

Sample Internship Learning Objective

1. Describe what it is you would like to KNOW or be able to DO by the end of your Internship (Be Specific):

I would like to know how to develop a simple professional marketing plan.

2. What specific ACTIONS will you employ in order to LEARN this?

Action 1: Participate in marketing department weekly meetings.

Action 2: Review a marketing plan that has already been developed for the company.

Action 3: Assist the professional marketing staff with duties as assigned to complete a marketing plan that they are developing

3. How will you and others know you've accomplished this objective? (Be specific)

I will know that I have achieved this when I can identify the key components of a marketing plan; articulate the information that needs to be gathered and from whom; and explain how to put all the parts together into a professional marketing plan format. My supervisor and my instructor at BCC will check my marketing plan for any problems and evaluate my plan.

4. Now, pull it all together and restate your learning objective:

I will learn how to develop a professional marketing plan by participating in marketing department weekly meetings; reviewing a marketing plan that has already been developed for the company; and work with the professional marketing staff on assignments for a professional marketing plan they are developing. I will know that I have achieved this when I can identify the key components of a marketing plan; articulate the information that needs to be gathered and from whom; and explain how to put all the parts together into a professional marketing plan format. My supervisor at the internship and my BCC instructor will evaluate my plan.

5. Describe why this objective is important to you:

My dream is to own my own business and marketing is a critical part of a successful company. My major is Business and I have learned a great deal about marketing in my classes, but I want to actually see how it is done within a company.