achieve an acceptable standard of participation in your course work.

Without successfully completing all of the assigned learning activities, you will not earn a pass for GPRL 6399.

Assessment Activities	Description	Contribution to Final Grade
Forum Discussions (x3)	You will participate in three forum discussions in Moodle. The faculty advisor will post content for you to consider and comment on in each forum. For each, you will share an original post of 400 to 500 words. You will also respond to at least two of your peers' posts. Each response must be at least 100 words. Your response should add value—for example, by sharing similar examples, providing advice, or asking for clarification.	Pass/Fail
Final Reflection	Toward the end of the term, you will reflect on your internship experience. This final reflection will address your learning objectives, link your experiences to public relations theories and concepts learned in the MPR program, and explore how these experiences have shaped your future career goals. Additionally, the reflection will include an observation of your workplace, examining organizational culture, leadership styles, communication strategies, and the role of public relations within the organization.	Pass/Fail

Schedule

The following schedule outlines the deadlines for completing the required coursework. Any changes or updates can be found on the course Moodle page.

Forum Discussions	Forum opens	Post an original response (by 11:59 p.m. ADT)	Respond to your peers' posts (by 11:59 p.m. ADT)
Forum 1	Monday, May 25	Friday, May 29	Friday, June 5
Forum 2	Monday, June 15	Friday, June 19	Friday, June 26
Forum 3	Monday, July 13	Friday, July 17	Friday, July 24
Reflection	Submit your reflection via Moodle by Friday, August 21 at 11:59 p.m. ADT		

University Advisories

Missed deadlines or assignments

All assignments must be submitted and achieve a satisfactory standard to successfully complete the course. We will adhere to the assignment deadlines unless there are extraordinary circumstances. If you believe you will be unable to meet a deadline, discuss it with the faculty advisor *in advance*. It may be possible for us to make alternate arrangements if your difficulty is a valid one.

You may be asked to re-submit your work if it does not meet the stated objectives, but you could receive a passing grade on that piece of work with revisions. Revised work must be submitted within five days after the faculty advisor notifies you of the opportunity to resubmit. You will have only one chance to re-write a work term assignment. **Failure to revise the submission to a satisfactory level will result in a failing grade for the Graduate Internship.**

Writing policy and use of language

Correct use of language is one of the criteria included in the evaluation of all written assignments.

Basic writing competency is required to pass this course. The obligation to meet the minimal standard lies with the student. If a faculty member determines that a student's basic writing competency falls below the minimum standard for the course, the student will fail the course.

Academic integrity

You play a vital role in contributing to and maintaining the culture of academic integrity expected of everyone at MSVU. University regulations on plagiarism and cheating and other academic offences will be strictly enforced. These regulations, including applicable procedures and penalties, are detailed in the Academic Calendar under "Academic Offences." It is your responsibility to make yourself familiar with these regulations and consequences.

Research ethics

Students who conduct research involving human participants must have their research reviewed in accordance with the [MSVU Policies and Procedures for Ethics Review of Research Involving Humans](#) before starting the research. Check with your course professor or Chair of the Department about proper procedure.

Use of course material

Please observe the following:

- Course material to which you are granted access in this course is only to be used for this course.
- Material that you submit as part of the requirements of this course cannot be used to complete the requirements of another course, without the express permission of the instructor of the second course. This constitutes cheating as stated in the Academic Calendar.
- Students do not have permission to upload course material to any external websites or share with others, unless expressly permitted to do so by the instructor. If you require further clarification about using materials from this course in other contexts, please contact the instructor.
- Under no circumstances are students permitted to provide anyone not registered in this course with access to the Mount Online course site established for the course.

Accommodations

Students who have a disability and who require academic accommodations must register with Accessibility Services as early as possible in order to receive accommodations (<http://www.msvu.ca/accessibilityservices>).

Religious observances

Requests for accommodation of specific religious or spiritual observance must be presented in writing to the instructor within the first two weeks of class.

Learn more: [Student Policies – Mount Saint Vincent University \(msvu.ca\)](https://www.msvu.ca/student-policies)

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The Mount Teaching and Learning Centre and Online Learning (2018). *Mount Saint Vincent University Course Outline Template*. Mount Saint Vincent University: Halifax, Nova Scotia. Template last revised March 2018.

