

# Newhouse Career Development Center's Six Steps to Finding an Internship

## 1. ESTABLISH YOUR CRITERIA

- MOTIVATION - What's your purpose? Exploration? General experience? Getting clips?
- LOCATION - Where do you physically plan to be? (You must have housing!)
- CREDIT - Do you need it to graduate? Can you afford it for summer?

## 2. REVIEW EXISTING INTERNSHIP OPPORTUNITIES

- Begin by reviewing current and past internship listings at the CDC, in Handshake, and in CDCNews/CDCGradNews.
- REMEMBER: Reviewing posted and past internships is the easiest and most obvious method. Competition will be greater for these positions as a result.
- Use your criteria to evaluate internship possibilities. Past internships may not fit the criteria you have established for yourself.
- You may find that there are no existing opportunities that fit your criteria. Don't despair!

## 3. IDENTIFY ADDITIONAL INTERNSHIP POSSIBILITIES/COMPANIES ON YOUR OWN USING:

- Industry directories
- CareerShift
- City yellow pages
- Chambers of commerce
- Trade Magazines
- Vault Online Career Library/Internships-USA
- Going Global
- Social Media: LinkedIn, Facebook, Twitter

## 4. CALL COMPANIES or VISIT COMPANY WEBSITES TO FIND OUT:

- Does the company offer internships?
- What are the application requirements? (Résumé, cover letter, writing samples, a particular major)
- Who is the contact person?
- Is there a deadline? If so, when is it? (Usually the bigger the company, the earlier the deadline.)
- Where internships are available and do you need to specify a department?

## 5. APPLY TO YOUR INTERNSHIPS

- For summer internships (which are more competitive), you should have a final list of MORE THAN 10 internship possibilities with staggered "competitiveness" (think of your approach to college—not all schools were Ivy League!).
- Attend the CDC's "Résumé/Cover Letter Writing" seminar to get you started on a résumé and letter(s).

## 6. FOLLOW UP WITH and MAINTAIN CONTACT WITH COMPANIES

- Call and ask when an interview (phone or in person) can be arranged
- Do NOT ask if the company received your application materials – it is annoying and doesn't provide you with any information on which to act. Instead, ask when interviews will be set up so that you have another date to check in. Then, mark your calendar to follow up.
- Contact each company every few weeks to stay "top of mind" – a postcard, a voice message, an email – to remind the company that you are interested.
- Always have a reason to be in contact other than "did you make a decision?" Send an updated résumé, an article of interest, etc.

### **Newhouse Career Development Center • (313 N3)**

- Has CURRENT INTERNSHIP POSTINGS, INTERNSHIP BINDERS, INDUSTRY DIRECTORIES and an ALUMNI DATABASE to help you uncover internship opportunities on your own. We will also help get your résumé and cover letters together.

### **Syracuse University Career Services • (235 Schine Student Center)**

- Has online postings in Handshake, DIRECTORIES and RESOURCES to help you identify possible internship sites on your own.

### **THINGS TO REMEMBER...**

1. Internships vary greatly. While some require the student to get college credit, others offer credit as an option. For instance, broadcast internships almost always require credit while advertising and public relations agencies tend to be more flexible with credit.
2. Most communications internships DO NOT pay.
3. Internships are usually part-time, requiring, on average, 10 to 20 hours a week. This schedule allows for the student to get a paying job in addition to professional experience.
4. Many internships are offered year-round. Internships in the Syracuse area are often available during the school year. However, the majority of students complete internship experiences during the summer months in their hometowns.
5. Most employers will ask you to submit a résumé and/or letter. Attend the CDC's "Résumé/Letter Writing" seminar to get detailed help on writing a resume and letter.
6. The majority of Newhouse majors can use up to three credits of internship experience to meet graduation requirements. Students can complete three one-credit internships, or one one-credit and one two-credit internship - any combination that does not exceed three credits.
7. Newhouse students must have JUNIOR STANDING to be eligible to receive credit for an internship. Students are considered to have junior standing as soon as they successfully complete their sophomore year. There are a few exceptions: Visit the Newhouse Undergraduate Records and Advising Office in 316 Newhouse 3 or the Graduate Records Office in 330 Newhouse 2 for internship credit information and class standing.
8. Internships that are paid or taken for credit are not more prestigious than those that do not.
9. Internships taken during the summer for credit COST extra money. Students will be charged per credit and billed for tuition. Students interning for credit will also have a faculty advisor and performance will affect GPA!
10. You will be judged by your actions during the internship search. Employers will be observing your telephone manner, your written correspondence, and maturity. This will ultimately affect whether or not you are offered the internship. It's important to be focused and professional during the search process.
11. Don't be afraid to ask if a company will accept an intern, even if it's never had one before. You could be the start of something beautiful.
12. Finding an internship requires thinking on your own. There's no better practice for your job search.

