

Sample: Learning Objectives

Learning Objective 1

Enhance multi-channel communication skills to effectively engage diverse audiences.

Task/Assignment 1

The intern will research organizational communication procedures, assist in drafting marketing materials, contribute to public service announcements (PSAs), and support social media content creation to improve brand messaging by the end of the internship.

Learning Objective 2

Develop practical knowledge of information systems, including software application and database management.

Task/Assignment 2

The intern will collaborate with a senior IT specialist to assist in mobile application development, conducting competitor research, contributing to design and coding, and addressing technical challenges related to system optimization and security over a three-month period.

Learning Objective 3

Analyze market data to inform strategic decision-making.

Task/Assignment 3

The intern will gather and assess current market data over a four-week period to evaluate product performance and identify trends that can inform marketing strategies, culminating in a presentation of findings.

Learning Objective 4

Conduct effective outreach to build relationships with current and prospective customers.

Task/Assignment 4

The intern will identify potential customers, implement a one-week outreach initiative using various communication methods (email, phone, direct marketing), and compile a report summarizing outreach results and insights gained within two weeks of completion.