

EXCELLENCE IN EDUCATION



Shinta Erdiana (left) with her colleagues during her internship at TBWA KL.

Internships offer great insights into real world

KHOR Siew Boon, who attended a 12-week internship with Maxis, says she was lucky to work on a few projects at the firm because she got to learn something new every day.

She said she applied what she had learned from her classes at the Department of Communication and Liberal Arts at Sunway University.

She graduated with first class honours in the BA (Hons) in Communication programme at Sunway University in October last year.

Khor is from the third batch of students at Sunway University who underwent internships with advertising or PR agencies and multinational corporations, such as New Straits Times Press, Media Prima, TBWA Kuala Lumpur, Havas Worldwide, Naga DDB, Maxis, Petronas, Ogilvy, and Cohn & Wolf.

The department understands the importance of internships.

It has selected subjects for its three majors: Corporate Communication, Advertising & Design, and PR Event Management.

This ensures students can carry out their duties with ease while taking on new challenges.

The internship provides students with real-life work experience in the communication industry and prepares them for the working world.

It offers students a chance to experience workplace situations.

Students will develop skills in time management, organisational and interpersonal communication, team work and administrative skills.

DCLA works with Sunway University's Student Services Department to organise CV writing and interview-skills workshops for students.

It counsels students to ensure they are placed in appropriate internships and companies.

Sunway's Communication students have found internships to be an enjoyable, enriching and productive experience.

It furthers their knowledge and skills acquired from the degree programme.

Some interns worked beyond the nine-to-five working hours to prepare for events or to complete advertising projects. Others were included in meetings and discussions with their employers' clients.

Kieran Hogan, who specialised in Corporate Communication, said: "I was able to apply what I had learnt in class, and learn how to work in an organisation. It helped me explore my career options when I graduate."

Shinta Erdiana, an Advertising Design student who interned with TBWA Kuala Lumpur, said she gained experience from working on visualisation, creating storyboards, presenting ideas and proposals to clients and doing photo-shoots for advertisements.

At their graduation in 2014, the first batch of Sunway Communication Degree students exuded enthusiasm and confidence in joining the communication industry.

They believed their internship experiences and Sunway's BA Hons Communication degree programme had prepared them well.

Sunway will have an open day on March 19 and 20, from 10am to 4pm.

For details about Communication at Sunway University, call 03-7491 8622 or visit <http://sunway.edu.my/university/foa/comm>

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