

FACULTY OF COMMUNICATION AND MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA (UiTM)
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TEL: 03-5544-4860 FAX: 03-5544-4861

BACHELOR OF MASS COMMUNICATION (HONS) PUBLIC RELATIONS
(MC222)



PRACTICAL TRAINING EVALUATION FORM
COURSE CODE: COM661

Completed forms should be forwarded in a sealed envelope directly to:

Head
Public Relations Programme,
Faculty of Communication and Media Studies,
Universiti Teknologi MARA (UiTM),
40450 Shah Alam,
Selangor Darul Ehsan

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Duration of Placement: _____ to _____

NAME OF INTERN:	
UiTM I/D:	
I/C NUM:	
SUPERVISING LECTURER:	

ORGANIZATION'S NAME:	
ADDRESS:	
SUPERVISING OFFICER 1:	
OFFICIAL DESIGNATION:	
DURATION OF SUPERVISION:	
SUPERVISING OFFICER 2 (IF APPLICABLE):	
OFFICIAL DESIGNATION:	
DURATION OF SUPERVISION:	

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PART 1: JOBS PERFORMED (please comment where applicable)

NATURE OF ASSIGNMENTS	COMMENTS AND ASSESSMENT
(A) CLIENT SERVICING	
(B) PUBLICATIONS <i>Brochures/Flier/Direct Email</i> <i>Newsletter</i> <i>Annual Report</i> <i>Web Page, etc</i>	
(C) PUBLICITY AND MEDIA RELATIONS <i>News Release</i> <i>Media Advisory</i> <i>Media Kit</i> <i>News Conference</i> <i>Media Liaison</i> <i>Media Event</i> <i>Publicity Photo</i> <i>Media Interview, etc</i>	
(D) PROMOTIONS: <i>Exhibitions/ Trade show</i> <i>Advertising</i> <i>Sponsorship</i> <i>Copywriting for literature</i> <i>Product / Service Launch</i> <i>Brainstorming Session</i> <i>Other staged events, etc</i>	

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NATURE OF ASSIGNMENTS	COMMENTS AND ASSESSMENT
(E) PROTOCOL	
(F) WRITING <i>Correspondence</i> <i>Memo</i> <i>Pitch Letter</i> <i>News release</i> <i>Feature article</i> <i>Speech</i> <i>Emcee's script</i> <i>Copywriting /advertorial</i> <i>Caption writing, etc.</i>	
(G) RESEARCH <i>Library research</i> <i>Questionnaire design</i> <i>Survey administration</i> <i>Interviewing</i> <i>Report writing, etc.</i>	
(H) INFORMATION COMMUNICATION TECHNOLOGY: Knowledge Application	

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PART II: PERFORMANCE (please circle the appropriate number)

1. ACCURACY

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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2. MEMORY (if applicable)

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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3. ATTENTION TO DETAIL

<i>METICULOUS</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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4. ORGANISATION OF WORK (ability to work systematically)

<i>HIGHLY ORGANISED</i>	10	9	8	7	6	5	4	3	2	1	<i>DISORGANISED</i>
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5. ABILITY TO UNDERSTAND AND CARRY OUT INSTRUCTIONS

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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6. ABILITY TO MAKE DECISIONS ON THE JOB

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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7. ABILITY TO MEET DEADLINES

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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8. UNDERSTANDING AND APPLICATION OF PR SKILLS

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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9. MOTIVATION

<i>HIGHLY MOTIVATED</i>	10	9	8	7	6	5	4	3	2	1	<i>NOT MOTIVATED</i>
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10. PUNCTUALITY

<i>ALWAYS PUNCTUAL</i>	10	9	8	7	6	5	4	3	2	1	<i>ALWAYS LATE</i>
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11. APTITUDE

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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12. LANGUAGE COMPETENCY

(a) English

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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(b) Bahasa Melayu

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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13. INTERPERSONAL SKILLS

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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14. CREATIVITY / INITIATIVES

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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15. ABILITY TO CONTRIBUTE IDEAS

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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PART III: PERSONALITY

16. APPEARANCE

<i>WELL GROOMED</i>	10	9	8	7	6	5	4	3	2	1	<i>SHABBY</i>
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17. MANNERS

<i>COURTEOUS</i>	10	9	8	7	6	5	4	3	2	1	<i>RUDE</i>
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18. SELF-CONFIDENCE

<i>SELF-ASSURED</i>	10	9	8	7	6	5	4	3	2	1	<i>HESITANT</i>
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19. ABILITY TO WORK AS A TEAM

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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20. ABILITY TO ACCEPT CRITICISM

<i>EXCELLENT</i>	10	9	8	7	6	5	4	3	2	1	<i>POOR</i>
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PART IV: GENERAL COMMENTS

(A) STRENGTH (S)

(B) WEAKNESS (ES)

(C) POTENTIAL

DATE: _____ SIGNATURE 1: _____

DATE: _____ SIGNATURE 2: _____
(if applicable)