



LATVIJAS UNIVERSITĀTE  
**SOCIĀLO ZINĀTŅU  
FAKULTĀTE**

APPROVED  
By the Council of the UL Faculty of Social Sciences  
Decision No 24-2/17  
of 07.03.2022

**UNIVERSITY OF LATVIA  
FACULTY OF SOCIAL SCIENCES  
BACHELOR'S STUDY PROGRAMME  
"COMMUNICATION SCIENCE"**

**STUDENT INTERNSHIP PLACEMENT  
PRINCIPLES AND PROCEDURES**

**1. General Provisions**

- 1.1. The Regulations on Internship of the Faculty of Social Sciences Bachelor's Study Programme "Communication Science" (hereinafter, the Programme) define the course of the internship and the assessment procedure for those studying in the Programme.
- 1.2. The Regulations have been drawn up in accordance with:
  - 1.2.1. Cabinet of Ministers Regulations on the National Standard of Academic Education No. 240 as of 13.05.2014.)
  - 1.2.2. UL Placement Regulations (UL Order No. 1/417 of 25.11.2019);
- 1.3. Terms used hereinafter:
  - 1.3.1. UL Placement Supervisor – a representative of the FSS who supervises the course of the Student's internship and evaluates the results of the internship and training.
  - 1.3.2. Site Placement Supervisor – an authorised employee with practical experience in the field at the host institution.
  - 1.3.3. An institution in the context of these Regulations is a place of internship chosen by a student in a private, non-governmental, state or local government institution with which a tripartite agreement on the performance of the internship has been entered into.

**2. Aim and objectives of the placement**

- 2.1. The aim of the internship is to develop and improve students' skills according to the thematic areas of the study programme – journalism, multimedia production, advertising, public relations and corporate communication.

**3. Objectives**

- 3.1. The general objectives of the internship are to provide students with knowledge of the principles of the institution's work, to build and develop students' skills to get involved in the work processes of institutions, the skills to organize their professional development, to work individually and in a team, to develop students' critical and creative thinking, to create an understanding of professional ethics.
- 3.2. The specific objectives of the internship and the knowledge, skills and competencies of the students are defined in detail in the relevant internship course descriptions.

#### **4. Internship placement site**

- 4.1. Internship is implemented in the place of internship corresponding to the student's specialization: in media editorial offices, public relations and advertising companies or public relations, advertising or marketing structural units of other organizations.

#### **5. Duration, scope, and organisation of the internship**

The volume of the internship is 6 credit points or 240 working hours (6 working weeks) (study course "KomZ3058: Practical Training in Advertising", "KomZ3128: Media Practice", "KomZ3135: Practical Training in Public Relations" and is implemented in the 5th semester in full-time and in the 7th semester in part-time extramural studies, completing the internship during one semester. The Student, having received the permission of the UL Placement Supervisor and the Director of the Programme, has the right to do the internship in 2 semesters, acquiring 2 credit points or 80 working hours (within the framework of the study course "KomZR002 Introductory Practice in Professional Communication") and 4 credit points or 160 working hours within the framework of practical courses (study course "KomZR003: Media Practice", "KomZR004: Advertising practice", "KomZR005 Practical Training in Public Relations"). In this case, the internship can be implemented no earlier than in the 4th semester of study.

#### **6. UL Placement Supervisor and Site Placement Supervisor**

- 6.1. On the part of the UL, the internship is supervised by a lecturer appointed by the Director of the Programme or the Department of Communication Studies – UL Placement Supervisor. The responsibilities of the UL Placement Supervisor include instructing the student on the course of the internship, consulting in the preparation of the necessary documents (CV, cover letter, application for internship), coordinating the specific tasks of the internship, controlling the execution of the internship, consulting on issues related to the execution of the internship and drawing up an internship report. The UL Placement Supervisor participates in the defending of the internship report and gives assessment.
- 6.2. The Site Placement Supervisor is an authorised employee with practical experience in the field at the host organization.
  - 6.2.1 The responsibilities Site Placement Supervisor include the following tasks: to acquaint the student with the organization and its tasks, to advise the student and to determine internship tasks in the institution, in accordance with the practical tasks approved by the UL Placement Supervisor, to monitor the course of internship, at the end of the internship, provide a written reference on the performance of the intern

and the work done in the course internship, to get acquainted with the internship report prepared by the Student and to sign it.

- 6.2.2 The Site Placement Supervisor is obliged to immediately notify the UL Placement Supervisor should the Student fail to arrive at the institution within the re-determined deadlines and has not informed or agreed it with the Site Placement Supervisor; has provided fictitious information in the internship report; violated ethical principles in cooperation with the Site Placement Supervisor, institution's colleagues and/or clients; violated the institution's internal order or work safety regulations.

## **7. Student placement implementation**

- 7.1. The internship is implemented according to the following schedule:
  - 7.1.1. The UL Placement Supervisor holds an introductory lecture on the generalized course of the internship, the necessary documents, the basic principles of identifying possible internship sites.
  - 7.1.2. The Student finds a place of internship and agrees with the company or organization on the tasks of the internship, job responsibilities, schedule, informs the UL Placement Supervisor and the programme assistant about it, as well as directs the process of coordinating the internship agreement.
  - 7.1.3. The Student shall coordinate the practical tasks with the UL Placement Supervisor.
  - 7.1.4. The student, the Faculty of Social Sciences and the internship placement site shall enter into a tripartite agreement on the implementation of the internship (Annex 2).
  - 7.1.5. The Student undergoes an internship in a company or organization, getting involved in the daily work of the organization or company and following the instructions of the Site Placement Supervisor.
  - 7.1.6. At the end of the internship, the Student prepares an internship report (Annex 1), summarizes the tasks performed during the internship (creative developments, materials, etc.), receives a written feedback from the Site Placement Supervisor (Annex 1) and submits this portfolio to the Department of Communication Studies.
  - 7.1.7. The Student defends the internship report in a closed session by presenting the papers prepared during the internship, the internship report and the report issued by the Site Placement Supervisor to the Internship defence board.
  - 7.1.8. The composition of the Internship Defence Board shall be approved by the Director of the Programme and shall be composed of teaching staff from the relevant fields as well as UL Placement Supervisors. The Internship defence board shall consist of at least two of the Programme's instructors.

## **8. Placement assessment procedure**

- 8.1. The completion of the internship is assessed on a 10-point scale, based on the following criteria:
  - 8.1.1. amount and quality of the knowledge gained;
  - 8.1.2. skills acquired;
  - 8.1.3. acquired competence in line with the planned learning outcomes.

- 8.2. The assessment of the practice comprises three intermediate assessments and the final assessment – the defence of the internship. The final rating is calculated according to the following formula:
  - 8.2.1. intermediate assessment - performance of the internship tasks, which is described and evaluated in the reference letter issued by the Site Placement Supervisor (Annex 1) – 20%;
  - 8.2.2. intermediate assessment - preparation of an internship report (Annex 1) and submission - 15%;
  - 8.2.3. intermediate assessment - compilation and submission of creative work and other materials prepared during the internship - 50%;
  - 8.2.4. final assessment - defence - presentation (up to 7 min.), where the Student presents the work performed during the internship to the Internship defence board and answers the questions of the board - 15%.
- 8.3. The internship shall be positively assessed only if the Student has fulfilled all the requirements specified in this Regulation, having successfully passed all the intermediate assessments and the final assessment.

**University of Latvia  
Faculty of Social Sciences  
Bachelor's study programme "Communication Science"**

**INTERNSHIP REPORT**

<b>Student's name, surname</b>	
<b>Sub-programme of studies</b>	
<b>Placement/internship site</b>	
<b>Site Placement Supervisor (in the company)</b>	
<b>Duration of the internship</b>	
<b>Work and tasks performed during the internship</b> ( <i>brief description of the institution, overview of functional responsibilities, specific tasks, maximum 300 words</i> )	
<b>Creative work</b> <i>prepared during the internship (chronological list, indicating the name, place of publication, volume)</i>	
<b>Self-assessment of skills to engage in work processes</b> ( <i>maximum 300 words</i> )	
<b>Self-assessment of professional skills</b> ( <i>maximum 500 words</i> )	
<b>Self-assessment - professional training strengths</b> ( <i>maximum 100 words</i> )	

<b>Self-assessment - weaknesses in professional training</b> ( <i>maximum 100 words</i> )
<b>Assessment of the placement site</b> ( <i>maximum 100 words</i> )
<b>Recommendations for improving professional training at the UL</b> ( <i>maximum 100 words</i> )
<b>Other recommendations, comments, notes, etc.</b>

\_\_\_\_\_

*Date*

\_\_\_\_\_

*Signature*

- Enclosed:
1. Reference issued by the Site Placement Supervisor on Student performance
  2. List of papers submitted to the Department of Communication Studies.

**Site placement supervisor's reference on**

\_\_\_\_\_

*Student's name, surname*

**performance**

Placement site: \_\_\_\_\_

Placement supervisor: \_\_\_\_\_

Contact details (email): \_\_\_\_\_

Duration of internship: \_\_\_\_\_

**Evaluation of the tasks performed during the internship** (broken down by type of work or individual tasks assigned during the internship, for example, submitted texts, creative tasks, participation in planning meetings, proposal of ideas, etc.):

	<b>Task</b>	Poor	Almost satisfactory	Satisfactory	Good	Very good	With distinction
1							
2							
3							
4							
5							
6							
7							
8							
9							

**Assessment of the intern's professional performance:**

		Poor	Almost satisfactory	Satisfactory	Good	Very good	With distinction
1	Creativity						
2	Knowledge of the field						
3	Meeting deadlines						
4	Quality of the work submitted						
5	Proposed ideas						
6	Willingness to get involved, motivation						
7	Interpersonal skills						
8	Professional skills at the start of internship						
9	Professional development during the internship						

<p><b>Intern's strengths:</b></p>  
<p><b>Intern's weaknesses:</b></p>  
<p><b>Recommendations for the Intern's future professional development:</b></p>  

Overall assessment of the Site Placement Supervisor (on a 10-point scale) of the student's accomplishments during the internship: \_\_\_\_\_

\_\_\_\_\_ *Date*

\_\_\_\_\_ *Signature*



**AGREEMENT No. \_\_\_ / \_\_\_\_\_**  
**on the provision of student placement**

at Riga,

on \_\_. \_\_. 202\_.

University of Latvia, reg. No.3391000218, 19 Rainis Boulevard, Riga, LV-1586,

Faculty of Social Sciences

represented by the Dean of the Faculty

\_\_\_\_\_ (hereinafter referred to as "UL"), of the one part, and

\_\_\_\_\_  
*(Name of institution, registration No, registered office)*

\_\_\_\_\_ hereinafter referred as Host Organisation, of the other part,

\_\_\_\_\_ hereinafter referred as Student) as the third party, hereinafter referred jointly as

\_\_\_\_\_ the Parties, to this Agreement, shall conclude this Agreement.

**1. Subject of the Agreement**

**Provision of an internship place and implementation of an internship for the student of the Bachelor's study programme "Communication Science" in the amount of \_\_\_ hours from \_\_\_\_\_ to \_\_\_\_\_.**

**2. The UL undertakes:**

- 2.1. to instruct the host organisation in the placement regulations, aim of placement, objectives and content prior to the commencement of any placement arrangement;
- 2.2. to provide the Student with preliminary training and theoretical background and to inform the Student about their rights and responsibilities during vocational placement;
- 2.3. to nominate vocational placement supervisor/s – UL representative/s who shall monitor internship;
- 2.4. to communicate with the Site Placement Supervisor regularly and to solve problems if any with the administration of the host organisation;

- 2.5. not to disclose confidential information about the host organization, including not to disseminate internship reports and information, to keep internship documents in conformity with the procedures specified by the University of Latvia. Confidential Information is any information about the host organization that has been communicated or made known in any way through the duration of the placement or its organization, as well as any other information that the host organization has indicated in writing as confidential during the placement or its organization;

### **3. The Host organization undertakes:**

- 3.1. to provide the Student with practical working tasks in accordance with the vocational placement regulations .
- 3.2. to ensure that the placement supervisor holds practical experience and hands-on knowledge in the field;
- 3.3. to provide the Student with working conditions complying with occupational safety, fire safety and sanitary hygiene standards;
- 3.4. to provide instruction to the Student on the rules of internal order and work safety in the host organization and to supervise their observance;
- 3.5. to provide instruction to the Student on the observance of the personal data protection regulations and to acquaint with the normative acts adopted by the host organization regarding the protection of personal data;
- 3.6. not to disclose confidential information obtained from the University of Latvia and the Student, to indicate in writing to the Student what information provided to them shall be considered confidential information;
- 3.7. to provide the Student with access to the information at the disposal of the host organization which is necessary for the performance of the placement tasks;
- 3.8. to notify the UL immediately should the Student fail to arrive at the host organization within the set term, has violated the Institution's internal regulations or work safety regulations or does not comply with the orders of the placement supervisor or the host organization's administration;
- 3.9. to prepare the Student's assessment and the supervisor's reference at the end of vocational placement period;
- 3.10. to allow the use of the information and data specified in the placement report for the defence of the placement, as evidenced by the signature of the Site Placement Supervisor on the internship report;

### **4. The Student undertakes:**

- 4.1. to observe the internal rules of the host organization, occupational safety, technical safety and hygiene requirements, to handle the property of the host organization with care;

- 4.2. to comply with the placement supervisor's orders or the orders of the administration of the host organization;
- 4.3. to perform the tasks defined in the vocational placement regulations and submit the vocational placement report to the UL within the set term;
- 4.4. not to disclose any information which is recognized as confidential by the host organization or the UL;
- 4.5. to coordinate the content of the internship report with the Site Placement Supervisor;
- 4.6. not to disclose data identifying third parties in the internship report, presentation or other internship documentation.

**5. Agreement Period, Amendments and Termination of Agreement**

- 5.1. The Agreement shall come into force on the day of its signing and be effective till the end of the period of vocational placement .
- 5.2. Either Party may terminate this Agreement by giving a prior written notice to the other Parties.
- 5.3. This Agreement may be amended, supplemented or terminated by written agreement between the Parties, which shall form an integral part of this Agreement.

**6. Final provisions**

- 6.1. Each Party shall be responsible for the performance of its obligations under this Agreement and shall, in compliance with the procedures prescribed by the laws and regulations of the Republic of Latvia, indemnify the other Party for losses incurred as a result of the breach

- 6.2. Contact person for the UL:

name and surname:

position: Placement supervisor:

phone, email:

- 6.3. Contact person for the Host Organization:

name and surname:

position: Placement supervisor:

phone, email:

- 6.4. All disputes concerning contractual obligations shall be settled by negotiation between the Parties. In the event of disagreement between the Parties, the dispute shall be resolved in compliance with the procedure prescribed by the laws and regulations of the Republic of Latvia.

6.5. The Agreement is drawn up in triplicate and shall be deposited with each Party.

**7. Signatures of the parties:**

On behalf of the  
UL:

\_\_\_\_\_ / Dean  
*in clear script*

On the behalf of  
Host  
Organization:

\_\_\_\_\_ /  
*in clear script*

Student:

\_\_\_\_\_ /  
*in clear script*