

Consultancy Practice Guidelines 03/2009

Undergraduate Internship

Purpose

This CPG is to guide members if and when they intend to implement undergraduate internship programmes with students from institutions of higher learning. The CPG will cover the level of industry exposure deemed necessary to equip interns with valuable practical experience in the PR consultancy environment, duration of internship, work scope and remuneration.

Qualifications for Undergraduate Internship Programme

To qualify for an undergraduate internship programme with a PRCA member company, candidates must:

1. Be an undergraduate currently enrolled in an academic programme at colleges and universities, both local and overseas
2. Have good academic standing; GPA of 3.0 and above is preferred
3. Earn academic credits as part of the internship
4. Commit no less than eight (8) weeks
5. Keep a logbook of daily activities undertaken and write a report of the experience at the end of the programme.

Undergraduate Internship Programme Outline

This eight-week programme is aimed at providing interns with a sample of the responsibilities required of a public relations professional.

On Day One, host consultancy should provide suitable orientation covering corporate culture, vision and mission, principles, values and ethics, organisation structure and meet other team members and their roles in the organisation.

The intern should be assigned to **no less than a managerial-level consultant**, who will lead, train, counsel and mentor the intern throughout the internship period.

Technical Skills

The interns should be exposed to as much technical and craft training as possible. The following are some recommended areas:

Editorial: The development of news advisories and releases, speeches, background information etc

PR planning: Assist in development of a PR plan, including participating in brainstorming, research, plan drafting etc

Media relations: Assist with media liaison, onsite media management, media monitoring etc

Production: Co-ordinate production with third-party partners such as graphic designers, photographers, printers, event managers etc

Reporting: Generate weekly/monthly/final reports for clients

Event management: Assist with planning and execution of events

Interns may also be assigned to specific tasks and/or clients based on interest that are mentor-monitored.

Compensation

Interns will be paid an allowance of **no less than RM500 per month**. Working hours are from 9.00 am to 6.00 pm, Mondays through Fridays. Reasonable out-of-pocket expenses should be duly compensated.

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