

Internship Learning Objectives
For Com 4990
(Based on work provided by Former Intern R.D.)

I am employed by XXXXXXXX Company at the World Headquarters located in XXXXXXXX XXXXXX, Michigan. The experience will provide me the opportunity to gain real-world experience in the field of public relations and business communication. From my first day on the job I have been afforded the opportunity to participate as an equal member of their Internal Communication Department.

As an intern at XXXXXXXX Company I am responsible to assist both the senior director of communications, as well as work directly with the associate director of online communications. I have been fortunate that both these individuals have taken the time to assist me in any way that they can and have helped guide me with advice for the future. In addition, both of my superiors have made it a priority to connect me with the resources I need to be successful in this position and positions I will hold in the future. Not only is it my responsibility to assist both of these leaders in our department, it is also my duty to help effectively manage the work output of it.

To begin, I would like to first describe the role that our department plays in the overall business strategy of the company. The internal communications department is a business partner with every business unit of the company, but primarily works to engage every stakeholder internally for the company. Tasks that are routinely performed by me as well as the other members of my team include: drafting communication materials that will be sent to our employees, creating online articles that will be read across the global on our company intranet, proofreading materials for our executives and reviewing presentations of senior members of the business. Currently, my main focus at the company has been to create intranet articles and proofread materials for our business partners.

Now that I have provided some background about my position and XXXXXXXX Company, I would like to move into the Learning Objectives that I have for my internship, but also provide my overall goal that I hope to achieve by the end of the internship.

Goal:

To become an effective communicator in the field of public relations by placing emphasis on the need to continually improve my interpersonal skills with senior members of the business, as well as to become proficient in the written communications materials that I produce for the company.

Learning Objectives for *Interpersonal Skills*:

After I have completed my internship with XXXXX Company it is my hope that I will be more confident in myself and the work that I complete for the company. I have noticed that since the first day on the job I have been very critical of myself and the writing that I do. Even after receiving several comments from my superiors that I have been a great asset already, I still find myself degrading the work I produce. However, through time and experience I hope to become more confident as a professional.

Another area of interpersonal skills that I will focus on has to do with the way that I communicate to senior and executive employees at the company. Though colleges as taught me several ways to effectively communicate, there are still the unspoken rules of the business world. I have already begun to notice the ways that superiors at XXXXXX communicate to the subordinates and vice versa. I made a mistake at the beginning of my internship by speaking with a director about a subject of the business that I was not aware should be done. They were understand, but this for instance is an example of why I would like to gain a better understanding of the unspoken rules for communicating in a large corporation.

Learning Objectives for *Specific Job Competencies*:

As previously mentioned, one of the primary duties of my position is draft intranet article for the company web site. The experience that I have had creating these has helped me to improve, but not to the degree that I would like. By the end of my internship I would like to gain an understanding of how to write more concisely to help improve my pieces. I will consciously begin to review and delete information not needed.

It is my hope to also learn how to be more assertive when I am faced with difficult business situations. I have found that I do not fully assert myself during meeting or when I have the chance to pitch an idea. I struggle with feeling that I am being too pushy, when in fact I may not be. Getting to know this balance better will be an important objective for me in the following months.

Learning Objectives for *Career Exploration*:

Though the current work that I am doing for XXXXX is not what I specifically want to be doing in the future, I understand that I need to gain a bottom-to-top understanding of the workings of a communications department. Much of the work is assisting. I would like to continue to explore the career paths of other professionals in the department and other professionals that we contract to assist us. I enjoy networking with these individuals and will continue to grow and learn with their advice.

The communication department at XXXXXX contains a library with various scholarly works that can help me to become a better communicator. As part of this objective, I would like to begin reviewing it and talking to others in the department about their opinions of the works and if they have found them beneficial. Another part of this object would be to review the scholarly works of others who have published in the department.

Learning Objectives for *Broadening Horizons*:

As part of my internship privileges, I am able to take part in the opportunity to join two global XXXXX groups known as the Young Professionals and Mentoring program. The Young Professionals group gathers individuals that are new to the business world and provides them with the knowledge of how to be successful in a large company. Also, the Mentoring program pairs a young member of the company with a senior member. Through training and classes, both individuals provide each other with their experiences and concerns, these programs with certainly help to broaden my horizons. During my time at XXXXXX I will have to chance to work with several non-profit agencies that XXXXXX helps. I plan to work closely with my superiors and network with the agencies so that I may gain a better understanding of what they do and how they affect XXXXXX as a business.

Learning Objectives for *Learning about Work*:

Currently, I have not had as many opportunities as I would like to meet with professionals in my industry to discuss the hiring process, what I can do to prepare myself and learn about what competitive edges are available to win a prospective employer over during an interview. Though I am not a part of the External Department at XXXXX, I have been able to speak with its senior director to learn from her about what she has done to gain her position. I will continue to meet others through my internship to gain a better understanding of what I can do to alleviate the pressures the complex hiring process can cause.

The final objective that I will write about – but certainly not the last that I have for my internship – has to do with gaining a better understanding of the laws that can affect me and the work that I do. Per our conversation during advising hours much of the work that I do for XXXXXX is strictly confidential which can present many different problems. I assume that in future positions that I hold I will also be privileged to classified and private information. I would like to learn about what is acceptable to discuss with other, whether that be superiors to me that are in a dotted line or the media. The media is currently a stakeholder of the company that I am still uneasy about interacting with.

I know that I will be able to meet all these objectives by the end of my position and will have a better understanding of how to be an effective communicator in the business world with the help of my team at XXXXXX.