

ASPIRING public relations (PR) professionals at Sunway University will have opportunities to gain practical knowledge of the profession and better prepare themselves for the industry, following a newly-forged academia-industry collaboration.

Inked between the university and Public Relations and Communications Association of Malaysia (PRCA Malaysia), the two-year collaboration will enable the students to be involved in more industry-specific, hands-on training, such as dialogue sessions, workshops and the chance to participate in PRCA's industry programmes.

Through the memorandum of understanding (MoU), the students will also be given the opportunity to intern at PRCA Malaysia's mem-

Helping PR students make inroads



SKILLS IN DEMAND

ber companies, giving them the chance to work on real-life briefs and projects, and interact with established brand names.

Present at the MoU signing ceremony held last month were Sunway University vice-chancellor Prof Graeme Wilkinson and PRCA Malaysia president Andy See.

Prof Wilkinson said it is important that universities and organisations work together so that the latest thinking and developments in the industry are reflected in

the teaching that takes place in universities.

"At Sunway, we have degrees in communication and in advertising and branding that are popular and lead to highly employable graduates.

"Collaborations like this help us keep these programmes at the cutting edge. At the same time, we hope that some of the ideas and thinking arising from the very bright academics in the university can inspire PR industry professionals to be innovative and to explore new ways of developing their businesses.

"Sharing of knowledge and new

ideas is the key to success in any field," he said in a press release dated Dec 13.

See said the partnership is in line with the objective of the industry body.

"PRCA Malaysia has always supported efforts to raise the overall standards of PR professionals as part of its overall strategy to uplift and safeguard the interest of the industry," he said.

He added that there is no better time to be in the PR and communications business as "we have the opportunity to put the strategic communications agenda right at the core of business or organi-

sational strategy".

The university's collaboration with PRCA Malaysia, which is involved in the upskilling and development of industry talents, will explore a new opportunity for students interested in pursuing a career in public relations and industries related to it, the press release added.

This effort falls in line with the introduction of two new degree programmes within Sunway University's Department of Communication: a degree in digital media journalism and a graduate degree in international public relations.

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