

# ***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-4pm
- Start Date: September 10 End Date: November 28
- \*\*Hours are flexible with regard to holidays or mandatory school functions