

Lessons Learned: A Reflection

Due: Friday, August 21, 2026 by 11:59 p.m. ADT
Assessment: Pass/Fail
Submission: Moodle
Label the file as follows: SurnameFirst-6399-S26-Reflection (e.g., SmithMary-6399-S26-Reflection)

Purpose

The final reflection provides an opportunity to thoughtfully examine your internship experience and to demonstrate how your work in a professional setting has contributed to your development as a public relations practitioner. This assignment is intended to support critical reflection, integration of theory and practice, and professional growth.

You will revisit the personal learning plan (learning objectives) you created at the beginning of the internship and consider how your experiences have shaped your understanding of public relations practice, organizational life, and your own professional identity.

Description

You will prepare a reflection that synthesizes your learning across the internship term. The reflection should move beyond description to demonstrate thoughtful analysis of your experiences and their significance for your professional development.

You may complete the reflection in written, audio, or audiovisual form (see “Format Options” below). Regardless of format, your submission should address the following areas:

1. Learning Objectives and Professional Growth

Reflect on the learning objectives you established at the outset of the internship.

- To what extent did you achieve your objectives?
- What knowledge, skills, or competencies did you develop or strengthen?
- What challenges did you encounter, and how did you respond to them?
- What did you learn about yourself as a developing public relations professional?

2. Connecting Theory and Practice

Draw connections between your internship experiences and relevant public relations theories, concepts, frameworks, or professional standards encountered in the Master of Public Relations program.

- How did academic knowledge inform your work in practice?
- In what ways did your workplace experiences deepen, complicate, and/or challenge what you learned in your coursework?
- Provide specific examples to illustrate these connections.

3. Organizational Observation and Professional Insight

Offer a thoughtful observation of your workplace as a communication environment. Consider:

- Organizational culture and values
- Leadership and decision-making practices
- Communication strategies and stakeholder engagement
- The role and positioning of public relations within the organization

You are not expected to evaluate the organization, but rather to demonstrate professional awareness and insight into how communication functions within a real-world context.

4. Future Career Development

Reflect on how this internship has influenced your professional goals and career direction.

- What aspects of the experience were most meaningful or instructive?
- How has the internship clarified your interests, strengths, and/or areas for further development?
- What skills, experiences, or learning goals will you continue to pursue as you move forward in your career?

Format Options

You may complete the final reflection in one of the following formats:

Written Reflection

- Length: 1,500-2,000 words (not including title page, references, and, if applicable, appendices)
- Format: Follow APA 7 guidelines for formatting, citations, and references where relevant

Audio Presentation (e.g., podcast) or Audiovisual Presentation (e.g., video)

- Length: 10-15 minutes
- The presentation should be clearly organized, thoughtfully prepared, and professionally delivered
- If sources, theories, or frameworks are referenced, include a brief reference list (APA 7) submitted with the recording.

Regardless of format, the reflection should demonstrate thoughtful analysis of your internship experience and clear connections between your professional practice and learning in the Master of Public Relations program.

Expectations

Successful completion of the final reflection will demonstrate:

- Thoughtful and honest reflection on professional experiences
- Clear connections between practice and public relations theory or concepts
- Evidence of professional insight and self-awareness
- Organized, coherent, professional communication appropriate for a graduate-level program
- Respect for workplace confidentiality and professional standards

You may schedule a meeting(s) with the faculty advisor to discuss your reflection. Because this assignment is assessed on a **pass/fail** basis, the emphasis is on meaningful engagement with the reflection process and evidence of learning. If your reflection does not meet the stated criteria, you will receive a failing grade, and you may be asked to resubmit your reflection if it could receive a 'pass' with reasonable revisions. A revised assignment must be resubmitted by the date specified by the faculty advisor, usually within five business days. You will have only one chance to re-write a work-term assignment. Failure to revise the assignment to a satisfactory level will result in a failing grade for the internship.