

CMN316 Social Media Internship

School: School of Business and Creative Industries

2025 Semester 1

UniSC Sunshine Coast

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to usc.edu.au for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course is a Work Integrated Learning experience of 208 hours designed for final year students. It aims to help you translate university social media education into industry and employment contexts. The course is highly practical offering you one-on-one time with an industry mentor. The course will build your skills as a reflective practitioner in the social media discipline and to familiarise you with ethical and professional workplace practices.

1.2. How will this course be delivered?

| ACTIVITY | HOURS | BEGINNING WEEK | FREQUENCY |
|--|--------|----------------|--------------------|
| BLENDED LEARNING | | | |
| Placement – Minimum of 208 hours in an industry placement | 208hrs | Week 1 | Not Yet Determined |
| ONLINE | | | |
| Online – Minimum of 208 hours in an industry placement | 3hrs | Week 1 | Not Yet Determined |

1.3. Course Topics

The topics covered in this course will be dependent on the Internship Host and their business but will encompass a wide range of practical social media management experience.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

24 units

4. How does this course contribute to my learning?

| COURSE LEARNING OUTCOMES | | GRADUATE QUALITIES |
|---|---|--|
| On successful completion of this course, you should be able to... | | Completing these tasks successfully will contribute to you becoming... |
| 1 | Develop professional networks and relationships with industry professionals. | Engaged |
| 2 | Professionally analyse, design and deliver strategies, assessments or products for a client in the relevant sector. | Engaged |
| 3 | Apply and reflect on the professional standards of practice, code of conduct and workplace culture. | Ethical |
| 4 | Communicate professionally across all interpersonal and written modes. | Engaged |

5. Am I eligible to enrol in this course?

Refer to the [UniSC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1. Pre-requisites

Completed 192 units and Instructor Consent required. Please contact the course coordinator

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Communication theory, ethics, social media content curation and creation skills.

6. How am I going to be assessed?

6.1. Grading Scale

Limited Grading (PNP)

Pass (PU), Fail (UF). All assessment tasks are required to be passed for successful completion of the course.

6.2. Details of early feedback on progress

The Course Coordinator will check in with Internship Host and student (via phone, email, video conference or in person) during Week 2 and mid-way through the internship.

6.3. Assessment tasks

| DELIVERY MODE | TASK NO. | ASSESSMENT PRODUCT | INDIVIDUAL OR GROUP | WHAT IS THE DURATION / LENGTH? | WHEN SHOULD I SUBMIT? | WHERE SHOULD I SUBMIT IT? |
|---------------|----------|-----------------------|---------------------|--------------------------------|-----------------------|--|
| All | 1 | Written Piece | Individual | 4000-5000 words | Week 13 | Online Blog, Wiki or Journal |
| All | 2 | Code of Conduct | Individual | 26 days | Week 13 | Online Assignment Submission with plagiarism check |
| All | 3 | Placement performance | Individual | equivalent to 2000 words | Week 13 | To be Negotiated |

All - Assessment Task 1: Internship Reflective E-journal

| GOAL: | The goal of this task is for you to reflect and analyse your workplace experience. The purpose of this internship is to develop your professional experience and to enable you to apply the skills, competencies and qualities of thinking you have developed in your program. | | | | | | | | | | | | | | | | | | | |
|------------------------|---|---------------------------|--|---------------------------|---|---|---|---|--|-----|---|---|---|---|--|-------|---|----------------------------|---|--|
| PRODUCT: | Written Piece | | | | | | | | | | | | | | | | | | | |
| FORMAT: | <p>The e-Journal will contain:</p> <p>Description and overview of the type and nature of tasks completed. Description of key project, product, role-in relation to social media that you were involved in. Areas of social media practice employed. Skills and knowledge gained.</p> <p>The Course Coordinator will check in with Internship Host and student (via phone, email, video conference or in person) during Week 2 and mid-way through the internship.</p> | | | | | | | | | | | | | | | | | | | |
| CRITERIA: | <table border="1"> <thead> <tr> <th>No.</th> <th></th> <th>Learning Outcome assessed</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Reflection on professional networks developed</td> <td>1</td> </tr> <tr> <td>2</td> <td>Analysis, design and deliver products/activities</td> <td>2 4</td> </tr> <tr> <td>3</td> <td>Reflection of professional standards and ethical considerations (used and raised)</td> <td>3</td> </tr> <tr> <td>4</td> <td>Discussion of professional skill development - in relation to industry standards</td> <td>2 3 4</td> </tr> <tr> <td>5</td> <td>Professional communication</td> <td>4</td> </tr> </tbody> </table> | No. | | Learning Outcome assessed | 1 | Reflection on professional networks developed | 1 | 2 | Analysis, design and deliver products/activities | 2 4 | 3 | Reflection of professional standards and ethical considerations (used and raised) | 3 | 4 | Discussion of professional skill development - in relation to industry standards | 2 3 4 | 5 | Professional communication | 4 | |
| No. | | Learning Outcome assessed | | | | | | | | | | | | | | | | | | |
| 1 | Reflection on professional networks developed | 1 | | | | | | | | | | | | | | | | | | |
| 2 | Analysis, design and deliver products/activities | 2 4 | | | | | | | | | | | | | | | | | | |
| 3 | Reflection of professional standards and ethical considerations (used and raised) | 3 | | | | | | | | | | | | | | | | | | |
| 4 | Discussion of professional skill development - in relation to industry standards | 2 3 4 | | | | | | | | | | | | | | | | | | |
| 5 | Professional communication | 4 | | | | | | | | | | | | | | | | | | |
| GENERIC SKILLS: | | | | | | | | | | | | | | | | | | | | |

All - Assessment Task 2: Code of Conduct

| GOAL: | This task enables you to become familiar with the code of conduct for your discipline and work within its guidelines during a work integrated learning (WIL) experience. | | | | | | | | | | | | | |
|------------------------|--|---------------------------|--|---------------------------|---|---|---|---|---|---|---|--------------------------------------|-----|--|
| PRODUCT: | Code of Conduct | | | | | | | | | | | | | |
| FORMAT: | During your WIL experience, you are required to complete 208 hours of work experience. To be eligible to pass, you are required to complete the internship satisfactorily according to the criteria below. See Blackboard for your discipline specific Code of Conduct. The Course Coordinator will check in with Internship Host and student (via phone, email, video conference or in person) during the second week and mid-way through the internship. | | | | | | | | | | | | | |
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| 1 | Behaviour that is in accordance with the discipline code of conduct | 3 | | | | | | | | | | | | |
| 2 | Adherence to the discipline code of conduct | 3 | | | | | | | | | | | | |
| 3 | Completion of the required 208 hours | 2 3 | | | | | | | | | | | | |
| GENERIC SKILLS: | | | | | | | | | | | | | | |

All - Assessment Task 3: Internship Host Report

| GOAL: | A host report will assist you in transitioning to professional work environments. Your internship supervisor will supply you with a performance review and you will provide back to the placement site a short recommendation or finished product that you were able to work on. | | | | | | | | | | | | |
|------------------------|--|---------------------------|--|---------------------------|---|--|-------|---|--|-----|---|----------------------------|-----|
| PRODUCT: | Placement performance | | | | | | | | | | | | |
| FORMAT: | <p>In the final week of the internship, the Course Coordinator will organise a video conference or teleconference with you and your host supervisor and conduct a performance review to discuss your internship and areas of further professional development.</p> <p>Your internship performance will be assessed on the following areas to ensure that you have met the entry expectations of social media practice:</p> <ul style="list-style-type: none">• Professional and work attitude• Excellent writing and interpersonal skills• Organisational skills• Teamwork skills initiative• Creativity• Problem solving skills• Time management• Personal motivation• Compliance with code of conduct <p>A separate short report back to the placement site/agency or finished product or portion of a finished product (2000 words)</p> | | | | | | | | | | | | |
| CRITERIA: | <table border="1"><thead><tr><th>No.</th><th></th><th>Learning Outcome assessed</th></tr></thead><tbody><tr><td>1</td><td>Meeting professional standards for Placement (individual elements shown above)</td><td>2 3 4</td></tr><tr><td>2</td><td>Recommendations for organisational improvement (separate product at end)</td><td>2 4</td></tr><tr><td>3</td><td>Professional communication</td><td>2 4</td></tr></tbody></table> | No. | | Learning Outcome assessed | 1 | Meeting professional standards for Placement (individual elements shown above) | 2 3 4 | 2 | Recommendations for organisational improvement (separate product at end) | 2 4 | 3 | Professional communication | 2 4 |
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| 1 | Meeting professional standards for Placement (individual elements shown above) | 2 3 4 | | | | | | | | | | | |
| 2 | Recommendations for organisational improvement (separate product at end) | 2 4 | | | | | | | | | | | |
| 3 | Professional communication | 2 4 | | | | | | | | | | | |
| GENERIC SKILLS: | | | | | | | | | | | | | |

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Nil

9. How are risks managed in this course?

Risk assessments have been performed for all field activities and a low level of health and safety risk exists. Some risks concerns may include working in an unknown environment as well as slip and trip hazards. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

This course will be graded as Pass in a Limited Grade Course (PU) or Fail in a Limited Grade Course (UF) as per clause 4.1.3 and 4.1.4 of the Grades and Grade Point Average (GPA) - Institutional Operating Policy of the USC.

In a course eligible to use Limited Grades, all assessment items in that course are marked on a Pass/Fail basis and all assessment tasks are required to be passed for a student to successfully complete the course. Supplementary assessment is not available in courses using Limited Grades.

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUniSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au