

Project-oriented Internship

Title	Project-oriented Internship
Semester	E2025
Master programme in	Media and Communication
Type of activity	Project oriented internship
Teaching language	English
Study regulation	Read about the Master Programme and find the Study Regulations at ruc.dk

REGISTRATION AND STUDY ADMINISTRATIVE

Registration	Please be aware of the approval requirements for a project-oriented internship. You can read more about the approval process here
Number of participants	
ECTS	30
Responsible for the activity	Rasmus Rex Pedersen (rasmusr@ruc.dk)
Head of study	David Mathieu (mathieu@ruc.dk)
Teachers	
Study administration	IKH Registration & Exams (ikh-exams@ruc.dk)
Exam code(s)	U60319

ACADEMIC CONTENT

Overall objective	<p>The project-oriented internship is designed to provide the student with first-hand knowledge of the field of practice of the program, including theoretical and practical insights, skills, and experience with analysing an organizations' conditions, uses of media, and communicative practices.</p> <p>The course includes completion of a media and communication-relevant internship, corresponding to 600-800 hours of work, as well as participation in internship-supporting activities.</p>
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The student chooses an internship on the basis of professional interest and labour market relevance. Before the course can begin, the student must have an internship agreement approved by the study board. The intern's main activities must be described in the application, and be within the scope of the programme's academic field of study.

At the completion of the internship the student is responsible for delivering a portfolio.

Semester start for Interns

Wednesday 17. September 2025 kl. 17-20

Detailed

description of content

At the meeting, the internship coordinator will provide useful advice on planning the internship, planning supervision, and writing the internship portfolio. Afterwards, there will be an opportunity to exchange experiences with other interns. The university will provide a light meal – so remember to register at rasmusr@ruc.dk.

Course

material and Reading list

Overall plan and expected work effort

The total study effort is 30 ECTS, equivalent to 810 hours of work. The hours are distributed as follows: - Work at the internship site (650 hours) - Independent preparation and writing of portfolio tasks, including literature searches, etc. (120 hours) - Supervision (including preparation and follow-up) and internship-supporting activities: 30 hours - Other (semester start, guest lectures, etc.): 10 hours

Format

Evaluation and feedback

Evaluation will be based on the [evaluation practice of the study board](#).

The student will receive written feedback on the internship portfolio.

Programme

ASSESSMENT

Overall

learning outcomes

At the end of the project-oriented internship, the student is able to:

- Demonstrate knowledge of and understanding of the work in organizations, including reflective insight into internal and external matters of importance to organizations' communication practices, as well as their strategic and ethical considerations around media.
- Apply and discuss key theories and methods in media and communication studies.
- Translate theoretical and methodological knowledge into practical media and communication work.
- Work analytically with collected empirical data and produce new knowledge in relation to organizational practices and issues.
- Critically reflect on specific organizational working conditions and mediated communication practices, including one's own role, work endeavours, and learning outcomes.
- Independently take responsibility for engaging constructively and reflectively in complex, creative, and unpredictable media, communication, and work processes.

Project-oriented internship based on an individual written product

Form of examination	The character limit of the written product is: 60,000-84,000 characters, including spaces. The character limits include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices.
Form of Re-examination	Assessment: 7-point grading scale Samme som ordinær eksamen / same form as ordinary exam
Type of examination in special cases	
Examination and assessment criteria (implemented)	The exam format is a portfolio, which is written fully or partly during the internship period. The portfolio consists of 5 set assignments (recommended size of each assignment in brackets): • Presentation of internship organization (1-3 pages) • Organizational analysis of internship

organization (6-8 pages) • Presentation and analysis of a professional project conducted as a part of the internship (6-8 pages) • Analysis of a communication-related problem related to the organization (8-10 pages) • Self-reflection of own practice and learning outcome in relation to one's career plans (4-6 pages)

The portfolio should illustrate the student's ability to: • Demonstrate knowledge and understanding of work in the specific internship organization, with a focus on insights in internal and external conditions for the organization's communication practices • Apply and discuss central theories and methods within media and communication studies with relevance to the internship organization • Apply theoretical and methodological knowledge from media and communication research in planning, executing, and evaluating one or more concrete communication assignments • Work analytically with empirical data and, on the basis of this, produce new knowledge relating to an organizational practice or problem of the student's own choice • Take independent responsibility and participate constructively and reflexively in complex, creative, and unpredictable communication and work processes through critical reflection over professional discussions during the internship period, as well as over the student's own role in relevant mediated communication processes during the internship

Students are referred to the following guidelines regarding exam cheating and its consequences: <https://intra.ruc.dk/en/students/study-administration/everything-about-exam/avoid-cheating-at-exams/>

Exam code(s) Exam code(s) : U60319

Course days:

Hold: 1

Project-oriented Internship

time 17-09-2025 17:00 til
17-09-2025 20:00

location 40.2-25 - teorirum (foldedør ud til kantineområdet) (50) / 40.3-25 -
undervisningslokale (50)

Teacher Rasmus Rex Pedersen (rasmusr@ruc.dk)

Project-oriented Internship

time 06-01-2026 09:00 til
06-01-2026 10:00

Project-oriented Internship

time 12-02-2026 09:00 til
12-02-2026 10:00