

SAMPLE *LEARNING GOALS: WRITING*

Package Copy Editorial Intern

Professional Objectives with Activities/Resources, and Evidence

Objective: To create a tutorial for the trademark search process

Activities/Resources:

- View past TM search spreadsheets
- Save a TM search spreadsheet template
- Save links to databases used for TM searches
- Perform mock TM searches
- Do real TM searches and create spreadsheets
- Ask questions as they arise
- Ask co-workers for feedback

Evidence:

- Include tutorial for TM searches, including a template for spreadsheets
- Include in my portfolio copies of TM spreadsheets I have created

Objective: Create a mock copy document

Activities/Resources:

- Receive tutorial from co-worker
- Read existing copy-documents
- Save a copy document template for reference
- Create forward planning documents to set timelines for due dates
- Create copy documents
- Ask co-workers to proof read and offer to proof read for them.

Evidence:

- Include in my portfolio a mock copy document (because I am legally unable to disclose actual projects)
- Compile a list of Brands that I worked with

Internship Details

Internship Duties: (actual job description)

- Brainstorm product names and taglines.
- Organize product names in an Excel spreadsheet.
- Perform preliminary trademark searches.
- Research relevant product and competitive information.
- Create and update copy documents.
- Proofread artwork and instructions.
- Create mood boards and other creative brainstorm thought-starters

Internship Evaluation Methods: The supervisor will ask the writing team to evaluate the intern based on their experience. According to the supervisor, an intern must...

- Have good attendance
- Communicate regularly with the writing team
- Complete tasks assigned by writers
- Stay busy and be proactive about finding projects to work on

Internship work days/hours:

- In office work on Tuesdays and Thursdays from 8am to 5:15pm
- Check email frequently
- Start on January 24 and end on April 26