



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Media Studies and Journalism Department

**Internship
Report
Submitted By**

Name: Maliha Mashiat

ID: 192012028

Term: Spring 2024

Course Code: MSJ11498

Host Organization: ULAB Communication's Office



Submission Date: April 22, 2024.

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Student Details

Name	Maliha Mashiat
ID	192012028
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development Studies
Career Goals	To be able to work as a successful publicist for leading corporate/government/ media clients.

Internship Details

Host Organization	ULAB Communication's Office 688 Beribadh Road, Mohammadpur, Dhaka - 1207, Bangladesh
My area of work	Events, Outreach and PR
Supervisor	Asifur Rahman Khan, Head, Communications
Designation	Communication's Intern
Start Date	Feb 15, 2024
End Date	May 15, 2024
Hours Per Week	40+
Total Working Period	Approximately 4 months

Acknowledgement

Before we delve into the compilation of my best works with the ULAB Communication's Office, I would like to express my gratitude to all the senior lecturers, faculties and teachers who have helped me on my under graduation journey. It is said that an individual can only be a good student when they're taught by a good teacher, and I have been blessed with the best at ULAB.

Secondly, I would like to extend my gratitude to my supervisor, Mr. Asifur Rahman Khan, for being a wonderful mentor, both professionally and personally. His priceless guidance and meticulous inputs will guide me beyond my job.

I would also like to thank my internship supervisor, Ms. Syeda Sadia Mehjabin, senior lecturer at the department of Media Studies and Journalism, for her endless support and encouragements. Her cheers and affirmations helped me become the pupil that I am and even more so.

Lastly, I would like to thank my best friends and all the special people around me, while I stressfully went through my internship period. They tirelessly tolerated all my breakdowns, provided shelter when needed and a back to lean on.

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were ones own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Maliha Mashiat
ULAB ID: 192012028



Signature _

Internship Report Approval Form

Student Name_Maliha Mashiat

ID No: 192012028

Major: Public Relations

Year: 2024

Local Phone: 01742217768

Email: maliha.mashiat.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION**Internship**

Organization/Project: ULAB Communication's Office

Internship /Project Report Topic: Intern- Events, Outreach and PR

Semester (Tick one): ☒ Spring 2024 ☐ Summer 2024 ☐ Fall 2024

Advisor APPROVAL

(Please place a Tick)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature:_____

Date: 22. 04. 24

Name:Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: 01713008008

Introduction

“Don’t go around saying the world owes you a living, the world owes you nothing. It was here first”- Mark Twain

Stepping into the job sector, as freshly minted almost-graduates, we do forget to take our rose glasses off. While excelling in university courses or cheers from your peers might make you feel like you’re on top of the world, the real world is quite different. The real world is saturated job fields, blurred professional lines and the constant rat-race. You have to be a strategist to survive, and no one does it better than people who got their degree on it, i.e strategic PR professionals.

Despite already getting a head-start in the field of journalism, I knew my heart was in Public Relations. Thus I started from the beginning, as an intern in my own university. I must admit, some might see it as playing ‘safe’, I would however, like to digress.

Walking the line of personal and professional was something that I acutely picked up during my internship, since I was quite familiar with the clientele and my brand. Thus building the projects that I’ve worked on, was a multidimensional experience. While being a student I was part of the audience, I am now getting work for the demographic I was a part of. That definitely got my strategic gears turning, along with my communication skills as now the intended message has changed.

The ULAB Communications team is compact yet efficient team that has been working tirelessly to bring our university to the forefront of the Bangladeshi higher studies race. Both students and community members have expressed positive feelings towards the recent works that the team has done and I feel the same. During my time here, I have learned quite a lot, especially the dichotomy of professionalism and friendliness, along with a myriad of social, strategic, and communications skills.

Expectations

As I hadn't previously worked in the Public Relations industry before, my primary goal was to equate my classroom knowledge to the real world. When I first joined, I was put into the events, outreach, and PR team, which slowly got more specific to working with the content and the PR team. Upon my initial arrival, these were my expectations from the workplace:

- Learn how to work within familiar environments.
- Learn how the PR industry works within the field of education.
- Pick up proper corporate etiquette, as well as learn how the academic corporate world works.
- Carve out my own unique work style and communication pattern.
- Scope out the Public Relations sectors I am good in (i.e. outreach, content, strategic communication, media relations or so on).

Host Organization

Organization Name: ULAB Communication's Office, University of Liberal Arts Bangladesh (ULAB)

Incorporation Status: Non-Profit Organization

Year of Establishment: 2002

Official Address: 688 Beribadh Road, Mohammadpur, Dhaka-1207

Reporting Address: 688 Beribadh Road, Mohammadpur, Dhaka-1207

Area of Work: The Communications team mainly works to generate and increase admissions intake for the university. In order to achieve that, the team develops admissions campaigns for every semester, admission videos for different departments, community building events, outreach events with educational institutions around the area and more. Communications also arranges social campaigns, sponsorships, media relations, public relations and brand image building activities.

Company Organogram

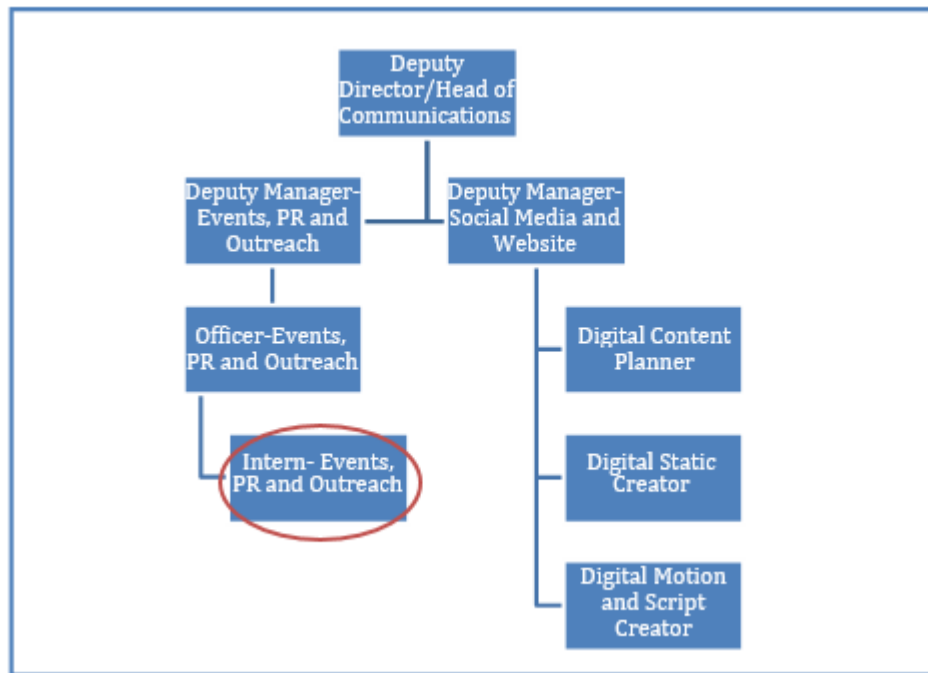


Figure 1: Company Organogram and my position

Tasks

Although I started working with the ULAB Communication's Office officially from February 15, 2024, I had previously been working since the start of the month. Since then my responsibilities have included:

- Accompanying the team on outreach tours to different schools and colleges.
- Noting the meeting minutes.
- Creating campaign plans for strategic communication done by the team.
- Writing scripts for admission campaign videos.
- Writing scripts for campaigns.
- Writing press releases for central events.
- Hosting central events.
- Developing a stakeholder analysis for ULAB.
- Brainstorming ideas with the team and assisting in any creative areas.
- Resolve billing issues between vendor and the Accounts office.

PROJECTS

Project 1

Project Name: Stakeholder's Analysis of ULAB's admission pool

Start Date: 15 February, 2024

End Date: 25 March, 2024

Project Overview: Creating a stakeholder analysis based on the admissions data available for ULAB, for future admission or public relations policies.

Project Details:

My very first project within the office was my lengthiest one, as I had to collect sufficient data and build understanding to justify my findings. This is a Stakeholder Analysis of the internal and external stakeholders of ULAB, who partake in the admission process.

My Tasks and Responsibilities:

For this project, my supervisor wanted me to analyze the type of students, parents and other affiliated bodies of ULAB, who have taken admission or might be interested to.

Moreover, the project is broken down into two parts of analysis, one in terms of socio-economic status, and another in terms of media channels that ULAB can use to broaden its network. Lastly, those findings are tied together in the way forward segment, which is a rough outline of how we can utilize the analysis for a strategic public relations approach.

For the analysis, I separated the two parts (socioeconomic categorization and media channels) in two different PowerPoint presentations, according to my supervisor's instructions. Those slides will help us determine, break down, and rationalize our public relation related decisions, moving forward.

Challenges:

- There was not enough data available for me to conduct my studies on, which is why I had to go back and forth, asking questions to my supervisor, colleagues and peers to get an overview.
- One of the biggest obstacles I faced during this project, was figuring out what my supervisor was asking for. As I had not done a stakeholder's analysis earlier, I initially opted to go through a more holistic approach to jot down my findings, i.e. making notes of what I could and couldn't find.
- However, after going through multiple sessions of clarification, most of which happened due to more pressing tasks at hand, I rewrote everything digitally and took on a more visual approach.
- The length of the presentation of the analysis did seem daunting at first, but the detailed approach was to my supervisor's liking.

Mistakes:

- I was supposed to create the analysis digitally rather than manually, (see Fig 1), which I then rectified.
- I initially made the analysis more data-driven than visual, which I later rectified in my PowerPoint presentation (see Fig 4)

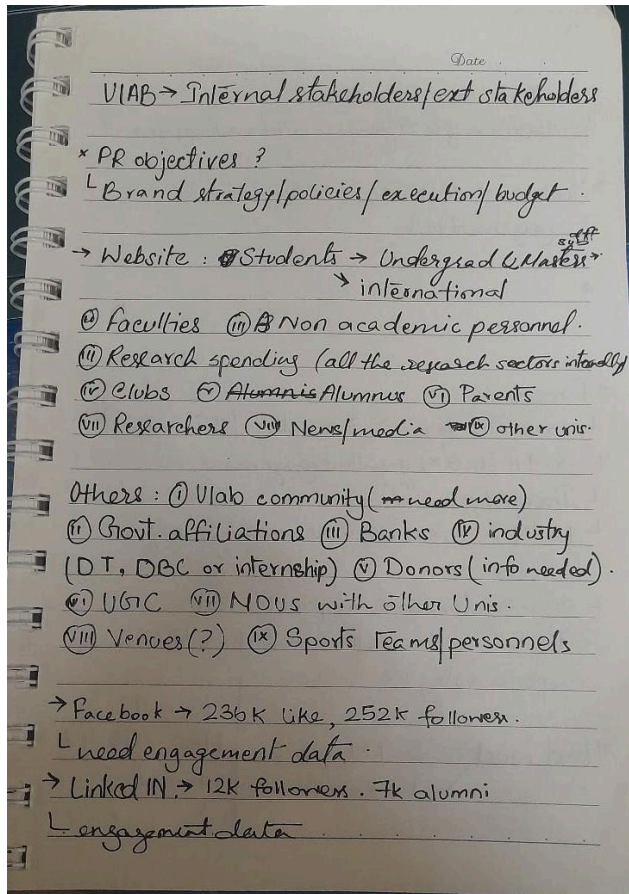


Image 1: Initial draft of the analysis

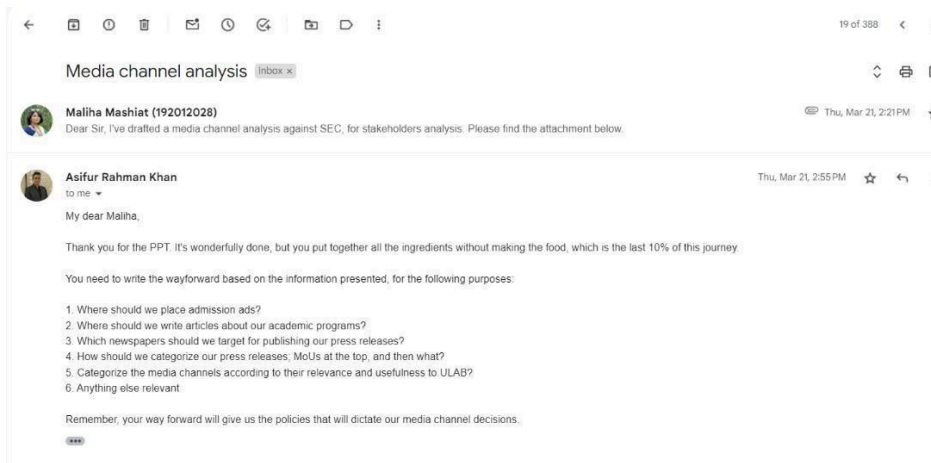


Image 1.1: Feedback on the second part of the stakeholder analysis

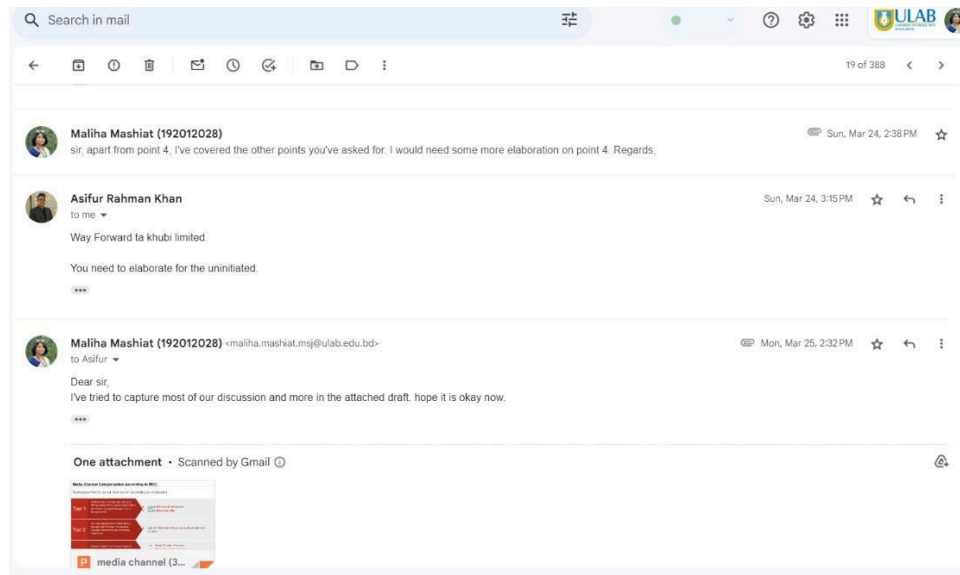


Image 1.3: feedback on second part of stakeholder's analysis

Socio-Economic categorisation

SEC TIER B (ii)



01 Definition

- Middle middle class
- Their income usually ranges from BDT 60 thousand to BDT 90 thousand plus.
- Job types usually include primary school teachers, multinational employees, advertising firm executives, IT officers, intermediate level engineers, retail store owners, landlords.

02 Demographic

- They usually have their own house but majority are living in rented houses in the metropolitan areas.
- Often don't have cars but earn enough to use uber, pathao or CNGs regularly. They still prefer public transportation.

Image 1.4: Snippet of the finished project- socio-economic categorization

Media Channel Categorisation (according to SEC)

Tier B (i)

Media channels	Elaboration
	- Readers of these news papers mainly consist of all the sectors of SEC B. this demographic likes to be educated on both national and international affairs. They are more geared towards University news's that portray a positive political/enlightening image of the university. Thus university cultural programs, CSR campaign materials, sport program press releases, can be sent here.
	- Despite their kids pursuing English Medium education, the parents still do read Bangla newspapers, and see them as a valid source of information. As mentioned above, these bangla papers can also utilised for similar benefits. TV channel affiliations might also prove fruitful but TV viewer TG has decreased in recent years.

Image 1.5: Snippet of the finished project- media channels analysis (according to SEC)

Way Forward- What can we do now?

Policy formation roadmap

Communication Activities	Media Channel(s)	Rationale
Cultural activities or central events	Tier A- Daily Star Online, Prothom Alo Online, Facebook pages, <u>ULAB's social media pages</u>. Tier B- NewAge online, Dhaka Tribune online, Bangla tribune online, Dhaka Post, Kaler Kantho online, BDnews24.com, <u>Cric frenzy</u>	Cultural activities or central events are usually conveyed via a press release or covered by independent writers for papers. Thus similar methods and rationale of press release can be applied here as well, in terms of Tier 1. Papers like New age, Kaler kantho or DT, cover extensive cultural or entertainment events, and are credible source for such events among the youth. Thus publishing news on those channels will ensure that it reaches the right sort of audiences, who will be interested to know about <u>ULAB's</u> affiliation or contributions in arranging such events.

Image 1.6: Snippet of the finished project- way forward

Learning Outcome:

- Through this project, I learned that even I am a part of the stakeholder sector of ULAB and the analysis can be done based on my own knowledge as well.
- I had the chance to discuss in detail and get company insights, via the feedback sessions I had with my supervisor.
- Although I was hesitant at first, once the expectations were explained to me in detail, I finished the project within 5 days.
- I got to know about the different media channels the office currently works with and got to make a mental framework of how to move going forward.
- Moreover, this project allowed me to be more involved within the plans of strategic approach of the communications team, which is projected to be implemented on the basis of the analysis that I prepared.

Project 2

Project Name: Hosting the opening and closing ceremony of 19th ULAB Fair Play Cup

Start Date: 19 February, 2024

End Date: 05 March, 2024

Project Overview: Writing the hosting script and being the MC of the opening and the closing ceremony of the cricket tournament.

Project Details:

One of the first major events during my internship tenure, I was actively involved in the communications teams' responsibilities during the 19th ULAB Fair Play Cup. I had to take on the responsibility of constructing the MC script for both the opening and closing events of the tournament, as well as execute it as well.

My Tasks and Responsibilities:

For the tasks, I had to construct two scripts, for the two segments of the tournament mentioned above, and work closely with the Registrar Lt Col Foyzul Islam (Retd). My scripts were initially checked by my supervisor and then re-checked by the Registrar, who found minimal mistakes and was very satisfied with the wording and execution.

Challenges:

- I faced minimal amount of challenges in the construction of the scripts or my execution.
- Albeit there were some problems with the cues, but I overcame those parts by improvising on the spot.

Mistakes:

- I did not make any mistakes in my script.
- During the closing ceremony, I by mistakenly skipped over the name of the Physio, but immediately recovered, apologized and called him forward to receive his trophy.

Opening Ceremony Script:

Start: Feb 19, 2024- 10:30 am

Introduction	Ladies and gentlemen, good morning! Thank you for gracing us with your presence on this radiant day. The chill of winter has finally relented, and it is with great enthusiasm, that I extend a warm welcome, to each and every one of you at the inaugural ceremony of 14th ULAB Fair Play Cup. Since its inception in 2006, University of Liberal Arts Bangladesh, has been the proud host of this T20 cricket tournament, where teams from various private universities compete fiercely. Despite the challenges posed by the pandemic, our tournament has persevered, and today, we kick off another exciting season in association with, Inpace presents Global EDEXPO 2024. It is an honor to have with us today, the chief guest of the event, Mr. Habibul Bashar Sumon, former captain of the Bangladesh National Cricket team. Accompanying him is our esteemed Vice Chancellor, Professor Imran Rahman. Here are the participating teams this year. In group A, is University of Liberal Arts Bangladesh, United International University, Brac University, North South University, and Daffodil International University. In group B we have Dhaka International University, Southeast University, Independent University Bangladesh, followed by Uttara University and Bangladesh University of Business and Technology.
Sponsor	Without further ado, I'd like to invite Mr. Md. Kamrul Ahsan, Chairman of Inpace Management Services Limited to deliver his speech.
Chief Guest	Thank you sir for your kind words. Now, with a round of applause, please join me in welcoming our chief guest, Mr Habibul Bashar Sumon, former captain of the Bangladesh National Cricket Team.
Closing Remark VC	Now, I would like to invite respected Vice Chancellor Prof Imran Rahman sir, to deliver the closing remarks.
Crest giving	Thank you sir and I'd like to request you to remain at the podium for the crest handover ceremony. I would now like to invite our chief guest Mr Habibur Bashar Sumon to kindly make way to the podium, to receive the crest from VC sir.
Group photo	Before moving onto the main event, I'd like to invite all the players and guests to come forward, to capture a group photo together.

Closing Ceremony Script:

Start: March 5, 2024- 04:00 pm

Introduction	Ladies and gentlemen, good afternoon! After days of witnessing thrilling matches, incredible performances, and nail-biting moments throughout the tournament, today, we're here to celebrate the culmination of talent and teamwork. I am Maliha Mashiya, and I welcome you all to the closing ceremony of the 14th ULAB Fair Play Cup. Since its inception in 2006, University of Liberal Arts Bangladesh, has been the proud host of the Fair Play Cup tournament, where teams from various private universities competed for glory. And today, we conclude yet another exciting season of this cricket tournament, in association with, Inpace presents Global EDEXPO 2024. It is an honor to have with us today, Honourable member of ULAB Board of Trustees and the Director of the Bangladesh Cricket Board, Mr. Kazi Inam Ahmed. Joining him is, Chief Guest of the event, Mr. Mehidy Hasan Miraz, All-rounder, and member of the Bangladesh National Cricket team, along with our esteemed Vice Chancellor, Prof. Imran Rahman. Before we delve into the festivities, my heartiest congratulations to the winning team-_____. Let's hear a big round of applause for the talented players and their squad. A special shout out also goes to the runners-up, Your dedication, teamwork, and sportsmanship have been commendable. May this experience inspire you to strive for greatness, in all your future endeavors
Speech 1	Without further ado, I'd like to invite Mr. Kazi Inam Ahmed sir, to deliver his speech.
Speech 2	Thank you Sir for your kind words. Now, with a round of applause, please join me in welcoming the Chief Guest of the event, Mr. Mehidy Hasan Miraz.
Speech 3	That was wonderful and it's a delight to have you here sir. Now, I would like to invite our respected VC Sir to present a few concluding words.
Individual Crest giving ceremony	Now, an exciting segment awaits us, the crest-giving ceremony! I would like to request our VC sir to kindly present the awards. Firstly, I would like to invite the honorable Umpires_____and_____to come forward receive the Appreciation prize. Next, I would like to invite Bangladesh Cricket Board officials_____to come forward to receive their award.

	Now, I would like to invite the Physio _____ to come forward. Lastly, I would like to request the Scorer _____ to come forward to receive the award. Now, adding to the excitement, we're going to move forth to the individual award ceremony. To present the awards, I would like to invite Mr Kazi Inam Ahmed sir to the podium. First up, the Best Fielder award goes to_____. The award for Best Bowler goes to_____. The Best Batsman award goes to_____. Now, one of the most anticipated awards of the ceremony, Man of the Final, goes to_____. The exciting Man of the Tournament award goes to_____. Finally, The Fair Play Award goes to_____. *applause and cheers/ fillers will be added after each announcement.
Medals Giving Ceremony	Thank you so much sir, a big round of applause everyone. Now, the moment we have all been waiting for, the trophy giving ceremony! Firstly, I would like to request our chief guest, Mr Mehidy Hasan Miraz, to kindly hand over the medals to our players. Now, I would like to invite the runner-up team, to come forward one by one, to receive their medals. Next, I would like to invite the captain of_____cricket team to kindly receive the runners-up trophy. I would like to kindly request the runners- up team to take their place around the ULAB officials and our guests for a group photo. I would now request the runner-up team to take their seats. Before we move onto the last segment of the event, can we get a big round of applause and cheer, for the winning team! Please come forward to receive your medals from the chief guest. Now, inviting forward the captain of_____cricket team to receive the winning trophy. A big round of applause everyone! Like before, I would invite the team to take their palace around our guests and the ULAB officials, for a group photo.

Conclusion	Now that everything has concluded, Thank you everyone, for joining us at the 14th ULAB Fair Play Cup closing ceremony. Have a nice day.
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Image 2.1: Me at the opening ceremony



Image 2.2: Me at the closing ceremony

Learning Outcomes:

- Got to know about the execution of sports commentary.
- Learned the art of elocution and received tips on hosting from the Registrar.
- Learned to think of my feet and recover from mistakes in the spotlight.

Project 3

Project Name: Representing ULAB at InPace presents Global Edexpo 2024

Start Date: 25 February, 2024

End Date: 25 February, 2024

Project Overview: Represent ULAB and its stall at the education fair.

Project Details:

Inpace presents Global Edexpo 2024 is an education fair that took place in Agargaon, where multiple universities along with ULAB, took part in presenting their universities and the facilities they offer. At the fair, different universities, higher education portals, and other affiliated organizations put up stalls to show off their facilities, catering to students.

My Tasks and Responsibilities:

During the first day, myself and an outreach intern named Sunny, were the delegates for our universities. We reached the venue at 4 pm and had to stay till 9 pm, along with a support staff and an admin staff. Our job was to interact and engage potential undergrad and masters students, piquing their interest in taking admission in ULAB.

Challenges:

- Time Constraint: I was informed that I had to be a delegate just a few days before the event, and at that point, I hadn't participated in anything similar. Thus, I had to take my briefing hastily from the Head of Admissions (about admission, scholarships and more) and did not get the chance to practice or know more about details of the conduct.
- Event Timing: Despite the materials and the set-up there were only a minimal amount of participants as the event started on a religious holiday (Shab-E-Qadr). However, whoever did come to interact with the stall games or us, left with a positive feeling.
- Stall Set-up: A major setback was the stall placement and the stall set-up, which was not favorable to us at all. There were not enough lights, the banner was not bolted down and there was only one chair and table for all the materials. I and Sunny had to find the organizers and ask for extras while our stall was still being set up. Moreover, we were given rickety and spotted tables, which I had to cover with innovate brochure placement and some tape. Which did turn out to be a charmer as it was different from the arrangements of the other stalls.

Mistakes:

- There weren't many mistakes involved as there was no set protocol of conduct, we just had to be inviting and well-informed.



Image 3.1: Pro VC sir interacting with the stall games



Image 3.2: ULAB stall at the fair

Learning Outcome

- The ideation and the set-up of the stall was very enticing to the customers, which was mainly my idea. The communications team had also managed to procure indoor games for the visitors to participate, which drew in crowds.
- We had successfully gotten students to sign up for surveys and take the admissions brochure home.
- Multiple students came up to the booth to interact and compliment the delegates that helped in creating more traction to the stall.

Project 4

Project Name: Writing the Women's Day video script

Start Date: 06 March, 2024

End Date: 07 March, 2024

Project Overview: Writing the women's day script for this year, based on the theme and relevance with ULAB.

Project Description:

This project is one I was excited about as it covered a subject very familiar to me and allowed me to show off my writing skills as I had no other collaborators on this script. For the brainstorming session, my supervisor and I had a meeting where we tried to correlate the idea of this year's women's day theme to ULAB. As a result, we came up with the concept that is 'investment begins at home'. I had the idea of emulating the brilliant women of ULAB into this theme, showcasing their stories and inspirations.

My Tasks and Responsibilities:

For my script development, I sat down with our then videographer Sambitul Islam, to jot down the audio and the visuals of the project. There were two scripts overall, from which elements were taken from. I also appeared as one of the participants of the video, where I got to share my own story of investment of my growth as a successful woman.

Challenges:

- **Language:** The initial draft of the script, voiceover included was entirely in English. After reviewing my supervisor advised to change the language entirely to Bangla, so that the audience can connect better and relate. Bangla however, is not my strongest suit. Thus I had to take help of Google translator, Gemini and my Managing officer Mr Maksudul Islam, to get the voiceover at a decent pace. It is my voice that can be heard at the beginning, which we recorded at the Media Lab, after many practices in the office.
- **Creative differences:** As I could be present during the shooting, the director of the video, Mr. Mahmud Al Faisal, filled in creatively in some places. Which did result in a few elements of the original script being left out. The finished content however, was very well received by all.

Mistakes:

- There were no mistakes in the writing of the script but changes did occur after it was presented to the supervisor.
- The voiceover of the whole script was changed to Bangla, keeping the visuals intact.

My Copy of the Script:

Communication Office: Women's Day Script

Concept: This year's Women's Day theme is "Invest in Women" and we don't want to take it literally. Since it's a broad term, we want to focus on women's stories of how people in their family have "invested in them", that could be financial, emotional, spiritual or physical.

This social media video will interview the women working within ULAB, ex. The female security guard, cleaners, admin staff, students and faculties, to learn about how they have received help from their family so far. In the caption or affiliated text, we will also ask viewers to comment and engage with us.

This way, we can adhere to the theme as well as highlight the female diversity of ULAB.

-Two sides of the coin.

-Theme and ULAB's contribution to the theme.

"Change begins at home, How did your family invest in you?"

Wave 1: What is the condition of women's entrepreneurial landscape in Bangladesh and what is the theme?

Video	Audio
The video will begin with the visual of showing several female students walking to class together, laughing and chatting among themselves while the V/O plays in the background.	In the heart of Bangladesh, where progress intertwines with the resilience of its women, Many have crossed miles to get to where they are.
The camera will then pan to a female cleaner, sweeping the leaves away from the pathway in front of the intersection of Building C and D, while she works, she looks up as several students greet her and chat, waving their arms animatedly. The staff will hold her broom on one hand while she stops to chat with the students, smiling and talking with adoration.	A substantial number of women in Bangladesh have been recipients of substantial financial support, powering a transformative wave that seeks to narrow the gender gap in the workforce.

same frame	This support came not only in the form of financial investment, but in forms of intangible reinforcement, mainly from families.
Within the same frame, a few of the female students and the cleaner will look directly at the camera, breaking the fourth wall (essentially recognising ULAB) while V/O plays	This Women's Day, University of Liberal Arts Bangladesh, tunes in to amplify these women's voices,
same frame	emphasizing that investing in women is not just an individual triumph but a catalyst for accelerating societal progress, which begins at home.

Wave 2: "How has your family invested in your growth?"

Video	Audio
After cutting away from the previous scene, on top of a blurry background, the interview question will be displayed "How has your family invested in your growth?"	Ambient Music/location noises
Interview 1) (Female security guard whose duty is at the main gate), she will speak about how her family supported her/ which family member supported her the most while she worked an unorthodox job, considerably, for Bangladeshi women. The question will be framed for her accordingly. The visual will be her standing in front of a static background, the wall of the admission building or her standing at the entry walkway, while her workstation is behind her.	Location Noise
Interview 2 (One of the cleaning staff who works in building A). Her question will be whether her gender affects how	Location Noise

her job is perceived and how	
she supports her family and gets it in return. Similarly as before, she will be interviewed standing in front of her workplace.	
Interview 3 (a female student) She will describe how she her family's help in pursuing her education and how they have also aided in her social life and safety (related to coming to campus, choosing subjects, making friends)	Location Noise
Interview 4 (a female faculty) Lastly, we will show a female Faculty sitting down in their cubicle, with books, educational materials and ulab merch neatly arranged. She will not address who has supported her in the conventional way, but address how her background helped her get where she is and speak about difficulties faced (if any) and how important family's help is, to help move women forward.	Location Noise

Wave 3: Call for Action

Video	Audio
After the last visual, the V/O will pop up on screen like subtitles. After the last CFA, the hashtags for this year's women's day will pop up on screen one by one, in purple colouring. #IWD2024 #InspireInclusion. Followed by the ULAB Logo.	Join us in celebrating the women of Bangladesh, where family investments in education and financial backing stand as powerful drivers, accelerating the journey towards a more equitable future. Let us know how your family and loved ones have invested in you.

Edited Script:

My Copy (Voiceover)	Edited Copy (Voiceover)
In the heart of Bangladesh, where progress intertwines with the resilience of its women, Many have crossed miles to get to where they are. A substantial number of women in Bangladesh have been recipients of substantial financial support, powering a transformative wave that seeks to narrow the gender gap in the workforce. This support came not only in the form of financial investment, but in forms of intangible reinforcement, mainly from families. This Women's Day, University of Liberal Arts Bangladesh, tunes in to amplify these women's voices, Emphasizing that investing in women is not just an individual triumph but a catalyst for accelerating societal progress, which begins at home. Join us in celebrating the women of Bangladesh, where family investments in education and financial backing stand as powerful drivers, accelerating the journey towards a more equitable future. Let us know how your family and loved ones have invested in you.	নেপোলিয়ন বলেছিলেন, তুমি আমাকে শিক্ষিত মা দাও, আমি তোমাকে শিক্ষিত জাতি দেবো।। নারীদের শিক্ষা, ব্যবসা, চাকরি বা বিনোদন ক্ষেত্রে ক্ষমতায়নের পিছনে, তাদের নিজেদের কৃতিত্ব যতটুকু, ততটুকুই তার পরিবারের ও। তাই এই নারী দিবসে, ইউল্যাব তুলে ধরেছে এমন কিছু নারীদের, যারা জানিয়েছেন তাদের পরিবারের প্রতিদান।

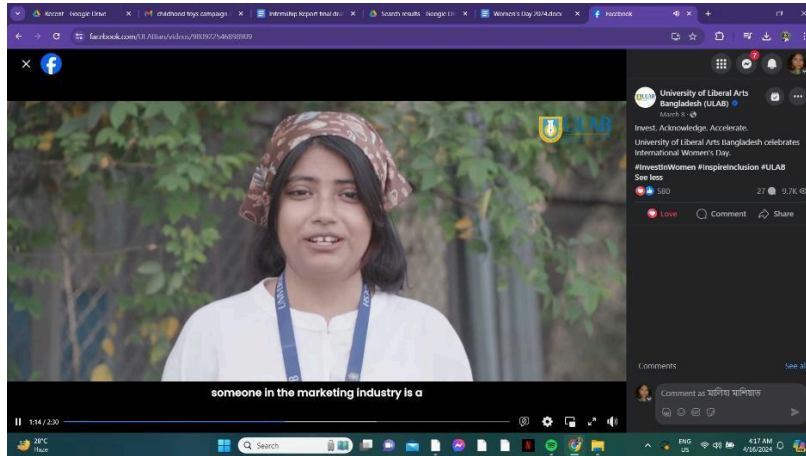


Image 4.1: Snippet from the final video on Facebook

Find the video here: <https://fb.watch/rtoF2aMgm8/>

Learning Outcome:

- The video was much well received by audiences and was applauded for its creativity and fresh content. I find that to be a very satisfactory win as an ideator and the script writer.
- The video also generated views across social media organically, which is a plus point for our public relations efforts.

Project 5

Project Name: Writing the admission video scripts for Summer 2024 admission wave

Start Date: 06 March, 2024

End Date: 18 March, 2024

Project Overview: Writing the scripts for admission videos to be made for MBA and CSE department.

Project Description:

During this time period, I had to participate in idea generation meetings with department heads of the CSE and MBA, to understand what type of admission content they're looking for. The campaign planning has been broken down into three parts by the communication team, which they call waves. The first wave dealt with why you should choose ULAB's MBA or CSE department, second wave contains the themes of current students' testimonies and the third wave is all about building trust with alumni testimonies.

My Tasks and Responsibilities:

Based on their preferences and the values of ULAB, I was tasked to generate three scripts for each department that contained three waves. All of the videos are currently in the post-production stage.

Challenges:

- Creative Differences: The visualization of the script is a harder part to grasp, especially when the intellectual background is different. As a MSJ student, I had some difficulty in capturing what might entice a CSE or an MBA student. While I did receive help from my supervisor, I also got substantial amount of feedback that helped me align my vision with his.
- Learning the format: Each organization and their entities have their unique way of function. This limitation is also tied to the previous one, as the way I wrote the scripts initially, was harder for my supervisor to visualize. Thus I had to adapt to a pre-existing format, which is more detailed than how I used to write my scripts.

Mistakes:

- For the MBA script, the department head wanted the initial dialogue to be changed a bit, other than that, he was quite satisfied with the script.
- For the CSE script, there were no corrections.

My copy of the MBA Script:

Communication Office: MBA Script

Concept: What happens after undergrad and how can ULAB make that process easier?

Video	Audio
The video begins as a selfie video, where Student A leans forward, fixes the camera, and sits down. The student is an adult wearing a formal salwar kameez with perfect hair. After taking her seat she clears her throat and starts talking.	“You just completed your BBA degree, what happens now? এই প্রশ্ন শুধু আপনার বা আমার নয়, এটা গ্রাজুয়েশন এর পর অনেকের ই প্রশ্ন।”
The camera then cuts to a group of corporate- looking individuals with coffees in hand and laptop bags on their shoulders talking in front of PD. One of them turns around to the camera and delivers their dialogue. After delivery, he takes a sip of his coffee and goes back into conversation.	“Why do an MBA? While a BBA equips you with business fundamentals, an MBA offers a deeper dive. You can delve into specific areas like finance, marketing, or operations, becoming a specialist in that field.”
The camera then cuts to an MBA faculty walking to class behind those groups of students. He turns towards the camera while walking and delivers his dialogue.	Not only that, studies suggest that MBAs often command higher salaries compared to those with just a BBA. This can be a significant factor for individuals aiming for financial advancement. And that’s what we do here at ULAB. We prepare students for adulthood.
V/O- shots of students doing classes, stock footage of MBA	MBA at ULAB is not just an educational pursuit, but a journey. Here at ULAB, you will find the perfect balance of blended learning, with interactive classes both online and offline.
Online class footage, Asif sir’s classes being taken outside, other MBA faculties taking classes - V/O	Faculties here will not only focus on what they’re teaching you but also how. Dynamic classes, an in-depth syllabus, and international faculties will teach you to explore new career paths within the business domain

	ULAB's MBA program involves group activities, case studies, and interaction with experienced professionals. This fosters valuable connections and expands your professional network.
Students, laughing, hanging out with each other. The students are not young but look like they came from the office. Followed by the outro- blank screen, ULAB logo.	Life after undergrad doesn't have to be so scary or difficult, and we acknowledge that. So join us, on a journey to scope out what the world beyond, has to offer.

Edited Script:

My Copy	Edited Copy
“You just completed your BBA degree , what happens now? এই প্রশ্ন শুধু আপনার বা আমার নয়, এটা গ্রাজুয়েশন এর পর অনেকের ই প্রশ্ন।”	“You just completed your undergrad degree what happens now? গ্রাজুএশন এর পর অনেকের ই এই প্রশ্ন মাথায় ঘুরপাক খেতে থাকে। হাইয়ার স্টাডিজ এর এই অধ্যায় টা শেষে অনেকগুলো রাস্তা আছে, তার মধ্যে একটা হচ্ছে Master of Business Administration।

My Copy of the CSE Script:

Communications Office: CSE Script

Wave 1: Why choose ULAB's CSE department?

Video	Audio
The video begins with the opening of lift doors, which will span the whole screen. The camera will pan from a person's point of view. After the doors open, we see a student A waiting inside. after the camera man gets on, the student will turn towards him as if they're friends, and start delivering the dialogue	আমরা যে একটু কষ্ট করার ভয়ে, চট করে লিফট এ উঠে যাই, ব্যাপারটা কি মজার, কখনো খেয়াল করেছেন কি? একটা যন্ত্র কিভাবে বুঝে যে আমি কোথায় নামবো?, এক তালয় না দুই? এটা পুরোটাই ইঞ্জিনিয়ারিং এর কারসাজি, মূলত প্রোগ্রামিং।
After his dialogue, the camera pans upward (in a sweeping manner, mimicking human movements) and looks towards a plane flying overhead. Student A will continue delivering dialogue while the camera is pointed towards the sky and will finish by looking at him again.	প্লেনের অটোপাইলট মোডের ব্যাপারে কে জানে, এর পিছনেও কিন্তু আছে সফটওয়্যার প্রোগ্রামিং এর হাত।
This time, another student comes and joins the same table that Student A was sitting. He leaves and she sits down with her laptop. She looks at the camera and delivers her dialogue.	And just like that, as a Computer Science Engineer, you could combine the technical knowledge with other subjects, creating a multidimensional learning- মাল্টিডিমেনশনাল বলতে বুঝাচ্ছি যে ইঞ্জিনিয়ারিং এর সাথে অন্য সাবযেক্টের সংমিশ্রণে মজার কিছু তৈরি করা।
Her dialogues will then turn into V/O as the camera cuts to footage of campus life at ULAB, CSE classes, lab activities	That's what CSE is all about, at ULAB. A first in the field, CSE students at ULAB can choose to complete their minor in any of the other disciplinary streams like BBA, DEH, or MSJ.
Same as before	ধারণা করুন, যদি একজন cse ইঞ্জিনিয়ার ব্যবসায় বা কমিউনিকেশন পড়ে, তাহলে তারা কতটা সহজে নিজেদের টেকনিকাল জ্ঞান নরমাল মানুষের কাছে পৌঁছাতে পারবে, তাইনা?

The camera stops at a classroom where a Bangla class is taking place, one of the students at the back bench has his laptop open and we can see coding on the screen but he doesn't act on it. He then turns around and delivers his dialogue.	শুধু তাই নয়, একজন প্রকৌশলী, যিনি বাংলা ভাষা ও সাহিত্যে সুদক্ষ, তারা কর্মসংস্থান তৈরি করতে পারেন, সরকারি বা প্রাতিষ্ঠানিক খাতে, জাতীয় বা আন্তর্জাতিক পর্যায়ে।
Cut shots of robotics, someone writing engineering formulas/theories on the board, followed by a scene of students listening to the teacher, and one raises their hand.	v/o- Many groundbreaking areas like AI, machine learning, and data science heavily rely on both computer science expertise and knowledge from other fields.
Filler shots of students walking out of the campus, mingling	v/o- A multidisciplinary background prepares CSE engineers to understand these complex technologies and contribute meaningfully.
Suited individuals talking to each other. Then the camera cuts to a CSE Alumni sitting in an office with the background blurred.	The ability to adapt and learn from various disciplines is a valuable asset in today's rapidly evolving job market. *Testimonials about how this approach helped him/her in his career, how ULAB has helped them*
After the testimonial, outro.	Creativity and innovation await you at ULAB.

Wave 2: Current Student's testimonials.

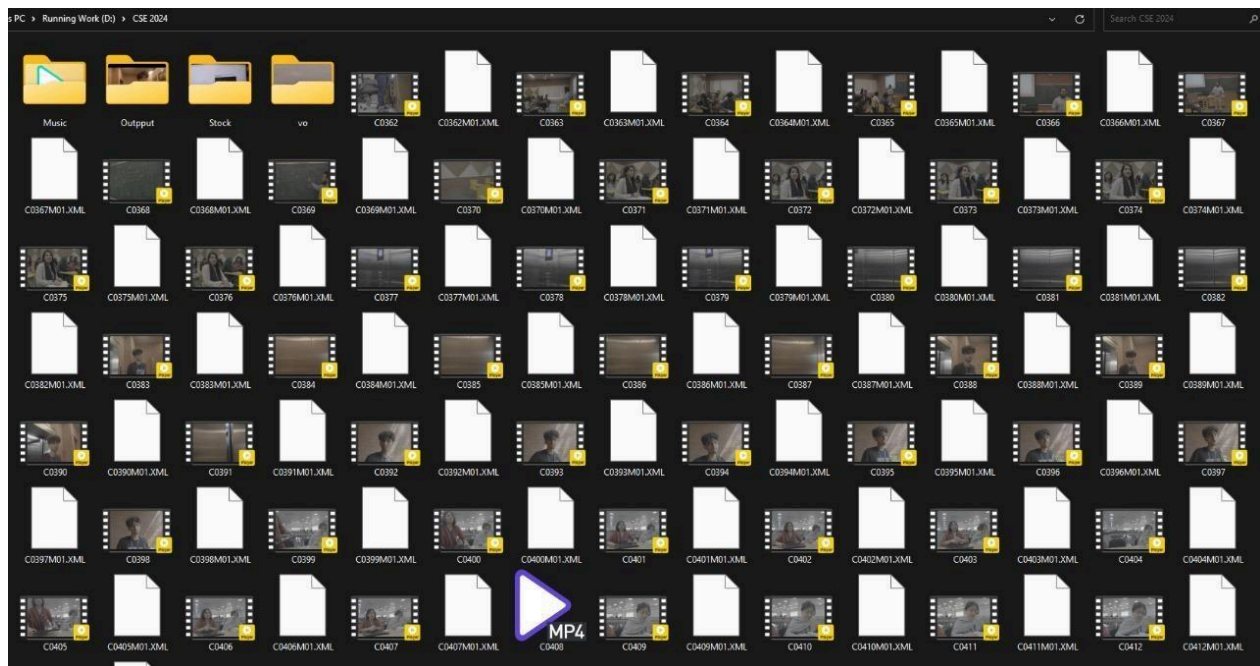
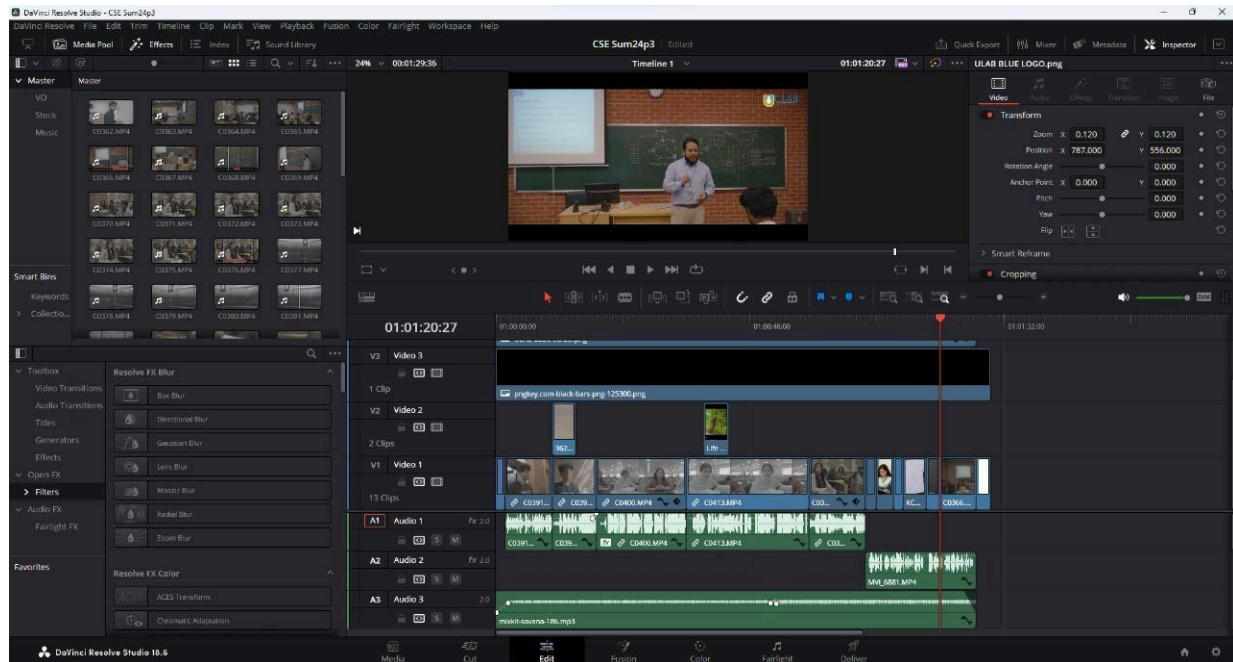
Video	Audio
The video opens in a classroom, where a professor is engaging students in a lively discussion.	Step into the dynamic world of the Computer Science and Engineering department at ULAB, where students embark on a transformative journey of learning and discovery.
Cut to a male student working on a coding project, his face illuminated by the glow of the screen. He looks up, tilts his screen down, and begins to speak.	<i>Student A will talk about life at ULAB CSE department, and how and why he joined.</i>

Cut to a female student engaged in a lively discussion with her peers in a study group. She will then address the camera and speak her monologue.	<i>Student B will talk about her experience as a student, what she has learned, and especially how it has affected her as a female software engineer.</i>
Cut to a classroom, where a professor is delivering a lecture. Then cut to the scene of a faculty's office, then get ready to speak.	<i>They will speak about the curriculum, their students, and the campus activities.</i>
Now filler shots of said activities will be displayed as the faculty continues speaking.	<i>ambient music</i>
Cut to a group of students celebrating their achievements at a campus event.	<i>Join us at ULAB's CSE department, where curiosity meets creativity, and dreams take flight. Experience the thrill of discovery, the joy of collaboration, and the limitless possibilities that await you in the exciting world of computer science and engineering.</i>

Wave 3: Alumni and recruiters

Video	Audio
A well-lit studio with a backdrop. The camera focuses on the alumni and the recruiter, who are seated separately but facing the camera.	The video will begin with the alumni addressing their time at ULAB's CSE department, their experience, and what they gained.
Cut to the recruiter, seated against a similar backdrop, speaking about their employee from ULAB.	They will speak about what sets them apart from other CSE students, and how the students' skills have been beneficial for the company.
Cut back to the alumni, reflecting on their time at ULAB.	
Cut to a shot of the recruiter speaking directly to the camera.	About the soft skills that ULAB students possess.
Cut back to the alumni, speaking about how studying at ULAB can help develop a person's skills and give them an edge in the industry.	

The video will end with the alumni telling students about ULAB being a positive choice.	
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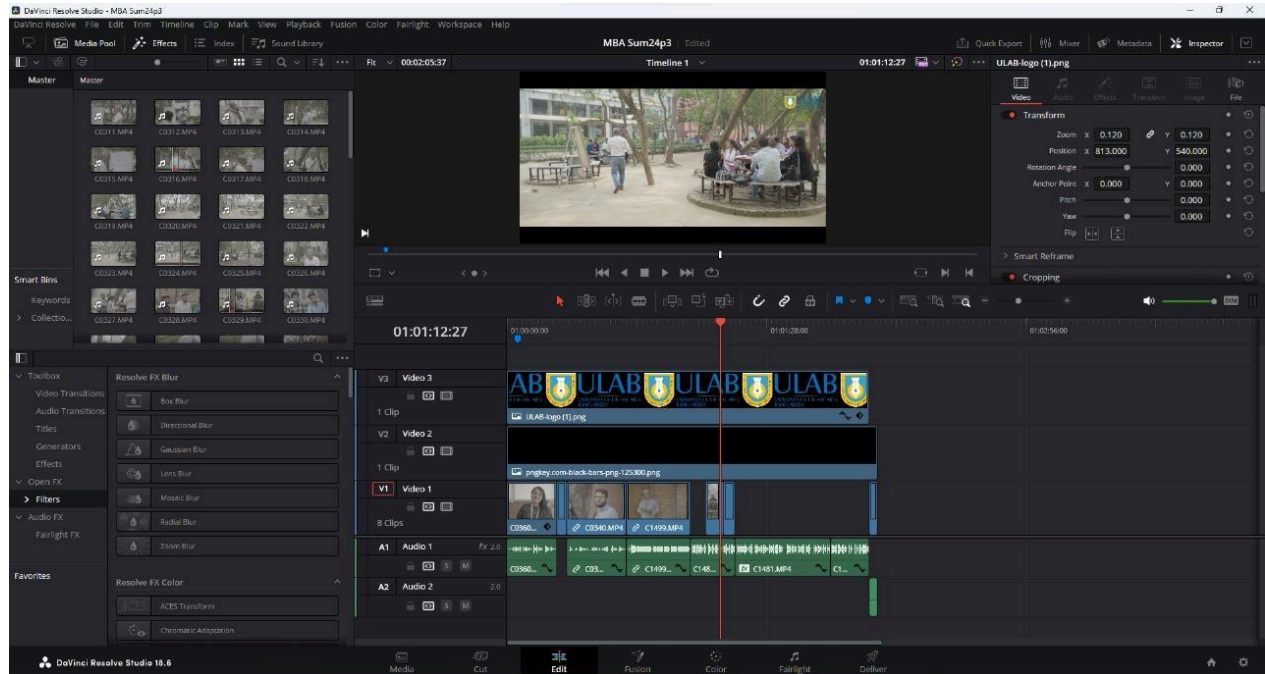


Image 5.3: MBA video in post-production

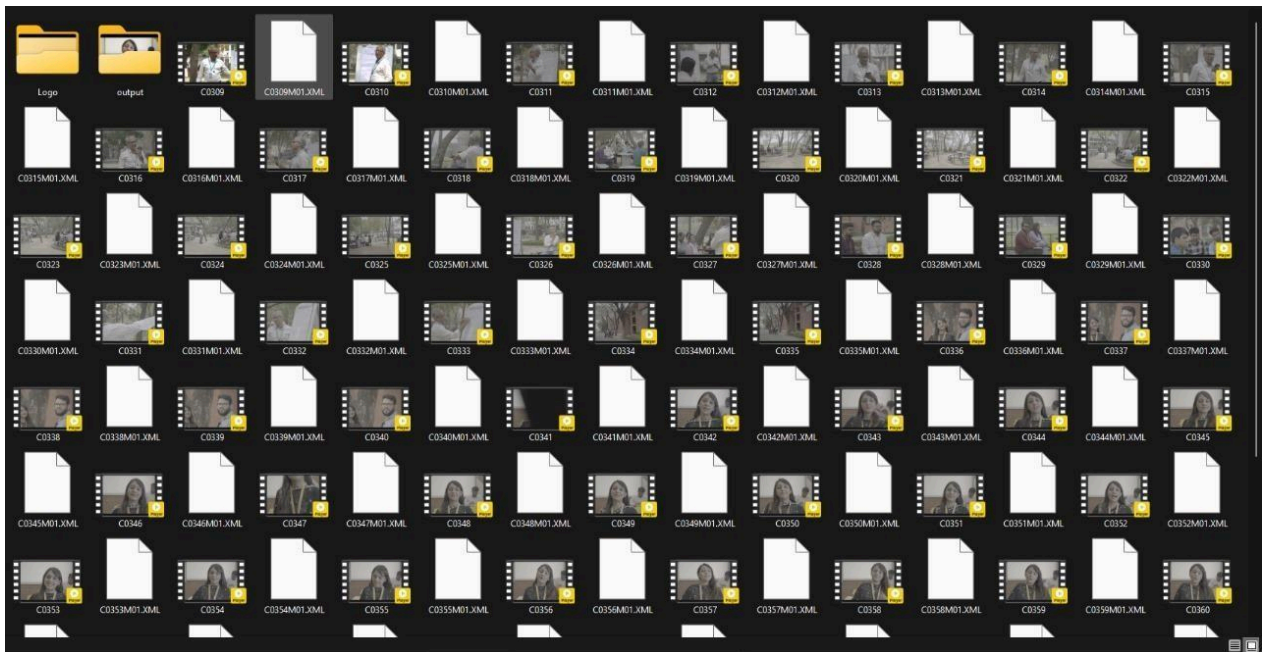


Image 5.4: MBA Footage in storage

Learning Outcome:

- While writing the scripts, I also got to learn more about the campaign strategies that the team is trying to implement for their admission wave (publicity).
- The meetings gave me the chance to discuss and acquaint myself with the values that other departments hold dear. This also worked as a crude primary research for a SWOT analysis in terms of PR.

Project 6

Project Name: Designing the ‘Childhood Toys’ Campaign

Start Date: 11 March, 2024

End Date: 18 March, 2024

Project Overview: Writing a campaign plan based on the theme of the joy of playing with childhood toys.

Project Description:

A part of an engagement and CSR campaign, I was tasked with redesigning the campaign based on childhood toys, with the end goal of collecting toy donations. This campaign had previously been designed to piggyback off the “Barbie” movie back in July 2023, but it not get the chance to be launched. Now, I had the chance to take concept and its end goal, but change the details around in accordance to the events that are relevant right now.

My Tasks and Responsibilities:

Construct a full campaign plan, based on a previous framework. I had to ideate the social media contents in accordance to the campaign, along with draw up plans for relevant campaign events, videos, press-releases and other promotional materials.

Challenges:

- **Relevance:** A major setback that I faced during the pitch meeting was the question ‘Why’. Every CSR campaign usually is done in relevance with recent political or pop culture topics, thus this question was eminent. My defense was the campaign is projected to launch right after Eid, which is a time of ‘giving’. Keeping the toy donation in mind, launching the event a few weeks after Eid will provide the people with the right incentives. Moreover, another compelling argument was the fact that sharing joy, has no season. Thus people wouldn’t question the campaign’s relevance as much as long as it’s got a heart-warming reason.

Mistakes:

- I did not make any mistakes on this campaign plan.

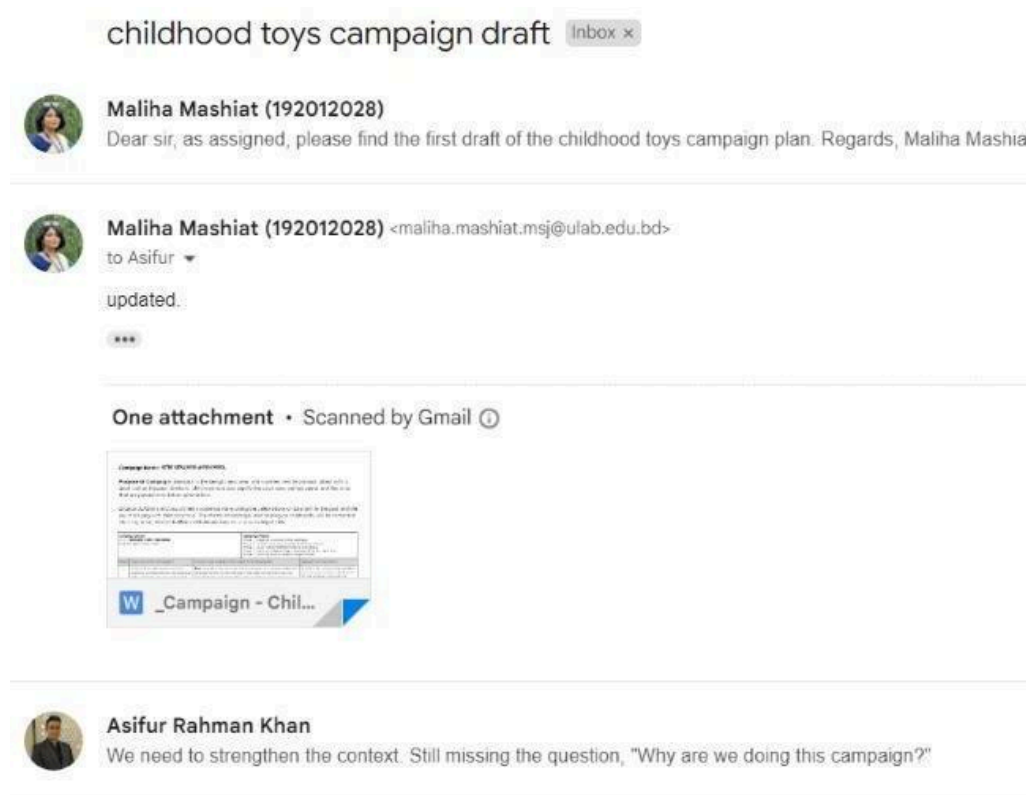


Image 6.1: Email correspondence of the campaign feedback

Campaign Name: মাটির হাসি, খেলার একাল-সেকাল.

Purpose of Campaign: Baishakh is the Bengali new year, and signifies new beginnings, albeit with a good look at the past. Similarly, childhood toys also signify the good days we had spent, and the ones that are passed onto future generations. Regardless of whether everyone has had the chance to play with Tepa Putul or traditional cloth toys, it carries a significant heritage. The joy of playing of toys is universal, regardless of their origin.

Engage ULABians and social media audience via evoking the celebrations of Baishakh in the past and the joy of playing with childhood toys. The theme of nostalgia, and passing on childhoods, will be cemented via a toy drive, where ULABians will donate toys for underprivileged kids.

Campaign Details		Campaign Phases:	
Name: মাটির হাসি- খেলার একাল-সেকাল Duration: April 13-14, 2024		Phase 1: Engaging ULABians to the campaign Phase 2: ULABians sharing nostalgia & Collecting content Phase 3: Phase 5:	
Phase	Objective (What will happen?)	Content Type & Details (What needs to be developed?)	Desired Outcome (Why?)
1	In Phase 1, we will engage our target audience (ULABians and our SM audience) with a Facebook short form video, that will send the message- কঠোর যোড়া মাটির পুতুল, তখন তো ছিলো সেগুলোই cool! Propose Date: Apr 16, 2024	Reel: Instead of going for any long form video, the campaign will launch via a reel, due to its short life-span. The video will be shot in portrait, that will showcase footage either shot or collected, of hands of every age, carrying toys/playing with them. The video will have toys going everywhere with their owners, showing that we never escape childhood comforts. The copy will appear in the video instead of being a caption, which will indicate that something else is coming along. Channels: Reel format short video for both Facebook and Instaoram.	In light of the oncoming Bengali New Year, we want to offer a "look-back" for the students- using dolls. As Young adults, this will provide an appropriate throwback, preserving the Bengali essence as well as bank on the nostalgia.

Image 6.2: Initial draft of the campaign plan

Purpose of Campaign: The **joy** of playing with toys in our childhood is timeless, it has no time or season for revisit neither is there any set time for sharing that joy.

This campaign aims to engage ULABians in a spirit of giving charity, an emotion that shouldn't be only bound to one month, but practiced throughout the year.

Campaign Details Name: The Joy of childhood toys Duration: April 16- 25, 2024		Campaign Phases: Phase 1: Shutterbug exhibition and soft launching the idea. Phase 2: Collaboration with ULAB Social Welfare Club to call for donations. Phase 3: Introducing stalls selling toys and memorabilia and donation box Phase 4: Distributing all the collected toys to orphanages. Phase 5: Sending press releases and coverage of the event to media channels and social media publicity.	
Phase	Objective (What will happen?)	Content Type & Details (What needs to be developed?)	Desired Outcome (Why?)
1	Post Eid, apprenticeship program Shutterbugs will arrange a photo exhibition, which will showcase photos of ULABians' childhood, where they're playing with their favorite toy. The photos can be curated via an online or in-club competition. Propose Date: Apr 16, 2024	With the theme of 'Joy of Playing', Shutterbugs will arrange an inter-club/ open exhibition, where photos of participants from their childhood, playing with toys, will be displayed. The exhibition will open with a speech from GED faculty, who will speak about the history of toys, games and the anthropological introduction of 'playing' among humans. To promote the event, Shutterbug can form a short-form video or static post that informs the audience about the event and submission details. Channels: Shutterbugs's Facebook/ Instagram	Before going into the toy drive, we want to connect with our audience and give rise to the nostalgic feeling via a photo exhibition.
2	On the last day of the exhibition, or on the second last day, an X banner, in collaboration with ULAB Social Welfare Club will be introduced. The banner will advertise the toy drive and the toy stalls at the front of PD.	Inorder to mobilize the donation process, Social welfare club will come in. Working with the campaign, they will collaborate with Shutterbugs to launch their toy drive and stalls in the exhibition. The advertisements for the events will be posted around the exhibition area in the form of X banner and posters, informing visitors (ULABians) about the upcoming charity drive.	Since involving Comms might look too commercial, we'll be collaborating with entities that actually hold events like such. This will help build trust within students and encourage them to donate for the greater cause.

Image 6.3: Snippet of the final campaign plan

Learning Outcome:

- I was able to successfully sway my colleagues and supervisor in the pitch meeting, which was one of my firsts.
- Learning how to pitch a campaign taught me how to stand my ground, defend my idea and brain-storm on the spot.
- Designing the campaign also taught me how we can cut down costs, make collaborations and get hands-on approach to build brand imagery

Project 7

Project Name: Designing the E-card competition

campaign Start Date: 18 March, 2024

End Date: 18 March, 2024

Project Overview: Designing the campaign plan to mobilize an E-card designing contest for ULAB students.

Project Description:

During this project, I was tasked with drawing up the campaign plan for a design competition, endorsed by the VC. The competition will have graphic designer students competing each other, to win the maximum amount of cash prize. There will be multiple categories to participate in and the best winners will be picked by the VC.

This campaign is currently in the design stages and will be launched shortly after the 7th Convocation.

My Tasks and Responsibilities:

Construct a full campaign plan, based on a previous framework. I had to ideate the social media contents in accordance to the campaign, along with draw up plans for relevant campaign events, videos, press-releases and other promotional materials.

Challenges:

- Resources: As there quite a few major events for the communication's office to cover right now, it is difficult to spare man power for the design or the implementation of the campaign. Before that, while designing the campaign, I found it slightly difficult to do so as there was very limited information given as to the rules and the regulations of the campaign.
- Vague ideas: I wasn't given a clear idea on how the campaign is supposed to look, apart from who it is targeting. Vague ideas lead to a lot of feedback which will delay the implementation of the campaign.

Mistakes:

- I did not make any mistakes in this campaign plan.

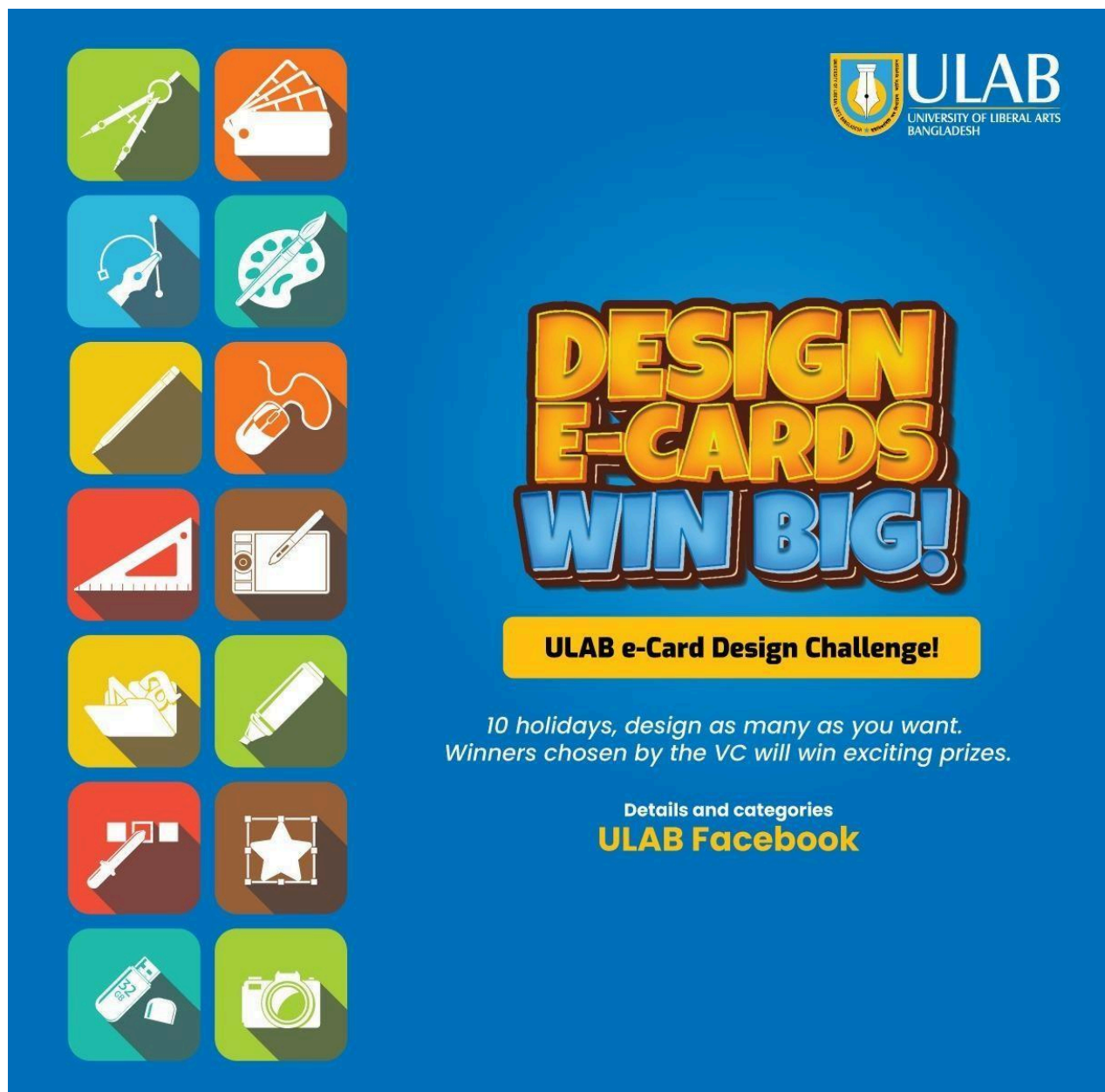


Image 7.1: Initial poster of the campaign

Purpose of Campaign: This competition will give ULABians a chance to express their creativity, establish goodwill with the Vice Chancellor as well as help Comms in increasing their designer pool.

Campaign Details		Campaign Phases:	
Name: Campus Canvas - Design competition Duration: April 5- May 5, 2024		Phase 1: Competition announcement Phase 2: Competition publicity on campus Phase 3: winner announcement and prize	
Phase	Objective (What will happen?)	Content Type & Details (What needs to be developed?)	Desired Outcome (Why?)
1	2 static posts detailing the competition and its rules Propose Date: Mar 29, 2024	A static poster announcing the talent hunt competition. The poster will have dynamic photos of students making posters or working in the media lab on Illustrator. Copy: Design for your campus, the canvas is yours! Participate in a dynamic graphic designing competition and win cash prizes! For more details visit our Facebook page! In the second post, the rules for submission and prize details will be given. Guidelines/ Mechanism: Participants will be submitting E-card designs for a year's holidays. The best designs, as chosen by the VC, will receive a cash prize of BDT 5000 each. Students can choose to submit all the listed holidays or submit a minimum of one. They will have to make (an approved list, anything else can be added as a bonus): - Ekushey - Boshonto - Independence Day - Pohela Boishakh - Eid-ul-Fitr - Eid-ul-Azha - Durga Puja - Buddha Purnima	By engaging the students with the Facebook page and in the competition, we will be able to increase our vendor list and help students get recognized for their skills.

Image 7.2: Final Campaign plan

Learning Outcome:

- While making this campaign, I learned how to fully take charge of a campaign plan. As there was minimal instructions involved I got to practice full creative liberty.

Project 8

Project Name: Writing the ‘Faces of ULAB’

campaign Start Date: 19 March, 2024

End Date: 19 March, 2024

Project Overview: Writing the plan for an internal campaign, to increase admissions video volunteer pool.

Project Description:

A pre-existing plan, I was tasked to flesh out the ‘Faces of ULAB’ campaign. The campaign plan includes the publicity of the campaign, along with content ideation, similar to the previous campaigns I had designed. For this campaign too, I was given a brief overview, based upon which, I created all content ideation.

My Tasks and Responsibilities:

Construct a full campaign plan, based on a previous framework. I had to ideate the social media contents in accordance to the campaign, along with draw up plans for relevant campaign events, videos, press-releases and other promotional materials.

Challenges:

- Intellectual incoherence: I had trouble being able to visualize the campaign as I was not familiar with the incentive. The campaign had been in the talks, before I joined but got pushed back due to lack of man-power. Thus after I joined the team, the campaign brief was given to me, and I was also asked to come up with how we will be circulating the data.
- Social media limitation: As the campaign is not an official or central event, its publicity has to be a bit creative. As I am still a freshman in this industry and particularly in the PR sector of my university, I had to learn about the operational policies before I progressed.

Mistake:

- As I had full creative liberty in this campaign, there were no area for mistakes.

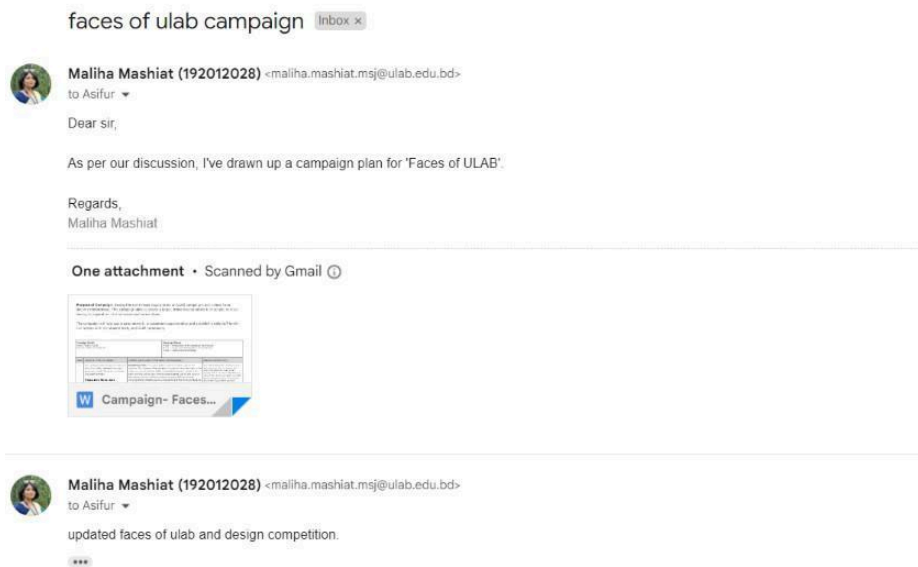


Image 8.1: Email correspondence of the campaign plan

Purpose of Campaign: Seeing the same faces regurgitated on ULAB campaigns and videos have become monotonous. This campaign aims to create a larger, more diverse network of people, without having to depend on internal resources/ connections.		Campaign Phases: Phase 1: Introduction of the campaign-hard launch, Static post outlining the rules and details Phase 2: Campus Engagement Phase 3: Mobilising the campaign	
Campaign Details Name: Faces of ULAB Duration: March 25- April 30			
Phase	Objective (What will happen?)	Content Type & Details (What needs to be developed?)	Desired Outcome (Why?)
1	A static image featuring the smiling face of a student with the campaign slogan: "Will you be the next face of ULAB?" Propose Date: Mar 27, 2024	This will contain the campaign details, submission details, and deadline The caption will call forth student participation. Participation guidelines: ULABians will have to submit a short video introducing themselves and their department. They will then send that video to the comms email. There, they have to include their contact information and the video. Reward system: upon being selected the students will get to participate in videos, where appearance per video, they will receive remuneration of BDT 1000. Channels: Student pages, personal social media account, Comms Facebook page (tentative)	This static will also be shared across social media unofficially, rolling out the campaign.

Image 8.2: Snippet of final campaign plan

Learning Outcome:

- Since I was working directly with our in-house graphic designer, it was a refreshing experience to learn a new soft skills.
- I learned how to ideate properly and precisely, without having to give too many feedbacks, cutting off reaction time.

Internship Outcome

Stepping into a new career sector is no easy feat, and jumping from journalism to PR, I had open expectations. I did not expect to learn many great things and jump hurdles, but rather pick up small wisdoms and cross streams; that's exactly what happened here. While my tenure at the Communication's Office is still due, I can honestly say that I have learned to apply in reality, what I had learned from my professors in class. Not only that, I had acquired some valuable life skills, which I believe will help me move up the ladder.

Realizations

In both professional and personal life, I am a go-getter. I did not ever wait for life to hand me lemons, I planned to buy them with my own money. Goes to say that I am quite used to playing according to my own rules, my university life wasn't an exception either. While I had always been placed at the leadership role, I did find it to be overbearing. You don't always have to be at the front to lead the pack, and that is a realization that hit after I joined ULAB Communication's Office.

As much as I learned how to play well within a team, I had also learned to not impose impossible standards on myself. I can rise to a challenge when I need to, and execute it flawlessly. That's a confidence I have built within myself, which I believe makes me invincible in the workplace.

Not only that, I also learned how to deal with animosity with humility, observe from afar, build effective communication channels and make a cup of strong coffee.

Learning Outcome from ULAB Communication's Office

A very gentle yet important skill I have picked after being here is how to take life easy. Not everything's a rat race and running too much deprives your brain of oxygen. When you have no time to breathe, how will you be creative?

Public Relations is a skill acquired, which constantly needs the psyche to remain active and prompt. For that, a calm and collected demeanor is the best thing. I had always been a reactive and a volatile person, being here has caught me how to count my breaths and deliver a cheeky answer.

Professionally speaking, I am a firm believer of people watching to be a legitimate skill that is needed to be a PR person. During my internship, I found myself engaging and observing the most interested beings, trying to establish ways to communicate with them. This perusal has kept my skills sharp, which I utilize while designing a campaign or writing a speech.

Most importantly, in comparison to my previous job experiences, Communication's office has been the most hospitable to me. My colleagues have been the most receptive to my works and ideas, always encouraging me to push my boundaries. I was already a very quick person in regards of my deadlines, but the temptation of a job well done, has kept me from missing any deadlines or delivering bad projects. I am truly grateful for this opportunity.

Workplace Log:

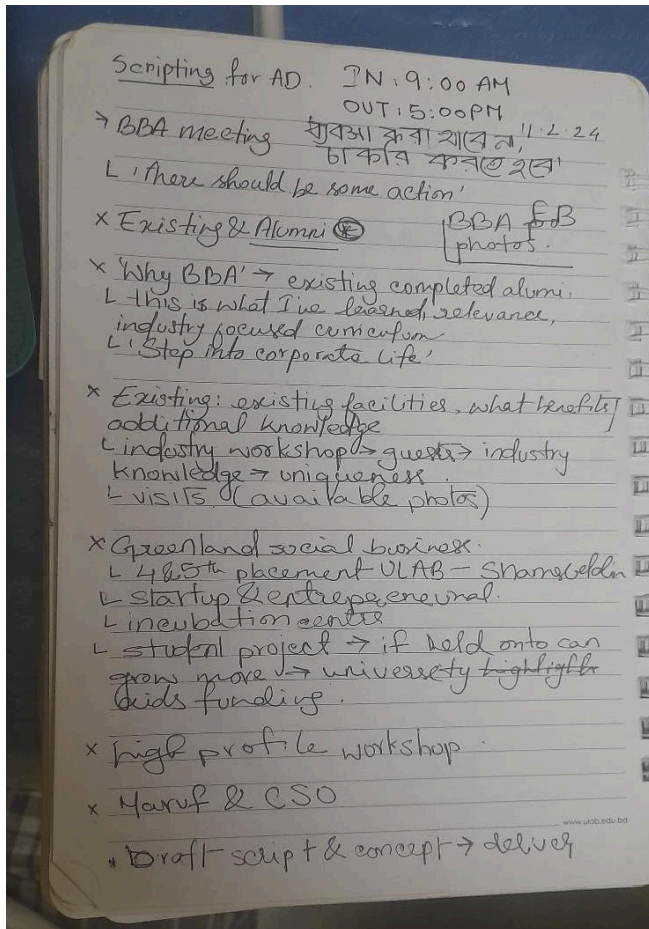


Image 1: Week 1

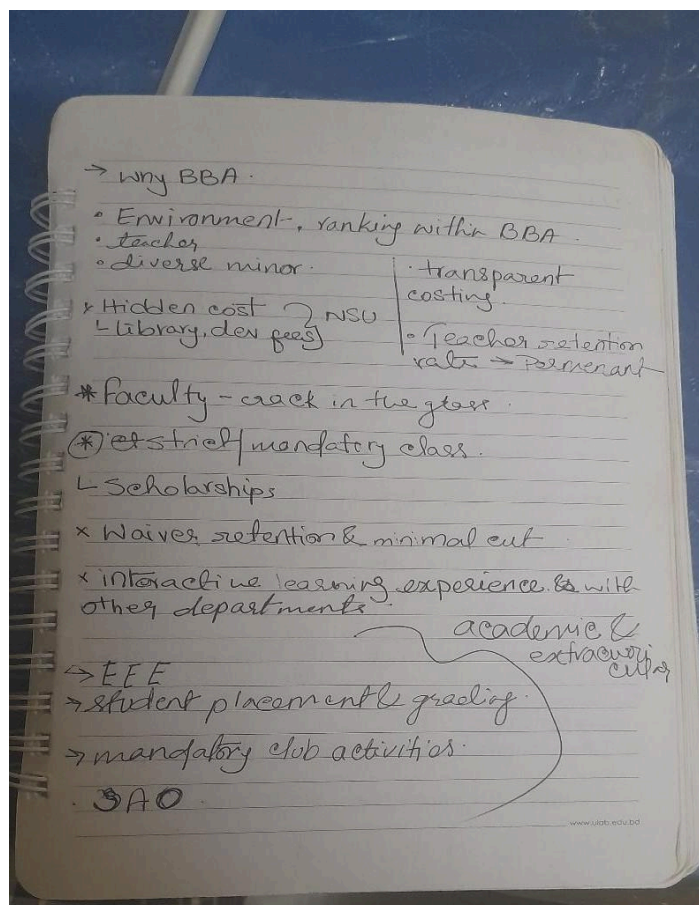


Image 1.1: Week 1

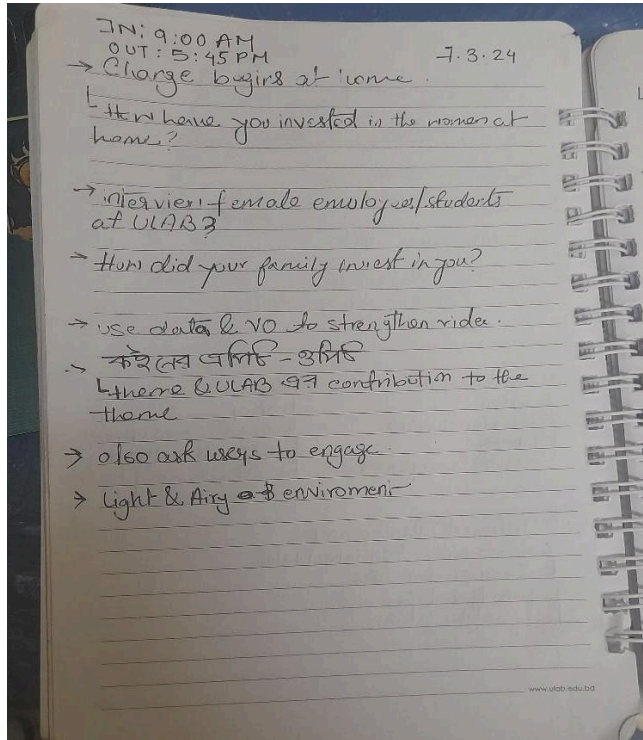


Image 2: Week 2

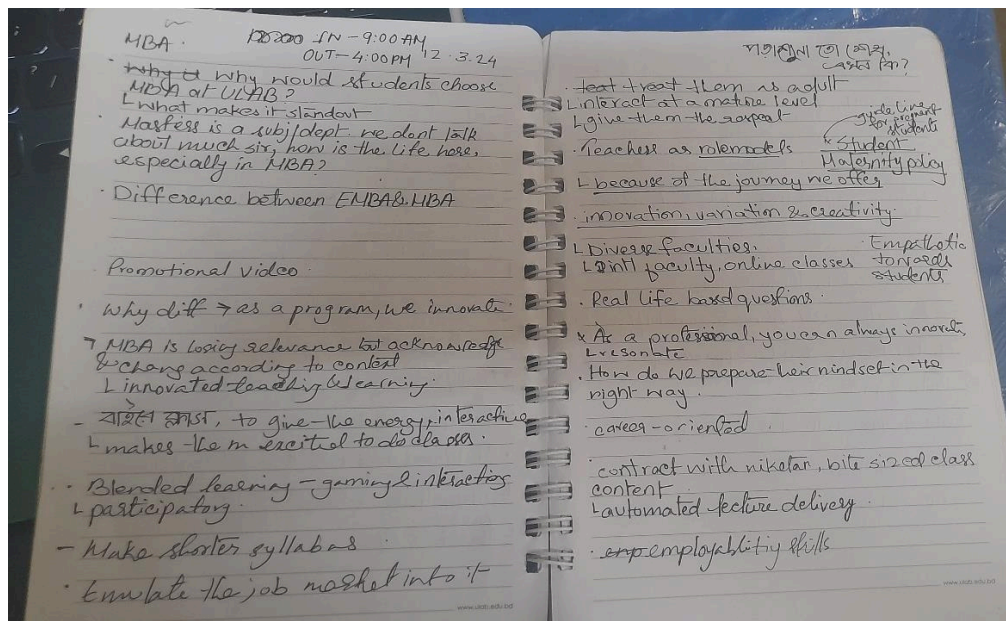


Image 3: Week 3

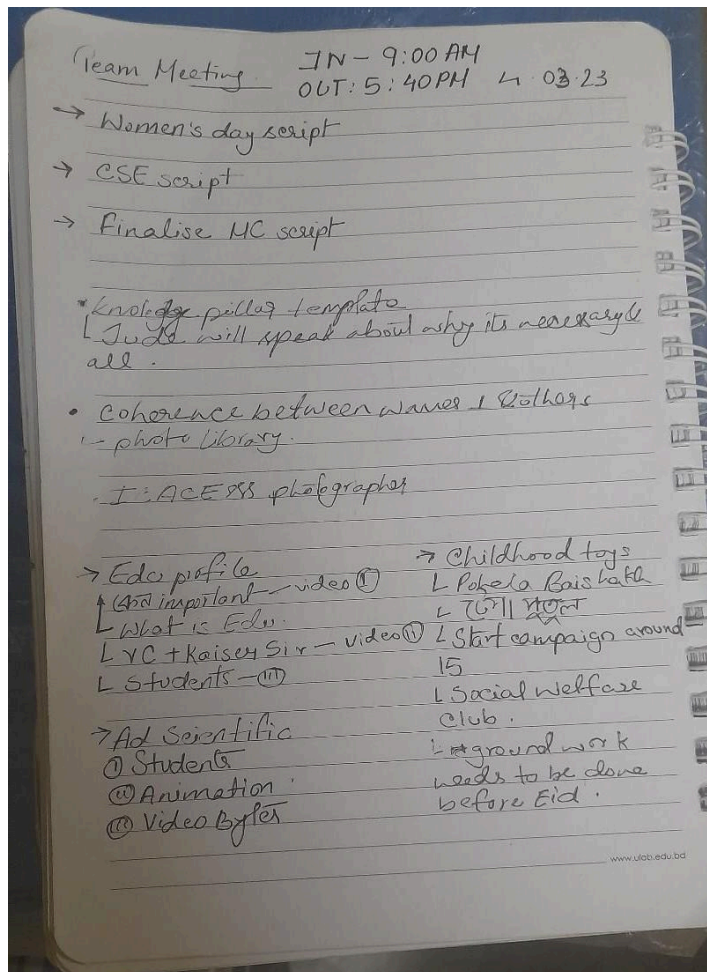


Image 4: Week 4

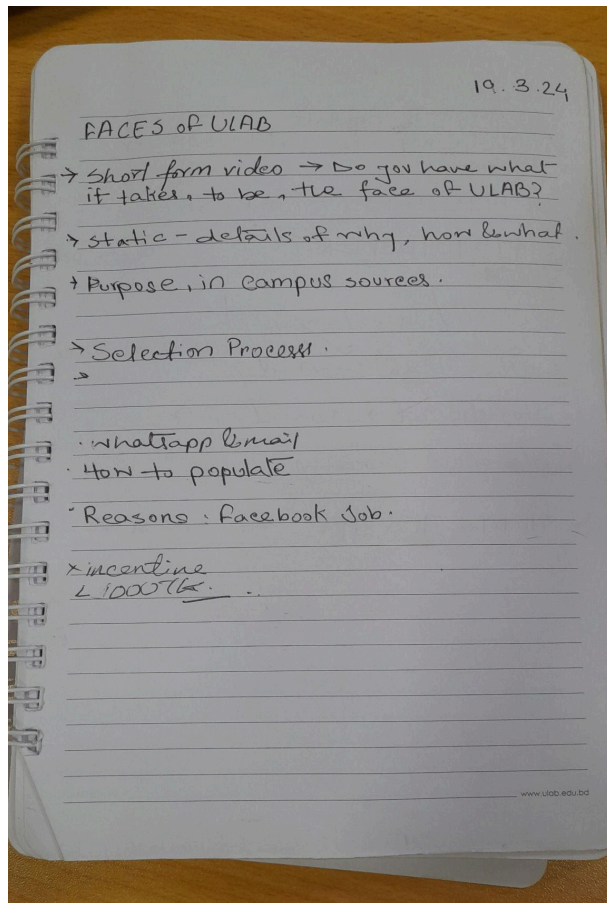


Image 5: Week 5

Self-Assessment Form

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Maliha Mashiat

University ID:192012028

Web: Ulab.edu.bd

1. During a typical week, approximately how many hours did you dedicate to your internship?

40+ hours.

2. Was your internship paid? If yes, how much?

Yes, BDT 5000.

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all ☐ Slightly ☐ Moderately ☒ Quite a bit ☐ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	3
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	3
5	I can recognize my personal strengths.	3
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	3
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	5

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13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	3
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialized technical skills for a specific job function	3
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	3.8

5. General Comments

I have enjoyed my time at my internship and look forward to working further with the team.

A handwritten signature in cursive script, appearing to read "M. Lint", is positioned above a horizontal line.

Signature of Intern

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Professional Competencies

Being really good at your job means you've got the skills to handle it like a pro. It's about knowing your stuff, having the right attitude, and being able to do what needs to be done in your field.

During my time at the ULAB communications office, I picked up a bunch of skills that I know will be super useful down the road. Here's what I learned:

- Google Sheets
- Qualitative data collection
- Writing precise scripts
- Campaign designing
- Content generation
- Office management and upkeep
- A/V production planning
- Administrative works

Attitude:

Upbeat, prompt and to the point. Sometimes funny and mostly friendly.

Closing Remarks

Having already been in fast paced work environments, ULAB Communication's was a welcoming sight. I was a bit intimidated about changing lanes, but I don't think I could've asked for a better crew while I learned to sail.

My gratitude to all the members of the ULAB Communication's office team, I have been here for three months now but it feels like longer. They have this uncanny ability to nourish and encourage their peers, which is a rare sight within the sharp edges of the Bangladeshi corporate world. I am truly thankful for the opportunity to work here.

Appendix



Image 1.1: Team meeting with managing officer



Image 1.2: At an outreach event with the Outreach team



Image 1.3: With the Communications team at the Fair Play Cup closing ceremony