



SAINT LOUIS UNIVERSITY
MADRID

Saint Louis University-Madrid Campus
Humanities and Social Sciences
CMM 4910 - M02 Multimedia Production Internship

Course name: Multimedia Production Internship

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Course Code: CMM 4910 M02

Prerequisites: All Communication core classes (15 hours) completed plus one additional Communication course (3 hours) in area of career interest.

GPA of 2.65 overall and 2.85 in communication courses.

Must meet all requirements on SLU-Madrid Internships webpage

Credit Hours: 0-6

Course Objectives: Students gain valuable on-site experience in a profession in which they have a career interest. They complement their academic learning by relating it to a professional setting. In this internship, students produce photo, video, and written content for both external communications and internal organizational use, developing fluency in the full production cycle, from pre-production planning and shooting to editing and final delivery. They create deliverables tailored to social media platforms, learning how the audience, format, and tone shift across channels. Students also develop instructional and explanatory content, such as tutorial videos, visual guides, and presentation materials, gaining experience translating complex information into accessible multimedia formats. They work with industry-standard tools and collaborate with staff, building professional habits around deadlines, feedback, and institutional communication. This hands-on exposure allows students to expand their portfolios with real-world work, develop contacts within a professional environment, and test their skills across a range of multimedia production contexts.

Text/Readings: No textbook is required.

Interested students will apply and interview for the internship experience. Students are required to research the organization's existing multimedia output prior to interviewing — reviewing published social media channels, video content, and visual communications to develop an informed perspective on current production styles and identify areas where they can contribute something new. As with any professional position, candidates are expected to prepare thoughtfully for their interview: anticipating questions about their technical skills and creative vision, assembling a portfolio of relevant work, and arriving ready to articulate not just what they can do, but what they would bring to the role. Once selected, the student, internship supervisor and course professor will sign an Internship Agreement Form, detailing the student's responsibilities and expectations.

Course Outline:

Course Work Procedure: To gain three credit hours, students must complete 150 hours of work (approximately 10–12 hours per week). To qualify, a student must have completed 18 hours of communication courses, including all core courses, and achieved a GPA of 2.65 overall and 2.85 in communication.

Multimedia deliverables.

- You must submit anything you create in this internship (your multimedia deliverables) to the professor every two weeks and meet with them monthly. The professor will review these deliverables, discuss them with you, and give you in-person feedback.
- Upon completion of 150 hours, the intern submits a two-page reflection of their experience, discussing the issues below:

Describe and analyze, succinctly, the following aspects of your work and development:

1. The activities you carried out.
 2. The challenges you faced.
 3. The skills you obtained.
 4. The goals you achieved.
 5. How you implemented the skills and concepts you have learned in your classes at SLU-Madrid.
 6. What skills and concepts you wished you had learned at SLU-Madrid before starting your internship.
 7. How you will apply the key lessons learned in this internship as you advance in your career.
 8. The personal or professional areas you hope to improve as you develop in your career.
- A final evaluation from your internship supervisor is required. Career Services will send the evaluation form to your supervisor, but you may need to remind them to complete it. The evaluation is necessary for your assessment and final grade.

Grading is Pass/Fail. Students can qualify for two internships, but only one is accepted as part of the required 40 hours for communication. The two internships must be for two unique experiences.

Attendance and Responsibilities: To gain three credit hours, students must complete 150 hours at the approved internship site (approximately 10–12 hours per week). The organizations approved as internship sites are aware that schedules must be flexible to allow students to attend classes, prepare for and take exams, and take advantage of holidays, etc. Students and site supervisors meet to agree upon schedules. Students are then obligated to follow through and be on site as agreed upon, and to give sufficient advance notice if a conflict occurs or personal issues (such as health problems) interfere. In other words, students are expected to be responsible and fulfill scheduling obligations. Students are expected to keep a daily reflective log about their experience for reference when writing midterm and final reports.

Grading and Assignments: Grading is pass/fail. Performance analysis is based on deliverables from the student and reports from the internship supervisor. The supervisor evaluates the student's performance based on criteria agreed with the professor, which includes a standard rating scale. These evaluations are submitted at midterm and upon completion of the internship.

E-mail: Campus and course announcements will often be handled by e-mail. Students should check their "@slu.edu" e-mail regularly.

Academic Honesty: Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is “the pursuit of truth for the greater glory of God and for the service of humanity.” Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care, and community service through which SLU fulfills its mission. The University strives to prepare students for lives of personal and professional integrity and therefore regards all breaches of academic integrity as matters of serious concern.

The full University-level Academic Integrity Policy can be found on the Provost's Office [website](#). Additionally, SLU-Madrid has posted its [academic integrity policy online](#). As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

Your instructor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to the instructor, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

Diversity and Inclusion: Saint Louis University is committed to fostering a positive, inclusive and welcoming learning and working environment. SLU-Madrid's policies prohibit discrimination based on race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, pregnancy, age, disability, physical appearance, financial or socio-economic status, immigration status, parental or marital status, veteran status or any other protected classification of identity. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. Sex-based violence includes rape, sexual assault, unwanted touching, stalking, dating/interpersonal violence, and sexual exploitation.

If you experience or witness any kind of discrimination, you are encouraged (but not required) to report the incident to the SLU-Madrid's Department of Student Life (studentlife-madrid@slu.edu; +34 915 54 58 58, ext. 213) or, if you wish to speak to a confidential resource, the Wellness Center (wellness-madrid@slu.edu +34 915 54 58 58, ext. 230), both located on the ground floor of Padre Rubio Hall or (wellness-madrid@slu.edu +34 915 54 58 58, ext. 230). You can also report the incident to the University's Hotline (900-99-0011; then enter 877-525-5669 when asked for the hotline number).

Please know that instructors have a responsibility to inform SLU-Madrid when made aware of incidents of discrimination, harassment sexual misconduct, and/or related retaliation, to ensure that individuals impacted receive information about options for reporting and support resources. If you wish to speak with a confidential resource, the following are available on campus and off campus:

- Counselors at [SLU-Madrid's Wellness Center](#), (wellness-madrid@slu.edu; 915 54 58 58, ext. 230).
- Counselors at Sinews Multilingual Therapy Institute, SLU-Madrid's off-campus counseling and mental health services provider (www.sinews.es; 917 00 19 79).

Additional information and resources are posted on our [Safety and Security](#) and [Community Standards](#) webpages.

Accessibility, Disability and Learning Resources: In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking or emailing your course instructor.

- University-level support (e.g., tutoring/writing services, Accessibility and Disability Resources) by contacting the Academic Dean's Office (advising-madrid@slu.edu) or by reviewing the [Academic Resources website online](#).

Students with a documented disability who wish to request academic accommodations must contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also must notify the course instructor that they wish to access accommodations in the course. Please contact disabilityservices-madrid@slu.edu or +34 915 54 58 58, extension 242 or 249. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

For more information about academic accommodations, see [SLU-Madrid's Center for Accessibility and Disability Resources webpage](#).

Needs Security Statement: Students in personal or academic distress and/or who may be specifically experiencing challenges such as securing food or difficulty navigating campus resources, and who believe this may affect their performance in the course, are encouraged to contact Student Life (studentlife-madrid@slu.edu or +34 915 54 58 58, ext. 213) for support. Furthermore, please notify the instructor if you are comfortable in doing so, as this will enable them to assist you with finding the resources you may need.

Use of Posted Course Content: SLU-Madrid prohibits recording and transmission of classroom lectures and discussions by students unless written permission from the class instructor has been obtained and all students in the class as well as guest speakers have been informed that audio/video recording may occur. Recordings, course materials, and lecture notes may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than study by students enrolled in the class. Public distribution of such materials may constitute copyright infringement in violation of Spanish law. Violation of this policy may subject a student to disciplinary action in accordance with SLU-Madrid policies on [Student Rights and Responsibilities and Community Standards](#).

GDPR Norms Concerning Class Recordings: In accordance with General Data Protection Regulation (GDPR), we inform you that if you are a participant in an on-line classroom, your image and voice may be recorded by Saint Louis University in Spain, S.A., CIF A28654879, in 28003 Madrid (Spain), Avenida del Valle 34, for the sole purpose of the instruction of the said class that you are registered in. This information will be stored for the duration of the on-line class and erased thereafter by the professor of the course. Should you not want your image or voice to be a part of this class recording, please contact your professor to indicate that you will be turning your camera and microphone off and be participating via chat.

In addition, we would like to inform you that all recordings will be available to you in Canvas and are exclusively for the use of the participants of the said class and should not be published on any other platform without the prior consent of all participants that may appear in the recording.

According to the rights conferred by the current GDPR regulation, you may exercise your rights of access, rectification, limitation of treatment, deletion, portability and opposition to the processing of your personal data, as well as the consent given for the treatment of it by directing your requests to the address indicated above or by sending an email to dpo-madrid@slu.edu.