PCL Internship Proposal Information and Example

The proposal should include:

- Student name and contact information
- Contact information (name, phone number, and title) of the internship supervisor. The Program Coordinator will send a midterm and final evaluation of student work to the internship supervisor.
- Overview of the internship and organization
- Explain how the communication strategies and skills learned in the PCL program will be applied to the proposed internship.
- Explain how the leadership strategies and skills learned in the PCL program will be applied to the proposed internship.
- Explain how the internship will benefit your career goals.

An example is below

Internship Proposal
Gretta Student

Contact for Internship: Susie Supervisor
Title: Principal | Creative Director, Great Company
Email: supervior@greatcompany.com
Phone Number: 555.123.4567

Overview of Internship and Organization:

I will complete a Marketing Internship with Great Company. Located in Charleston, South Carolina, Great Company is an organization that promotes science, full-service digital agency, offering marketing solutions for clients including inbound marketing, online advertising, graphic design, and video and audio production.

As of now, the internship will be completed in person. However, if any significant changes occur due to COVID-19, the internship will most likely be completed remotely. I am planning on moving to Charleston for the summer months in order to complete the internship.

Some of my responsibilities within the internship will include: writing blogs, creating social media content, performing marketing analysis and research, assisting with the preparation of promotional presentations, assisting in planning and staffing of events, and supporting the team with various administrative tasks as needed.

I will collaborate with both the marketing and creative teams in order to participate in each stage of marketing campaigns. I will assist in the development, growth, and expansion of marketing channels through social media outreach, blogging, research, and strategic planning.

Application of PCL Communication Strategies:

In order to be successful in this internship position, I will utilize various strategies of written and verbal communication that I have learned throughout my time in the PCL program. Many of the professional communication strategies I have learned will be kept in mind as I begin and complete this internship. I also plan to utilize many of the design techniques I have learned in Dr. *Teacher*'s Publication Design class in order to be successful. If any clients are in need of any design work, I now have skills in PhotoShop, InDesign, and Figma which I did not have before.

With writing blog posts, I plan on using engaging and simple language in order to captivate the audience and write in ways which are easily understandable for readers. While I have not taken a course on social media yet, I am planning on taking one in the fall, and I am hoping that this internship will give me knowledge on important and useful social media strategies.

The clients for Great Company are very diverse, which I will be prepared for due to my time in Dr. *Professor*'s Organizational Communication in Diverse Contexts class. Having an understanding of the organizational patterns of various clients will help me better represent and market their company.

In regards to any intellectual property that might be used, I am well-versed in some of the laws and regulations regarding IP thanks to my time in Dr. *Teacher*'s Intellectual Property class. I will know what is considered fair use and what is not.

Application of PCL Leadership Strategies:

I will be working with a team of interns throughout the summer, and I am hoping to utilize many of the leadership skills I have learned through PCL in order to succeed. I am hoping to not only be able to be a leader among the team of internships, but I also hope to be an intern of integrity, honesty, and good sense.

Within the internship, I am going to be doing some research in order to help with the marketing campaigns. I learned various helpful research methods while taking Dr. *Master*'s PCL Research class.

Internship's Benefits Toward Career Goals:

I have always had an interest in working with marketing, but I never felt as though I was adequately prepared for a position within the field. By learning important marketing strategies--including social media strategies, analytics, and more--I am hoping that I will be able

to get ahead in the field and be more knowledgeable of the marketing world. Through the internship, I will receive some marketing training and certification which I feel will definitely help me further my career down the road.

Not only am I interested in marketing, but I am also interested in many of the other aspects of work that the agency performed. I have some experience in design, but would love to improve, as well as within the fields of audio and video production. I feel as though completing this internship will give me useful and beneficial connections in an area where I plan to permanently move in the near future: Charleston. I also think completing this internship will give me more confidence in the skills I already have and the ability to further learn new skills which will be useful to me in future endeavors