

SAMPLE CONTRACT

Internship Contract Learning Objectives

DATE _____

Site: _____

Site Supervisor _____

Faculty Sponsor: _____

I. Job Description

On site at the internship I am completing this semester at . . . I have been assigned several tasks to be included in my job description. The most extensive projects I will be covering include assisting in the coordination of two marketing plans over the course of the semester. As well as the marketing plans, I will also be responsible for assembling proposal packets to be mailed to prospective clients, and searching the database for any pertinent attachments to the packets. I will be responsible for typing client portfolios on a regular basis, as well as letters and other documents. I will become accustomed to the . . . research facilities, including a microfiche system and a computer data base holding past client records. At the conclusion of my internship in December, I will also have the opportunity to attend an annuity seminar with the New York branch of

II. Supervision

On Site: At the job site of my internship I am under supervision on a daily basis. I work in the same office group as my supervisor . . . and he checks on my progress periodically. . . and . . . are also close at hand to assist me with any questions or problems I may have. As a team the group assigns projects for me to complete and keep close track of how I am doing. They are aware of my presence and note the time in which I arrive and leave each day.

Faculty: is one of my professors so I am in contact with him twice a week. We will discuss once every two weeks, by contact or through email, my progress and other issues that may come up regarding my internship experience. As well as these meetings Dr. . . . will be making a visit to . . . as well as reviewing all writing assignments I complete based on my internship.

III. Evaluation

On Site: I will be evaluated by my site supervisor based on several criteria. He will take notice of my work ethic, punctuality, initiative, and follow through on projects.

Faculty: Under my faculty supervision, I will be evaluated on my mid- and end-of-semester reports and evaluations. These reports will be a direct reflection of the daily log I keep. My responses to my supervisor at our conferences will also play a role in my evaluation.

IV. Learning Goals and Objectives

Through my internship at . . . there are several goals I wish to meet. I feel this internship, although not at a public relations agency, is an excellent inside peek at what corporate public relations entails. I will have the ability to observe how a public relations practitioner responds to management situations as well as crisis control. Since my internship began at a very tragic time, with the fall of the World Trade Center, I will actually be able to see first hand crisis management here at . . . I will be observing, learning and actually gaining hands -on experience with informal press releases and letters being sent out to clients in regards to how this tragedy has effected the economy as well as their assets. Specifically I have derived five goals I would like to attain by December, listed from least to most important.

- 1) To observe the way a financial institution handles client relations
- 2) To apply these observation to the public relations field in terms of corporate public relations
- 3) To gain knowledge of the financial world, the operations of the stock market, the concept of trading, and specific ways to market this service which is already infiltrated in many aspects of daily business
- 4) To gain the skills necessary to market an already well established business with a recognizable name
- 5) To apply what was learned and observed through this internship to the public relations field and my personal experiences in that field in the future.

I plan to leave this internship at ~with a stronger, more solidified view on what shape I wish my own public relations career to take on. I feel this internship will clarify some gray areas when it comes to the differences between different types of public relations. This will point me in a direction to what specific career choice I plan to make: nonprofit, corporate, government, or institutional public relations.