LSPR
The Leading Graduate School of Communication & Business

INTERNSHIP PERFORMANCE EVALUATION

NAME OF TRAINEE : _____

DURATION OF TRAINING : _____

NAME OF COMPANY : _____

NAME OF MANAGER/SUPERVISOR : _____

No	Subject	Learning Objective	Grade Value
1	**Writing for Public Relations II : Narration, stories, web, blog, social media & production**	1. Participants possess a strong understanding of the concepts and phenomena of public relations, which serves as a guide for conveying written messages aimed at building the company's image, reputation, or perception. 2. Participants have the ability to process data as a source for writing and publishing public relations content through digital communication channels to all stakeholders. 3. The participant demonstrates adaptive, critical, and tenacious behavior in addressing issues and crises, based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for their work in the field of	

		public relations independently.	
2	**Public Relations Strategic Planning II: Practical Approach**	1. Participants have a strong understanding in identifying the public and analyzing situations before planning public relations activities in line with the company's objectives. 2. Participants possess the capability to design messages tailored to stakeholders based on STP, SWOT, and STEEPLE analyses in public relations activities focused on maintaining a positive image, reputation, or perception. 3. Participants demonstrate adaptive, critical, and tenacious behavior in addressing issues and crises, based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for their work in the field of public relations independently.	
3	**Digital Content Production**	1. Participant has a strong grasp of the concept of producing, promoting, and marketing content through digital media owned by the company. 2. Participants are proficient in conveying messages verbally/non-verbally and/or producing messages in the form of text, visual, audio, or video distributed through digital media. 3. The participants exhibit adaptive, critical, and tenacious behavior in addressing issues and crises, based on analytical skills. They adhere to high standards of social and academic ethics, discipline, social sensitivity, and responsibility for their work in the field of public relations	

		independently.	
4	**Digital Startup Growth Strategy**	1. Participants possess an understanding of both technical and non-technical concepts as well as digital data analysis as a form of communication strategy in developing a Digital Startup. 2. Participants have the ability to formulate plans, manage, implement, and evaluate communication strategies implemented (partially/wholly) with the aim of developing a Digital Startup. 3. Participants exhibit adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for work in the field of public relations independently.	
5	**Creativity & Innovation for Events**	1. Participants have an understanding of various events focused on creativity and innovation, organized to meet the needs and objectives of the Company. 2. Participants possess the ability to plan and/or execute events as new ideas/concepts by leveraging resources available to the Company/Organization. 3. Participants demonstrate adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for work in the field of public relations independently..	
6	**Leadership Decision Making**	1. Participant possesses an understanding	

	Strategies	of the strategic stages in developing leadership skills for an individual within the Company. Decisions are made based on local wisdom, research findings, and analysis of relevant concepts. 2. Participants have the ability to communicate interpersonally and organizationally in decision-making within small, medium, and large-scale work units. 3. Participants exhibit adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for assigned tasks.	
7	**Event Production Management**	1. Participants have an understanding of strategies and techniques for event management through pre-event, event, and post-event stages to meet the needs and objectives of the Company. 2. Participants possess the ability to implement all stages of event production and effectively manage resources. 3. Participants demonstrate adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for work in the field of public relations independently.	
8	**Managing Event Promotion & Sponsorship**	1. Participants possess an understanding of event management focused on promotional activities and sponsorship to	

		support events organized by the Company. 2. Participants have the ability to implement all stages of event production and effectively manage resources. 3. Participants exhibit adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for work in the field of public relations independently.	
9	**Commercial Copywriting**	1. Participant has an understanding of copywriting for media (conventional and digital) and other advertising media as a means of distributing messages for commercial purposes for the Company. 2. Participants possess the ability to analyze and write messages to persuade target markets/audiences. 3. Participants demonstrate adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for work in the field of public relations independently.	
10	**Handling Media & Public Figures**	1. Participants have an understanding of message delivery and managing relationships between the Company and Media, as well as Public Figures as one of the stakeholders. 2. Participants possess oral and written communication skills in accordance with	

		data and facts to communicate and interact with Public Figures, Journalists, Media Organizations, and other stakeholders. 3. Participants exhibit adaptive, critical, and tenacious behavior in addressing issues and crises based on occurring analytical capabilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and responsibility for assigned tasks.	

LSPR GRADING SYSTEM:

Grade Indicator	Grade Value	Symbol	Conversion Value
1. Participants demonstrate excellent understanding of concepts and knowledge as per assigned tasks. 2. Participants excel in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit excellent behavior while performing assigned tasks.	90 – 100	A	4.0
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	85 – 89.99	A-	3.7
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks.	80 – 84.99	B+	3.3

3. Participants exhibit very good behavior while performing assigned tasks.			
1. Participants demonstrate good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit good behavior while performing assigned tasks.	75 – 79.99	B	3.0
1. Participants demonstrate satisfactory understanding of concepts and knowledge as per assigned tasks. 2. Participants perform satisfactorily in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit satisfactory behavior while performing assigned tasks.	70 – 74.99	B-	2.7

GENERAL COMMENT:

Name of Evaluator : _____

Position/Designation : _____

*sign and stamp of the company