

Lessons Learned: A Reflection

Purpose

The PBRL 3388 work term report asks you to reflect on your various co-op experiences as a Bachelor of Public Relations student. You will reflect on your personal growth as both a student and as a practitioner of public relations, using concrete examples to explain and support your thinking. This reflection encourages you to look at your co-operative education experience as a whole and consider what that experience has meant to you.

Questions to consider

Begin with a brief overview of your co-op experience, outlining your three work terms. Then, consider what you have learned from academic, professional and personal perspectives. Reflect on the knowledge and skills you have gained and/or strengthened. Reflect on how your attitudes and/or beliefs may have changed.

Consider questions such as:

- What sectors did you work in during your co-ops (e.g., government, corporate, not-for-profit, start-up, etc.)? What differences did you observe in how public relations is practiced across sectors?
- What have you learned about the practice of public relations over your co-op journey?
- How have your academic studies informed your co-op work terms, and vice versa?
- How has co-op influenced your personal growth?
- How has co-op advanced your professional development?
- What kinds of mentorship, networking, and/or professional development training did your employers provide during your work terms? How did that support your learning journey?
- What piece of work completed during your co-op do you feel most proud of? Why?
- How did you navigate feelings of uncertainty during your work terms?
- What is the importance of building a professional network prior to graduation? How did you go about building your own professional network during co-op?
- What have you learned along the way that most surprised you (e.g., about yourself, about public relations)?
- Now that you are completing your final co-op term, what is your analysis of the role(s) public relations can play in today's world?
- What kinds of knowledge, skill sets, and/or technical capabilities do you think will be essential for the emerging PR professional to possess in the next 3-5 years?
- What advice would you share with a 'younger you' about to embark on your first co-op interviews?

These questions are intended to prompt your reflective process. In your reflective report, attend to those questions that most connect with your experiences. Remember: The goal of this assignment is for you to look at your co-operative education experience as a whole and consider what that experience has meant to you as a public relations student and practitioner.

Format

This reflection may be in written, audio and/or audiovisual form. If you select a written report, the word count is 1,500 to 2,000 words (not including title page and, if applicable, references). Follow APA 7 format. If you select an audio presentation (e.g., podcast) or audiovisual presentation (e.g., a video, a PowerPoint presentation with voiceover narration), the length is 10-15 minutes. Include a reference list, if applicable, cited in APA 7 format.

Assessment

The co-op faculty advisor will assess your reflective report based on the following criteria:

- A strong reflective component (not just a commentary of job duties) that attends to what your co-op journey has meant to you personally, academically, and professionally.
- An informed analysis of public relations as it is practiced in various workplace environments and the adaptations needed to adjust to different organizations.
- An error-free, well organized, and professional presentation of your reflection in your chosen form.

You will receive a 'pass' or 'fail' grade for the reflective report. If your reflection does not meet the stated objectives and criteria, you will receive a failing grade, and you may be asked to resubmit your report 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 co-op term.

Timeline & Submission

- You will discuss your ideas for the reflective project during your second individual meeting with the co-op faculty advisor.
- The reflection is due via Moodle on **Thursday, April 2 by 11:59 p.m. AT**. Late submissions will not be accepted.
- Label your file as follows: SurnameInitial-3388-W2026-Reflection (e.g., MonizT-3388-W2026-Reflection).