

**TITLE OF PROGRAMME:**

On-the-Job Training (Internship) for Semester 5 Students

**THEME OF THE PROGRAMME:**

Professional Exposure to the Media and Corporate Communication Industry

**DURATION:**

One month in Semester 5

**VENUE:**

Various media houses, digital marketing agencies, advertising firms, and corporate communication departments across Kolkata

**OBJECTIVE:**

The objective of the internship was to provide final semester students of BA (Major) in Communicative English with first-hand professional exposure to real-world work environments. The programme aimed to bridge the gap between academic knowledge and industry expectations, and to foster employability skills through experiential learning in the fields of media, communication, content creation, public relations, and corporate communication.

**PARTICIPANTS:**

Students of Semester 5, Department of Communicative English

**BRIEF REPORT ABOUT THE EVENT/PROGRAMME:**

As part of the curriculum, students of Semester 6 undertook a one-month internship in various sectors including print and digital media, public relations firms, corporate communication wings, social media marketing agencies, and advertising companies. The students were assigned tasks ranging from content writing, copy editing, and campaign ideation to digital marketing, client communication, script writing, and event coordination. The internship enabled students to apply classroom learning in real-world scenarios, understand professional workflows, and receive feedback from industry mentors. Faculty coordinators maintained regular communication with the students and mentors to ensure smooth functioning and appropriate guidance throughout the training period.

**EXPECTED OUTCOME:**

The internship programme was designed to equip students with industry-relevant skills, professional discipline, and workplace confidence. It is expected to enhance their resumes, sharpen their communicative competencies, and prepare them better for employment or higher education in media and communication-related fields.