

Program	BS PR & Advertising	Course Code	PRAD-401	Credit Hours	3
Course Title	FIELD WORK (INTERNSHIP)				
Course Introduction					
<p>Students will undertake a significant experiential learning opportunity, typically with a public relations organization or department through direct observation, reflection, evaluation, and hands on experience. The internship represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an applied work setting.</p> <p>Students are responsible for securing their internships with the concurrence of the department. Students can contact the assigned supervisor in the department for facilitation. Internship will be furnished during summer vacations for at least nine weeks. On successful completion and positive report by the media organization, the student will prepare a comprehensive report on what he/she practiced, how he/she has addressed specific learning goals, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included in the report. The report will be submitted for viva voce under the pass/fail grading option only.</p>					
Learning Outcomes					
<p>The course aims to:</p> <p>Develop an understanding of the practical work, and to relate the industry practices with the academic study.</p>					
Course Content				Assignments/Readings	
Week 1-16	The students are required to complete two month internship in any media organization or NGOs etc.. The student will be evaluated on the basis of internship performance and report that will be submitted at the end of the internship program.				
Assessment					
<ul style="list-style-type: none"> • Viva voce exam • Internship report • Internship certificate 					