LEARNING OBJECTIVES

What is a learning objective—
Learning Objectives help you focus on what you hope to learn from your experience before you start your internship. They can be directly or indirectly related to your course of study. Learning Objectives provide information the on-site supervisor to assure that you are acquiring knowledge and skills that you wish to learn (in addition to performing the tasks required of the internship). Tip: Confer with your on-site supervisor that your learning objectives are manageable and that you will be able to successfully achieve them before the end of your internship assignment.

Writing a learning objective—
Below are key areas to focus on when writing your Learning Objectives.

A. Knowledge to be acquired:
   1. Regarding one’s academic major (i.e., theories, practices)
   2. Related to a particular business, industry, or operational function
   3. Relevant to career development

B. Skills to be developed (both intellectual and functional):
   1. Analytical skills for one’s academic major
   2. Operational skills to perform functions required in the internship assignment
   3. Interpersonal skills to interact successfully on-the-job

C. Problems to be solved:
   1. Application of one’s academic major
   2. Details to understand about one’s work assignment
   3. Questions to resolve about one’s personal interests

D. Values to be clarified:
   1. Interest for the nonprofit or for profit sectors
   2. Team or individual, business professional, business casual or casual work environments
   3. Mission or results-driven work
   4. Passion for small, mid-sized or large firms

EXAMPLE: Here are some sample Learning Objectives (LO) and Strategies for Completion of Objectives (SCO) for someone whose goal is to be competitive to work in the Public Relations departments of Warner Brothers.

| LO 1   | to learn how to write marketing material |
| SCO 1  | (I plan to craft promotional literature.) |
| LO 2   | gain exposure to the steps required to put on a large scale event |
| SCO 2  | (I will ask to work on an event.) |
| LO 3   | learn how to promote Warner Brothers events to invitees |
| SCO 3  | (In my job description it states that I will attend P.R. team meetings.) |