SAMPLE LEARNING GOALS: COMMUNICATIONS

Public Relations Intern

Professional Objectives

Objective: Provide constructive feedback and data to clients regarding the media hits received by their products

Activities/Resources:
- Find product placement in publications, such as magazines, newspapers, or online news websites
- “Clip” the article by taking screen shots of the article, or scan articles of print publications
- Edit the document to make it professional and organized
- Send the media hit to be reviewed by account executives

Evidence: Include a sample media hit in my portfolio.

Objective: Create industry-focused media lists to assist in reaching out to media professionals and recruiting additional accounts.

Activities/Resources:
- Review last year's media lists and update any changes to contact information
- Search for new contacts using the database CisionPoint
- Send to account executives for final editing

Evidence: Include an Excel spreadsheet of a media list in my portfolio.

Details

Duties include:
- Assist account executives by updating media lists, clipping product placement hits, and reaching out to media professionals
- Package samples of products to send to bloggers and editors
- Organize product samples to keep track of inventory
- Write product descriptions to include in holiday gift guides
- Update magazine subscriptions

Evaluation methods:
- Correspondence with supervisor/account executives via email and in person
- Record hours worked on eSilent Partner per account
- Completion of university provided evaluation forms

Expected Workdays
- Complete 10 hours per week for 10 weeks, totaling 100 hours for the semester
- Mondays and Wednesdays from 12pm-11pm
- Start Date: September 10 End Date: November 28
- **Hours are flexible with regard to holidays or mandatory school functions