



## Internship Benchmarks



School of  
Communication  
Studies

The School of Communication Studies' Internship in Communication Studies (COMM45092) fulfills a student's required capstone—a culminating experience that integrates the learning garnered across one's education at Kent State University. It also fulfills an Experiential Learning Requirement (ELR) by providing students with the opportunity to initiate lifelong learning through the development and application of academic knowledge and skills outside the classroom environment. Specifically, it allows students to use skills and concepts related to their career path while engaging in work-like settings that are common to their field of study. As such, all COMM45092 **internships must include at least three (3) of the following benchmarks:**

- **Adapt Messages** – Students from Communication Studies should be able to develop and adapt messages to diverse audiences, situations, and media outlets across a variety of different communication technologies.
- **Assess & Evaluate Messages** – Undergraduates from the School of Communication should be able to evaluate and assess the intended and unintended effects of their communication in a variety of contexts, situations, and venues.
- **Identify & Use Communication Technologies/Channels** – Communication Studies undergraduates should be able to use a variety of different communication technologies (e.g., presentation software) and channels (e.g., social media, print media, face-to-face) based on an understanding of the different affordances and costs of each communication technology, particular tactics, trends, best practices and theory.
- **Apply Communication Research** – Communication Studies majors should be able to apply communication research principles and findings to a variety of situations to provide practical, data-driven suggestions on the best practices for communicating messages across a variety of situations.
- **Apply Ethical Principles** – Communication Studies students should be able to apply principles of ethical communication in a variety of communication contexts (e.g., written, verbal, digital, graphic, audio communication).
- **Foster Dialogue** – Communication Studies majors should be able to foster inclusive dialogues, tailor messages, and approaches that respect diversity, empower others, and bring about social change.
- **Problem Analysis** – Students from Communication Studies should be able to critically analyze problems; seek out evidence for best practices; and develop creative, relevant, effective, and evidence-based responses.
- **Effective Written & Oral Communication** – Communication Studies undergraduates should be able to develop clean, clear, and professional written and oral messages that follow a logical pattern to fit a variety of different audiences/purposes.
- **Networking** – Communication Studies majors should be able to develop workplace relationships and networks by presenting themselves and their company in a professional and collegial manner.
- **Training & Development** – Communication Studies undergraduates should be able to demonstrate skills in the design and implementation of training and intervention strategies to improve employee and managerial communication in organizational settings. These students be able to identify organizational stakeholders, adapt to multiple perspectives, and apply the principles of adult learning.