



**An Internship Report on
“Experience as a member of the PR Team of
Daffodil International University”**

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An internship report on the work experience at the Public Relations Office, DIU in accordance with the academic knowledge acquired thus far is submitted to the Faculty of Humanities and Social Science in Partial Fulfillment of the Requirements for the Degree of Bachelor of Social Science (BSS)

Statement of Original Authorship

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Approval of Academic Supervisor



Mr. Abu Rifath Jahan (ID: 181-24-001) from the Department of Journalism, Media, and Communication has written an internship report called "Internship Experience as a Member of the PR Team of Daffodil International University" The presentation and defense have been authorized. I was Mr. Rifath's supervisor during his internship at DIU's Public Relations Office. He finished the task during the Fall semester of the academic year 2022.

I'm pleased to correct the record and state that all the data and findings in the study are entirely the original creation of Mr. Abu Rifath Jahan.

Mr. Abu Rifath Jahan has a charming disposition and an admirable moral compass. It has been a tremendous pleasure to be his supervisor. I wish him success in anything he undertakes.

A handwritten signature in black ink that reads "Aftab Hossain".

.....
Academic Supervisor

Mr. Aftab Hossain

Assistant Professor & Head

Department of Journalism, Media & Communication

Daffodil International University

Acknowledgement

To begin with, let me express my deepest gratitude to all of my instructors and mentors, without whose help this internship would not have been possible. It gave me the opportunity to learn more about the outside world and has been a wonderful experience.

Mr. Aftab Hossain, my respected academic supervisor, assisted me in putting this report together by combining my theoretical and practical expertise.

I want to express my gratitude to the Public Relations Office for allowing me to work there as an intern. I've gained a wealth of experience and knowledge from all I've done over the past few weeks, enabling me to be excellent at performing practical tasks. I want to express my gratitude to Ms. Amena Hasan Ana, the Daffodil International University's Deputy Director, for providing me with the assistance I required to develop a number of practical skills.

I would like to express my gratitude to Mr. Aftab Hossain, Associate Professor and Head of the JMC Department at Daffodil International University, Professor Dr. Golam Rahman, Professor (Adviser) at Daffodil International University, Prof. Ujjwal K Chowdhury, Professor at Daffodil International University, Dr. Syed Mizanur Rahman, Adjunct Professor at Daffodil International University, Mr. Md. Rashedul Islam, Lecturer (Senior Scale) at Daffodil International University and Md. Saidur Rahman Khan, Lecturer at Daffodil International University for their assistance in arranging for my internship and helpful advice. I also want to express my gratitude to Daffodil International University's administration.

Dedication

I dedicate my work to the Almighty Allah, who made us all and makes it possible for us to exist in this world. Regarding my parents and instructors, who have given their entire life to me, I would want to pray to Him. May Allah bless them.

Abstract

As a student of the Department of Journalism, Media & Communication at Daffodil International University I am supposed to work in an organization for two to three months at intern position relevant to my academics. Objective of this internship was to bridge between academic knowledge with industrial practice. After a while I got an opportunity to work with Public Relations Office of Daffodil International University (DIU).

Internship Report on “*Working Experience at Daffodil International University as Public Relations Office Team Member*” required by my academic supervisor **Mr. Aftab Hossain**, Assistant Professor and Head, Department of Journalism, Media & Communication. The purpose of this report is to describe my learnings and experiences during my internship period at DIU.

An internship is a period of time where a student or recent graduate gains real-world experience. I got an opportunity to work with DIU, a leading private university in Bangladesh. I have worked there as Public Relations Office member under the supervision of the Deputy Director of the institution Ms. Amena Hasan Ana.

I have participated on the team and worked with all kinds of DIU events. I now know what an educational institution does. I have worked with the team on writing, videography, and other promotional tools, participated in events, seminars, and workshops run by the DIU, and generated a variety of documents. My coworkers have taught me organizational behavior.

Throughout my internship, I encountered a wide range of situations. My technical knowledge of research methodology, development approaches, communication interventions, and communication tools and strategies improved as a result of working with the DIU PR team. The skills I learned throughout this internship period were time management, taking ownership of my actions and decisions, and working in a diverse team. I have experience working with several different ICT products and approaches, including Microsoft Office, photo and video editing programs, and others.

Academic knowledge is applicable to the workplace, yet there are significant differences when I try to conduct any activities. I made an effort to understand how a development organization is structured. I have improved my decision-making, presentation, teamwork, collaboration, technical proposal writing, and other skills during this time. I believe that having this internship experience will benefit both my job prospects and my curriculum vitae.

This research was completed using a SWOT analysis of DIU, which allowed me to identify the organization's strengths, weaknesses, opportunities, and threats. Additionally, I suggest that industry be more cautious and take interns seriously.

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Abbreviations

DIU : *Daffodil International University*

PR : *Public Relations*

AUAP : *The Association of the Universities in Asia and the Pacific*

GC : *General Conference*

DSC : *Daffodil Smart City*

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Chapter - 1: Introduction

1.1 Introduction of the Paper

This internship report is a thorough summary of the tasks I completed during my four-month internship at the Daffodil International University Public Relations Office in Ashulia, Dhaka, from August 1 to December 1, 2022. My academic internship was overseen by Assistant Professor Mr. Aftab Hossian at DIU while I was pursuing my BSS (Hons) in Journalism, Media, and Communication. Writing reports is a crucial and appropriate part of my undergraduate coursework. The due date for my course assignment for the 2022 fall semester is this semester. I was directed by my internship supervisor to write this official report.

I am grateful for the chance to complete my internship in the university's public relations office. This department gave me a chance to put my academic knowledge to use and gave me a taste of the vast corporate world. I was able to better understand myself as a whole through this experience, which also improved my knowledge of and skills in computing.

It was challenging, nevertheless, to complete this report and the internship task at the same time. I'm appreciative of Almighty Allah, my supervisors, and my coworkers for helping me and for their wise counsel.

I made an effort to include as much data and content as I could while writing the report. My skills and expertise have greatly expanded as a result of working in administration. I believe that these experiences have given me the self-assurance to operate in any reputable professional field.

1.2 Objective of Internship

As an undergraduate in the fall of 2022, I completed a fruitful internship at the DIU Public Relations Office. I feel incredibly confident in myself after completing my internship, which was its main goal. This development will strengthen my status in the workplace. My internship organization forced me to step outside of my comfort zone and made interacting with strangers so simple that I no longer feel awkward doing it. I can now develop relationships with clients and staff on a professional level. My current comprehension has been greatly increased. I received a lot of assistance and knowledge about the internship

program as I worked on this report, which motivated me to produce excellent work. I had motivation to finish the assignment.

1.3 Significance and Scope of the Report

The significance of this report lies in the fact that it will accurately reflect my PR internship at DIU. A further factor in the internationalization of colleges is the extensive use of media tools. Additionally, it will include my interpretation of the JMC terminologies used in this particular industry. Because it presents the true picture of many JMC terminology used in the education-focused media & branding sector, anyone who wish to learn about the worth of journalism, media, and communication in our nation outside of media outlets and education may readily see the condition of this report.

The internship program and writing reports serve as a sort of "bridge" between the academic knowledge students have studied over the course of four years and the real-world work experience they will get during their internship. A bachelor's degree is additionally necessary to take part in the program. I'm fortunate to be able to apply what I've learned in school to real-world situations. Another important aspect of this report is that it will enable me to share my perspective with the audience and solicit their feedback on how well the presentation was received. Along with my knowledge of JMC, this report will also discuss my work experience in a different industry. This report will wrap up with a scenario analysis from my point of view.

As a result, the audience will find this report to be important. The potential intern will also gain knowledge and preparation for the internship from my expertise and knowledge. The importance of a student's internship report can be attributed to the practical experience it provides.

I was assigned to PR committee for the "15th AUAP General Conference 2022" during my internship. The Association of Asian and Pacific Universities was to elect the Founder Chairman as its first president (AUAP). This was a crucial occasion for the academic community.

I had to serve as a communicator and implementer in a number of committees, including finance, logistics (venue, decoration, housing, and transport), disciplinary security and legal support, website creation, and promotion and media.

The tasks includes:

- Email tracking and communication as well as vocal communication with all the relatable persons for the task
- Scheduling meeting both for local and international guests
- Program management
- Maintaining daily update records
- Content writing
- Social media management
- Digital designing
- Video editing
- Provide promotional materials
- Tracking local newspapers on this event and record and so on.

I made every attempt to appropriately transmit all the material in my report, despite the fact that I had less than three months to acquire everything I needed to know in order to pull off the significant event. In addition to their daily duties of covering events & programs for DIU's branding and promotions, the Public Relations Office covers important events, and the report demonstrates what they do and how they do it. This report also covers my job experience there and the lingo used in PR. It also enables me to reflect on my performance and skill development as an intern there.

It is very challenging for an intern to consider the entire organizational structure in such a short amount of time, but I must admit that I genuinely tried to consider this area in order to organize my report so that it related to my academic subjects and my professional life experience. The report was produced purely for academic and degree-related requirements.

1.4 Objectives of the Report

I've always wanted to study about a wide range of topics and work in a wide range of professions in my professional life. I was able to fulfill my dream thanks to the internship program for the BSS (Hons) in Journalism, Media, and Communication at DIU. I've produced documentaries and worked in public relations, and I'm searching for job in one of these industries. However, I yearned for employment, so when PR offered me the chance to do my internship in administration there, I seized the opportunity. Additionally, I was helped by my academic background throughout my internship at the PR office. Because of it, for instance, I was able to conduct extensive study and think critically and specifically.

I had some objectives in mind when I first started as an intern. These are what they are:

- To comprehend how media tools are applied in the field.
- To apply what I've learned in the classroom to my internship program.
- To evaluate JMC's importance within an organization.
- To become familiar with DIU's Public Relations department and to learn more about PR in general.
- Gaining practical expertise through collaborating with sector-specific administrative specialists.
- To transform information from the classroom into real-world experience. Therefore, the internship program acted as a bridge between theory and practice.
- To get used to situations and jobs that are highly pressured.
- To develop interpersonal skills.
- To enhance and use my communication abilities in a professional situation.
- To enhance and apply my computer skills.

Chapter-2: Literature Review

2.1 Professional Soft Skills

Soft skills are behaviors and traits that affect how you work both on your own and with others. The following are some noteworthy soft skills that I may have been able to acquire and develop:

- Integrity
- Dependability
- Open-mindedness
- Teamwork
- Creativity
- Problem-solving/ Conflict resolution
- Critical thinking
- Adaptability
- Organization
- Willingness to learn
- Empathy
- Attitude
- Effective communication (both listening and speaking skills)
- Work ethic
- Leadership qualities
- Time management
- Decision making
- Networking

2.2 Professional Hard Skills

Hard skills are technical knowledge or skills that you have learned from your work, school, or other life experiences. Some note-worthy hard skills that I may have been able to possess and improved are -

- Bilingualism or multilingualism
- Database management
- Software Operation

- Poster, circular, template, etc. designs
- Google Workspace
- Microsoft Office
- Information/Data Collection
- Photo editing
- Stationery and creative designing
- Video editing
- Copywriting, email writing, copyediting, report writing
- Social Media Management
- Digital Communication
- Write-up/Content generation
- Presentation
- Data recording system.

2.3 Internship to Develop Soft Skills and Hard Skills

A good internship can teach students a range of technical skills, depending on the particular demands of the position. Soft skills are necessary for every work, even if possessing the appropriate hard skills is crucial for each career.

Through exposure to the workplace during an internship, skills are acquired. For instance, if a person encounters a challenging situation, faces it head-on, and prevails over it, they acquire problem-solving abilities among other minor skills that fall under the category of developing soft skills. Similar to this, when someone is required to regularly present oneself in the real world during an internship, their presenting skills increase; this is seen as a hard skill. Internships support the growth of both hard and soft skills in this way.

2.4 Overall Importance of Internships

In today's competitive employment market, a person's desired job is not always guaranteed, especially for those who are just starting out. The majority of firms prefer to deal with recent graduates who have experience, but this is not a requirement. As the corporate world gets more competitive and everyone aspires to be the best, employers rarely recruit young college graduates with no prior experience because they are unsure of their ability to bear the pressure. Internships come into play in this situation. We gain practical experience from internships that we may highlight on our resumes when we apply for jobs.

Chapter-3: Methodology

3.1 Followed Placement Process

I decided to complete my four-month internship for the BSS (Hons) degree at DIU's Public Relations Office after receiving information about the program from my advisor, Mr. Aftab Hossain sir. I did it for a number of reasons, including:

- It was a match with my ambition
- The Public Relations field could be a game changer for my career aspects and things here will be much better than anywhere else
- It would have allowed me to get to know my university even better and in depth
- It would've allowed me to use my strong academic references.
- It would have allowed me to use my own university, which I already understand and am familiar with.

The first time I learned about the paid internship program at the DIU PR Office was via my advisor, Mr. Aftab sir. It was the first quarter of 2022. I then prepared my resume and other application materials before applying online via their Google Form. Prior to being called for the initial interview on February 3, I had to wait a few days. There were several more authorities present, including Ms. Amena Hasan, my official supervisor. Finally, I received the internship program selection letter. I made the decision to finish my academic internship through these learning components throughout a year-long internship. Every Saturday to Thursday, from 8 a.m. to 4 p.m., I worked six days a week.

Even after the office hour, I enjoyed extending the workday and worked from 8 a.m. to 9 p.m., especially in the months leading up to the 15th AUAP General Conference in 2022. I worked extra hours for more than three weeks.

3.2 Conduction of the Project Work

Even though the PR Office had some basic duties, there was a sizable international conference taking place when I started my internship, and our esteemed chairman, Mr. Sabur Khan Sir, was set to be sworn in as the President of AUAP. I was mostly in charge of program media and public relations duties during my internship. Additionally, I had tasks for committees and around the PR department. I learnt and honed the abilities I would require to function as a professional in media and public relations for the 15th AUAP General Conference in 2022 within a matter of weeks.

I had to manage all phone, email, and other forms of social media as well as other forms of national and international communication for this, as well as keep track of social media posting and videography work. I also had to help my superiors with the program's planning and write a lot of content for social media posts, messages, and templates. I also had to send email newsletters and press releases.

I gained this knowledge by seeing how they assist individuals, interact with clients, and frequently utilize PR tools in various events & programmes. I've gathered all the data I'll need for my internship report.

3.3 Data Collection for the Report

Using both primary and secondary sources of data, the internship research on "Experience as a member of the PR Team of Daffodil International University" was created. The approach used in this report was both qualitative and quantitative. For the report, I gathered both first-hand and archival material. The qualitative method and the quantitative technique both rely on first-hand information.

3.4 Preparing the Report's data

The content was handled using Microsoft Word processing software. This study is primarily qualitative because it is based on my personal experience. Working at the company, speaking with employees, and going through records provided the information for this study. Additionally, I obtained information on the subject from DIU pages and groups as well as the AUAP and DIU websites. The qualitative data that was gathered has

undergone descriptive analysis.

Basically, there are two categories of data, and I used both of them.

1. Initial data: A researcher's own information from first-hand sources, such as surveys, interviews, experiments, and so on, is referred to as primary data.

The report's main sources of information were:

- Obtaining experience as an intern at the PR office
- Working experience with various PR office duties.
- Direct communication with the authorities on a one-to-one basis.
- PR-related conversations with the supervisor & other colleagues.
- By giving the clients and officials questionnaires.
- In-person discussions with clients.
- Direct examination.
- Work at a desk that is useful.

Observation and direct perception

2. Secondary data: Information from earlier research projects is referred to as secondary data. The information comes from a source that is completely at odds with the main facts. It might be connected to earlier details about a company.

Secondary data that the report contains was collected from:

- Information from the report has already been used in other documents
- A variety of students have submitted internship reports.
- Information was gathered from the DIU and AUAP's official websites, pages, and groups.

3.5 Limitations of the Study

It would take more than four months to cover this extensive region of branding & promotion. I couldn't use every function because I was an intern. I had to choose the areas where I could work and focus as a result. I intended to investigate this company's usage of the JMC tools as a member of the JMC Department. However, I was able to do some real work during my internship, which is what I chose to emphasize in my report.

I gave it my all to make the report more significant and tried to prepare it more realistically and precisely so that it would be recognized by the authorities and in line with the standards of my institution, despite the numerous problems that stood in the way of finishing it. Despite having fantastic support from PR Office of DIU, I have come with the following obstacles:

- Certain locations were off-limits to me since I was an intern. I was given a job with few duties, which made it difficult for me to learn more than a few things. The report was also based on my personal experience, which I gained from a variety of university courses, the Internet, and the reading of several pertinent magazines and articles.
- The report is solely based on my viewpoint, observation, and study, as well as what other people have told me about their viewpoints. Although gathering data requires direct or face-to-face engagement, it is quite likely to be inconclusive since I cannot guarantee their honesty when providing information.

These are some of the limitations I have faced as a result of my internship program.

Chapter - 4: Organizational Overview

4.1 About Daffodil International University

Renowned Bangladeshi private university Daffodil International University is situated in Ashulia, Daffodil Smart City, Dhaka. The Private University Act of 1992, which was replaced by the Private University Act of 2010, was in force when it was founded on January 24, 2002. DIU is the top-ranked private institution in Bangladesh among all universities, according to QS University Rankings: Asia 2021. In the Times Higher Education Impact Rankings 2021, DIU came in first among universities ranked from Bangladesh. The UN's Commitment to Sustainable Practices of Higher Education Institutions was first signed by DIU in Bangladesh. Daffodil International University is ranked first among all private universities in Bangladesh and fourth overall in terms of SCOPUS-indexed research papers for 2019.

4.2 The DIU logo



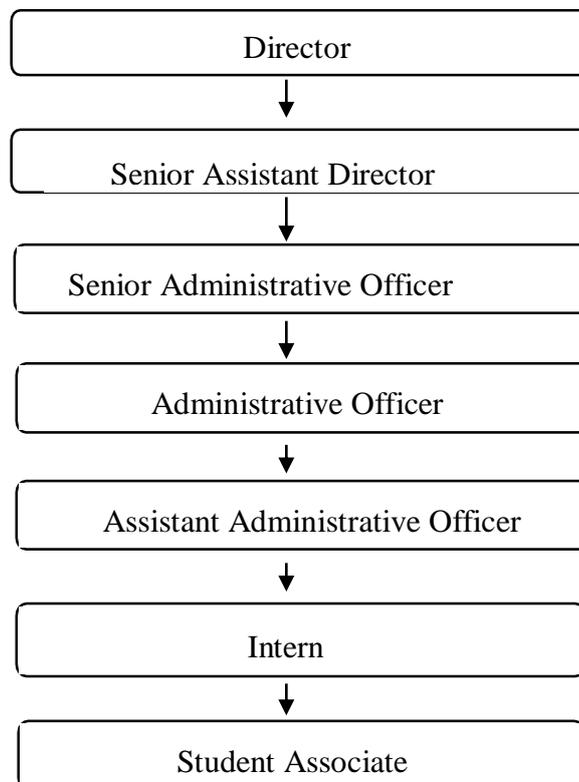
4.3 Values of DIU PR

- Honesty: They uphold this principle in all of their service offering since the Scripture requires it.
- Transparency: They uphold the virtue of being open and honest in all of their dealings since it builds trust.
- Efficiency: A task must be executed flawlessly in order to be efficient; they strive to meet all requirements.
- Accountability: It entails being dependable, above suspicion, and it also means

arriving on time.

- Innovation: They are open to new advantages being developed for staff, instructors, and students as well as changes in quality of life.
- Flexibility: They strive for perfection; flexibility leads to deeper understanding and enjoyment.
- Security: They guarantee that their clients feel secure and at ease disclosing all of their pertinent information to them.
- Technology: They are constantly searching for new innovations to make their people's lives as comfortable as possible because technology is so essential to modern living.

4.4 Organogram of IA



4.5 PR activities for DIU

- Facilitating Department and student participation in widely various programmes.
- Media Relations for branding & promotions.
- Social media promotions for admission, mega & regular events.
- Photography & Videography support for every event.
- Advertisement for DIU.

Chapter - 5: Internship Activities

5.1 Introduction of the Internship

I have really finished four months of internship with DIU's Office of Public Relations. Even though the Public Relations Office is in charge of many things, everything I did and had to do during my internship was related to the mega events like 15th AUAP General Conference 2022, Futurenation DIU Job Utsob 2022, .

During my internship, I was able to learn new skills and improve ones I didn't even know I had. I owe my office supervisor and coworkers a lot for helping me develop analytical problem-solving skills and a good sense.

5.2 My responsibilities

- Content creation for social media and Checking on Performances
- Creating PR, features, and articles
- Adding content to the DIU, DSC, and international social media pages
- Keeping track of every initiative Continually follow up
- contributing to the prominent, popularizing it, and beginning to monetize it
- Keeping in Touch with Journalists and Institutions in the Media
- Keeping Promotional Reports for Admission
- Reporting on social, electric, and public relations media
- Creating a brief video, touring the campus, and capturing a moment
- helping Ms. Ana and the team with their PR efforts
- Event Planning
- Monitoring all actions and group efforts
- Keeping track of creative branding tasks for the department of holistic PR

5.3 About Office Supervisor

As a special assistant to the honorable Chairman of DIU, Ms. Amena Hasan Ana is working in Business Development, International affairs & Public Relations department. She started her career in DIU as Sr. Administrative Officer and based on my performances she has promoted to Deputy Director. She started her career as an Information Officer at Daffodil Institute of IT in 2007.

She is so amusing that she is a pleasure to work with. She is aware of when to be strict and when to have fun. She is one of the most industrious, multitasking, and mentally stimulating people I have ever encountered. Working with her over the past few months has been a delight. It was simple for me to get in touch with her whenever I felt like I was at a loss by the workload and that helped me have a successful and knowledgeable internship experience.



5.4 About Colleagues

Around my internship period I have -

- 3 more superiors (1 Senior Assistant Director named “Mr. Anowar Habib Kazal” and 1 Senior Administrative Officer named Mr. Shaiful Islam Khan & 1 Assistant Administrative Officers named “Mr. Mokabbir Alam Sani”) apart from my supervisor,
- 3 interns named “Mr. Imam Hossain”, “Ms. Muntacin Mohona” and “Mr. Yeaman Hossain”

Their job responsibilities:

- My seniors provide me guidance as I carry out my duties and allow me to go above and beyond.
- My interns assist me with my duties, and the reverse is true.

5.5 Details of the Skills Developed

Soft Skills -

- **Dependability:** My supervisor had so much faith in me that she sent me to places where she could not have had the same faith in my less organized coworker. I believe that over time, my workplace helped me develop that dependability.
- **Open-mindedness:** In addition to teaching me to retain an open mind while interacting with foreign delegates, this position has also taught me to keep my opinions and ideals to myself when it is not necessary.
- **Teamwork:** My teammates and I had a range of responsibilities to do throughout my internship. Since many of the duties were connected to what they were doing, I learned to collaborate with others rather than working entirely on my own.
- **Creativity:** We were frequently required to use our imaginations, whether we were creating a plan or a design, which sparked my creativity.
- **Problem-solving/ Conflict resolution:** I gained experience and problem-solving skills whenever I encountered and resolved a challenge.
- **Critical thinking:** Not everything on my internship went as to plan. I had to think critically and even communicate with some people, which helped me improve my critical thinking abilities.
- **Adaptability:** As a novice employee starting my first job, I needed a lot of adaptability skills because I have a tendency to be extremely shy in unfamiliar situations. This multi-month travel gave me a lot of valuable lessons about adjusting to unexpected circumstances.
- **Organization:** I was in charge of keeping track of the most important information, something I could not have done if I had been careless and disorganized. Consequently, I learned how to be composed and well-organized in these roles.
- **Effective communication (listening and speaking skills):** My English-speaking introversion has dropped by 60% since beginning this work. Before that, speaking English with others made me dreadful, especially in formal settings. However, I can now complete this task without difficulty.
- **Leadership skills:** I learned a lot about leadership from watching my superiors and having to take the lead in a variety of circumstances. I served as the volunteer team leader for the PR team for the AUAP GC 2022, Job Utsob 2022 and many more.
- **Time management:** There was no space for sluggishness because everything I completed had a strict deadline. I gained a lot of knowledge about time management

as a result.

- **Decision making:** I've found myself in a lot of circumstances where I've had to make quick, situation-appropriate decisions, and I've gotten very good at it.
- **Networking:** I've made new friends as a result of this trip. Several national and international delegates gave me their business cards when I had the chance to introduce myself to so many delegates during the program so that I could get in touch with them once I graduated or whenever I needed to in the future. It was very important to meet with State Minister Palak, a respected member of the Bangladeshi parliament and minister of ICT division.

Hard skills -

- **Bilingualism or multilingualism:** My ability to talk and type in English has significantly improved as a result of my frequent virtual and in-person interactions with the delegates. I already speak Bangla well. I've expanded my Hindi vocabulary, and I now speak Hindi fluently.
- **Database management:** I have a lot of expertise with database management because it was one of my main tasks.
- **Software Use:** I had to use a lot of different programs. Because my entire workspace was on these platforms, I adore BeePro, PDF, QR Code Maker, Canva, Adobe Photoshop, Premier Pro, Adobe Illustrator, Microsoft Office, and others. Although I began using these platforms as a novice, I eventually advanced to an intermediate level.
- **Designing, photo and video editing:** I had made a lot of designs for posters, circulars, templates, and other things before I got this job. I have a lot of design and editing experience thanks to this website.
- **Information/Data Collection:** I think I've gotten really good at this since I've been here.
- **Copywriting & Email writing:** Because of all the writing I've done for digital communication and content over the past several months, I believe I've mastered copywriting, email writing, copyediting, and report writing. This was another significant responsibility.
- **Social Media Management:** I also learned a lot in this area because a big part of branding depends on DIU promotion, which was handled solely and privately by each office employee. As instructed by my industrial supervisor, I worked with

other connected offices (Office of the International Affairs and Media lab) and followed their work. I also shared information.

- **Digital Communication:** Since I oversaw the entire PR unit and was in charge of all critical communications, my exposure to digital communication dramatically grew.
- **Presentation:** My presentation and communication skills have substantially improved as a result of the constant necessity to present myself in front of a variety of outstanding internal individuals as well as national and international delegates.

5.6 Details of Analytical and Problem-Solving Cases

There are some stories of my analytical and problem-solving cases during my internship period-

1. I've had the good fortune to win over and keep the trust of my superiors by demonstrating to them my competence in doing the task they have given me. I ran into problems every which way from the start of my internship. I may say that the previous ten days of planning were important. As the time for the event grew closer, everything got very busy and quite confusing. I decided to stay at the office for 24 hours and keep myself busy for 14 to 21 hours as a consequence. I am sure that my team and I were able to plan the events well in the end.
2. My supervisor suddenly tag me to Futuration DIU Job Utsob 2022, 7 days before this mega event. As a result, I had to have a brief meeting with the team, create a checklist of every aspect of the program, especially from PR sector, including what to do and what not to do, gather the appropriate resources, and start working right away. If something went wrong, I worried how it would affect the management of the DIU and the entire program. Alhamdulillah, we were successful nonetheless, and I'm happy to say that my industrial supervisor was happy with my team and I. The 15th AUAP GC 2022, Futuration DIU Job Utsob 2022, Change Together 2022 was full of challenges and incredibly valuable to me because it allowed me to rediscover myself. There are many more stories like these.

5.7 Learnings as an Intern in the Organization

At the PR Office, I learned a great deal about experience as a newbie. Being able to work on such a significant event while an intern adds greatly to my overall experience and résumé. Such a two-for-one experience is unusual, in my opinion. I am fortunate to recognize my buried potential through this method.

5.8 Workplace log

	Total Effective Hours
Total	889.5
August 2022	158.5
Ahsan habib Sir Shoot	2
Another Script for Edu Loan for Razzak sir	2
Attending English Dept. symposium	5
Attending MoU signing of JMC & SACMID and Taking bytes	2
Attending TE Dept. Orientation Programme	1
Attending for PR Support, Taking Interviews of Club Concerns	20.5
Campus Life videography	3
Campus Visit of Maj. General Sarwar Hossain	2.5
Confirming the HoD's & updating sheet on it	0.5
Confirming Advertising Content from Dean of FE for Shaiful Sir	0.5
Contacting Artist and discuss the script with them	2
Drafting Job Description, Work Model, Kwy Works	4
ESDM Department Shooting	3
Entrepreneurship Dept. Head sir shooting	2.5
Gathering Information from the very beginning till these days	2
Holistic PR Meeting discussion on Activities through smart Edu	1.5
JMC Head Shooting	1
JMC SEMINER	2.5
JMC Seminer PRE & PRB Writing	2.5
MCT Dept. Head	2
Making Excel sheet and all update there	2
Masum Iqbal Sir's Speech about Entrepreneurship Dept.	1.5
Meet with MCT Head sir for Scripting & Others	0.5
Meeting & Contact with HoD's	1
Meeting UKC sir about Club Carnival & Club Social Media	
Competition	1
Meeting eith UKC sir and PR team	2
Meeting of Prominent & Journalist Meet Up with Aftab sir & PR	2
Meeting with Ana Ma'am & Shaiful sir for doing it	1
Meeting with CIS dept. Head	1
Meeting with Dr. Amir Sir	0.5
Meeting with HoD's	3
Meeting with Rifath on Edu Loan and Meeting with Zonad Bhai on	
Edu Loan Script and Promotional Issues	2
Meeting with Sujon Sir for Smart Edu related discussion	1.5
Meeting with UKC sir & PR Office	2
Meeting with UKC sir and students of	2

Meeting with Zonaed sir	1
Meeting with the Students who will join the GMW	2
MoU Signing between BRAC & DIU	2.5
MoU signing of JMC & SACMID and Taking bytes	2.5
PR Support Taking Interviews and others	5
PRE& PRB of Best Teachers Award	3
Press Release writing English Dept. symposium	2
Script Writing	3
Shaiful sir meeting	1.5
Shooting of ITM Dept. Head	3
Short Documentary on Freshers	2
Siitning with Shaiful Sir	1
Smart Edu Presentation	1
Smart Edu upgradation for Presentation	2
Supporting PR Office Activities	4
THM Head sir Documentary Shooting	2
Taking Bytes of Students and Guardians	1.5
Taking Voice from Sidral Sir for Edu Loan	1
VC Sir's Quesnaire	2
Video Editing	6
Video Shooting On Electricity Saving	2.5
Videogarphy	3
With Ana Ma'am for upcoming responsibilities	2
Write up and Publishing Article on Prominent	2
Writing Meeting Minutes of AUAP meeting with UKC sir.	1
Writing Script on HOD video	3
Writing Script on Promo Video	2
Writng Meeitng Minutes	3
covering Chairman Sir's guest interview	3
opening of Kioski	1
write up	3
September 2022	154.5
AUAP GC video Message Script for PRO VC sir	1
Attended the Special session of prof. UKC sir	3.5
Attending Campus Townhall Programme of GrammenPhone organised by HRDI	3
Attending JMC Mediabuzz for Interview and PR Support	7
Attending Seminer on Design your Career by GUPC	4
Bangabandhu inter uni competition & Swimming pool in augurating Campus Townhall Programme PRE & PRB	5
Chairman sir's Script	3
Check last 3-4 days paper, Cut down the articles of DIU & Submit to Shaiful Sir	4
Club's social Media Competition	6
Contact with Tanvir & Dew for making product video & asisst them there	3
Covering event of "Design your carrier an IT entrepreneur and grow"	5
Documentary On Chairman Sir	2
Final Edit of Change Together Video	2.5
Global Money year project's form create and contact with volunteers	2
Helping Omar to write AUAP meeting Minutes	2
Interview taking and programme support for Basis Programme	1
Meeitng with Chair man sir & UKC sir and HOD & Organize the	5
	2

meeting	
Meeitng with Omar for AUAP working Update	2
Meeitng with Yeaman & Vasha for theme song	2
Meeting With Ana Ma'am for working update	1
Meeting With Omar & Update work sketch	1
Meeting with Ana Ma'am & team for theme song	1
Meeting with Ana Ma'am for One Student, One Laptop	1
Meeting with Chaiman sir about club activities	2
Meeting with Chairman sir (Waiting for almost 3 hours, 1 hour of meeting)	4
Meeting with Vasha for theme song	2
Meeting with tanvir & Dew about One student One Laptop	
Documentary	2
One Student One Laptop	6
Organize meeting for Ana Ma'am, call everyone, mailing and others.	1
Organize the Special session of Prof. UKC sir, contact with every person and report everything.	1
PR Support, Taking Interviews and other helps	7.5
PR related work, Contact with the persons for article and updating	
AUAP work Update	2
PRE for Social Content of semine design your Career	1
Re-Edit Cahnge Together Video	2
Script on Chairman sir	3
Support to campus visit with the team DCCI	5
Swimming pool inauguration programme PRE & PRB	3
Theme song short division Meeting	2
Theme song short division Meeting & Write Up	4
Tourism Day Event Cover	5
Tourism Day PRE & PRB and sent to Kazal Sir	3
Updating Work Progress (Writing Wrok Update, post content writing for promo)	1
Video Message shoot of VC sir	1
Welcome Message of VC Sir re-editing	1
With Vasha & Yeaman about Theme Song	2
Write up PRB & Sent to Kazal sir	2.5
Writing Letter for Bangabandhu Tournament for Shaiful Sir	1
Writing Meeting Minutes	3
Writing PR Content for Social Media of Seminer of "Design your carrier an IT entrepreneur and grow"	1.5
Writing PRB for AUAP	3
Writing PRE & PRB of Chairman sir's visit on kyrgyzstan	3
Writing PRE & PRB of JMC Mediabuzz	2
attending Online Meeting with PR team	3
attending online meeting with PR team and help to organize it	3
welcome message from VC sr	1
write up Meeting Minutes of Special session of Prof UKC sir	2
October 2022	172.5
AUAP Countdown work	2
AUAP PR Work Update	1
AUAP Update sheet Maintain, Contact with Mishu sir & others for Countdown	1
AUAP Work Update for the whole month	2.5
Assignment by Shaiful sir for US trade Show Inivitation letter	2

arrangement	
Assist Tanvir to make Chairman Sir's Video Profiling	10
Assisting Ana ma'am	1
Attending the program of Sheikh Rasel's Birthday	3
Chairman Sir award Winning ceremony, Taking Interviews attending programme & Write up	7
Change Together Final Edit	4
Change Together Final Edit & Send to Shaiful sir for Publish	2.5
Contact with Rumman sir & Sadi sir for VC sir & Pro VC sir's appointment and waiting at Rumman sir's office for it	1.5
Contact with every concerned person for admission related work for giving their update	1.5
Contact with everyone for Pro VC sir's shoot	1
Contacting with various Holistic PR concerns for having their updates on admission sketch and sent to UKC sir's mail along with meeting minutes	1
Creating AUAP Task Delegation sheet for a month	2
Daffodil Family video research & Script	3
Dubai Expo Meeting	1
Education Forum Video Message Support	4
English Olympiad Ceremony 2022	9
English Olympiad Meeting	3
Going every departments talk with related person for attending Sheikh Rasel's Birthday program	2
Meet with Mr. Milon(Singer) for theme song with Ana Ma'am and Aftab sir at Uttara	6.5
Meeting With Aftab sir & Ana Ma'am about AUAP Volunteer	1.5
Meeting With Omar & Update work sketch of AUAP	2
Meeting With PRO VC sir and Sectariate	1.5
Meeting with Aftab Sir, Ratul Sir, Ana ma'am & Vasha about theme song	2
Meeting with Aftab sir about AUAP	2
Meeting with Ana Ma'am for AUAP work Update, also met with Aftab sir for Volunteer team meeting	2
Meeting with Ana Ma'am for overall work update	1
Meeting with Ana Ma'am for updating work sketch	2
Meeting with Ana ma'am	0.5
Meeting with Holistic PR for admission work preparation	1.5
Meeting with Omar about AUAP	2
Meeting with Razzak sir	0.5
Meeting with Regsitrar sir & Razzak sir for making biography on him	1
Meeting with Shaiful Sir about the US Trade Show	0.5
Meeting with Shaiful sir for having sugestion of Education Forum Video work	1
Meeting with Shaiful sir for work update with the whole team	1
Meeting with Tanvir for AUAP work	1
Meeting with Team PR	2
Online meeting for DIU Job Utsab 2022	2
PRO VC Sir's Script Writing	2.5
Paper Cutting on last two days	4
Paper News Searching & Cutting down	3
Pro VC sir's script writing for AUAP	3
Re Writing theme song sketch	4

Registrar Sir's Biography Research, Chairman sir's instruction based Script writing	4
Research on Registrar sir's biography	2
Review meeting of AUAP work update with UKC sir	2
Review meeting of Admission Spring 2023 with UKC sir	3
US Trade Show Attending for PR Support, assigned by Shaiful sir	22
US Trade Show pre-event work in spot (The products are taken from various dept.and going to spot for decoration), assigned by Shaiful sir	8
Update AUAP related work	1
Updating AUAP Work sketch and following up	3
Writing AUAP PR Volunteer number sketch	1
Writing Meeting Minutes of Admission Review with UKC sir	3
Writing PRE & PRB of Registrar sir's Appointment	3
Writing meeting minutes & Update pr work sketch	4
meeting with Shaiful sir & update HoD work update	1.5

November 2022

	157.5
AUAP Fact Writing	1
AUAP Facts write Up	4
AUAP Main Write UP	2
AUAP Main Write Up PRE & PRB	3
AUAP PR & Media Team List Making and work schedule	2
AUAP PR Work Update	3
AUAP Team Meet Up	1
AUAP Video Message of Pro VC Sir in Dhanmondi	5
Agile Education Framework event	3
Agile Education Framework event PRE & PRB	3
Arranging meeting with several communication and misschedule	2
Attending Chairman sir's house guest reception program	3
Attending DASPiB Programme	2
Attending DISS Programme	3
Attending Gala Night Dinner for AUAP	4
Attending Welcoming Session & Visiting with guest for PR Support	7
Attending at Raddison Blue for AUAP PR support, Writing PRE & PRB of Oath Taking of Chairman & Opening Ceremony	13
Attending whole programme for PR Support in Closing Ceremony and MOU Signing & Campus Visit	6
Bangladesh Education Forum Write Up PRB	3
Contact with every person, making list and arranging overall transport & food management for media and PR Team	5
Covering Global Entrepreneurship Week Programme	4
Cyber Security Awareness Day Programme by CSC covering	5
DIU Job Utsob Invitation Letter writing & Designing	3
DIU Job Utsob PR Support - Coordination for Video, Design & Others	4
DIU Job Utsob Writing Invitation Letter, MoU Letter	4
Daffodil Smart City Content writing for website, assigned by Sujon sir & Rokon sir	15
Education Forum Video Update Communication	1
Email Template Design of AUAP & IUAP Leaders	4
JMC Alumni & Parents Meet Up	5
Meeting With Write Up team & give them proper instruction	1

Meeting minutes write up of Admission spring 2023	2
Meeting With Ana Ma'am for working update & Associates working off	1
Meeting for DSC website mapping	2
Meeting with Academic Dean sir, Ana Ma'am & Raju sir for DIU Job Utsob Invitation	1
Meeting with Ana Ma'am for AUAP work progress	1
Meeting with Ana ma'am, Aftab sir & Shaiful sir	2
Meeting with Prof UKC sir, ANA ma'am, Rayhan sir, Aftab sir	1
Meeting with Tanvir & Rafi for AUAP Video	1
Newsletter Design of AUAP & IUAP Leaders	4
PRB of Chairman sir's News	3
PRE & PRB writing of Cyber security day	3
Re-edit write up of Ripon Sir	1
Scheduling 2 meetings of Admission Spring 2023 & Holistic PR	1.5
Write up PRB & PRE Sent to Kazal sir	4
Write up of Closing Ceremony	3
Write up of DISS report	3
Writing PRE & PRB of Welcoming Session	3

Chapter - 6: Observations and Findings

6.1 My Internship Experience

All of the work I completed while an intern at the DIU Public Relations Office is detailed in this report. I was able to use my knowledge and talents while also developing myself thanks to this organization. By the time I left PR on December 1, 2022, the internship's five-month duration had been finished in four months. From a personal perspective, interning in an educational institution was both exciting and challenging. Despite my past involvement with the JMC, I was aware of the duties they carry out. August 1st was my first day of work, and I was nervous about how I would handle everything. Then I met my boss, Ms. Amena Hasan. She is capable both emotionally and professionally.

I then had a meeting with the rest of the team. Then, my initial assignment was to look up prior work. I was required to keep track of all the information, write press releases for the media, schedule meetings, record meeting minutes, assist with events, and create anything for promotion tools. I was present and completed every duty that was given to me. I used to watch a lot of television and keep a daily journal of the things I did and learnt. I saw my new job as a fantastic learning opportunity because I love learning new things and expanding my knowledge. I may discover more about who I am and how well-suited I am for this job. I made an effort to balance the report writing I had to do with my job responsibilities, the English used in business, and my internship

experience. I also made an effort to go beyond what was necessary.

My life was revolutionized, in my perspective, by working in PR. Additionally, the people of Iowa are exceedingly nice, helpful, and polite. I received excellent care from my managers. I was first apprehensive that I wouldn't be able to manage everything, but they were constantly encouraging and considerate. My internship with IA has not only taught me a lot, but it has also given me the chance to network and raise my chances of success in the future. I will never forget the wonderful and unique experience I had while working as an intern at the DIU PR office.

6.2 My Observations

I paid close attention to the surroundings of the PR throughout my internship. Finding a connection between what I had learnt in school and what I do for a job took some time for me. I would start by looking into a variety of choices to find a way out. My respective academic advisor, Mr. Aftab Hossain, consulted me. He gave me a lot of help making the link. I tried my best to finish the responsibilities I was given at the PR while considering how I might use my academic background in the media industry. Here are a few things I've seen at work- Relationships

- The office environment for PR.
- The interaction between staff members and customers or others who need help.
- The phrases that customers and others seeking assistance use the most frequently.
- How do they keep the bonds between senior and younger officers strong?

6.3 Use of Academic Knowledge in a Professional Setting

I made an effort to connect my academic understanding with my media professional experience. I am a student at JMC, thus I am skilled in communication. Since the majority of the tasks, like content writing, emailing, and communicating with foreigners, etc., required a strong command of the JMC tools that my respected teacher has taught me over the past four years, it helped me in data entry, public relations, digital and print designing and marketing, and other similar procedures. As a result, the tasks were accomplished fairly quickly.

In various classes, I've also picked up on how to monitor the workplace and behave in a way that fits it. Along with how to engage with clients, I've learned how to maintain relationships with both my superiors and deputies. I've also researched

professional speech patterns, language conventions, etc.

I am also acquainted with both offline and internet resources. I was proficient with computers, and I worked on my schoolwork using Microsoft Word, PowerPoint, and Excel. In addition to Canva, Adobe, and BeePro, I also worked on a variety of other design and editing applications. My professional life also made use of my prior experience.

I gained a lot of knowledge while I was student, which I put to good use during my internship. And I'm happy that I can use what I've learned in JMC to do a good job at my career.

6.4 Findings

SWOT Analysis: The SWOT analysis examines a company's strengths, weaknesses, opportunities, and threats in order to plan for the future. It is crucial to have a thorough understanding of the market. It is thought to be the most reliable approach for figuring out how competitive a sector is. Declaring the project's objective and outlining the internal and external elements that will contribute to or hinder its success are both required. I used a SWOT analysis to look at the strengths, weaknesses, opportunities, and threats of Public Relations, DIU.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Comparing the Public Relations department to other university departments, it is unique. ● They are more engaged in their service than other departments. ● Helps the university gain national and international recognition. ● Improved performance is a result of a younger and more motivated staff. ● Excellent customer service delivered by trustworthy employees. 	<ul style="list-style-type: none"> ● Lack of full time employees. ● Too many workload, make the job completed but with an unsmarted way. ● Media turnover for the office move from Dhanmondi to Ashulia. ● Failing to develop a work rhythm with other departments. ● Absence of Modernization in the office workers.

<ul style="list-style-type: none"> ● Positive, loving, courteous relationships between clients and agents. 	
Opportunity	Threats
<ul style="list-style-type: none"> ● More technical advertising can help PR reach out to more potential customers as well as attendees from other countries at events. ● Spreading the word with cutting-edge advertising platforms like social media on the internet. and agenda, for instance, can lead to partnerships with more universities and membership in numerous relevant organizations for global recognition. 	<ul style="list-style-type: none"> ● Its responsibilities are quite delicate. To the rest of the globe, they not only represent the university but also the entire country. There should be limited room for error as a result. ● Brand value may be hampered if advertisements for events, exchange programs, camps, etc. are not carried out efficiently and successfully.

Self-evaluation:

From academy learning, I have absorbed and imparted a great deal of theoretical information. The main reason for enrolling in an internship program was to benefit from practitioners' practical knowledge and experience.

I had a theoretical understanding of how press releases, meeting minutes & scheduling & event management should be conducted, what kinds of interventions should be used in communication programs, and how a event should be prepared, but I wanted to observe how these things were actually done in practice. The JMC department offers a course called "Public Relations", my learning from that training was quite beneficial.

Working with knowledgeable and skilled individuals during my internship term greatly aided my achievement of those goals.

Chapter - 7: Conclusion and Recommendations

7.1 Conclusions

The majority of my PR internship experience was positive. I learned a ton during my entire internship and found it to be really enlightening. I enjoy the confidence everyone at IA has in my abilities and the assistance I receive from my supervisor.

I have provided a few enhancement recommendations that will all help PR. I can pray for this in my prayers. I sincerely hope and believe that PR will soon be able to use its difficulties as an opportunity to keep providing its customers with the best services available.

All I can conclude is that I tried my utmost to ensure that this internship report complied with the guidelines. During my internship, I gave it my all to produce the report based only on what I observed and believed. I'm confident that eventually I'll be able to apply what I've discovered to make wiser decisions regarding my professional life.

7.2 Recommendation

I had the opportunity to observe how the entire department operated throughout my internship, so I have some suggestions for how PR may be enhanced.

The recommendations are as follows:

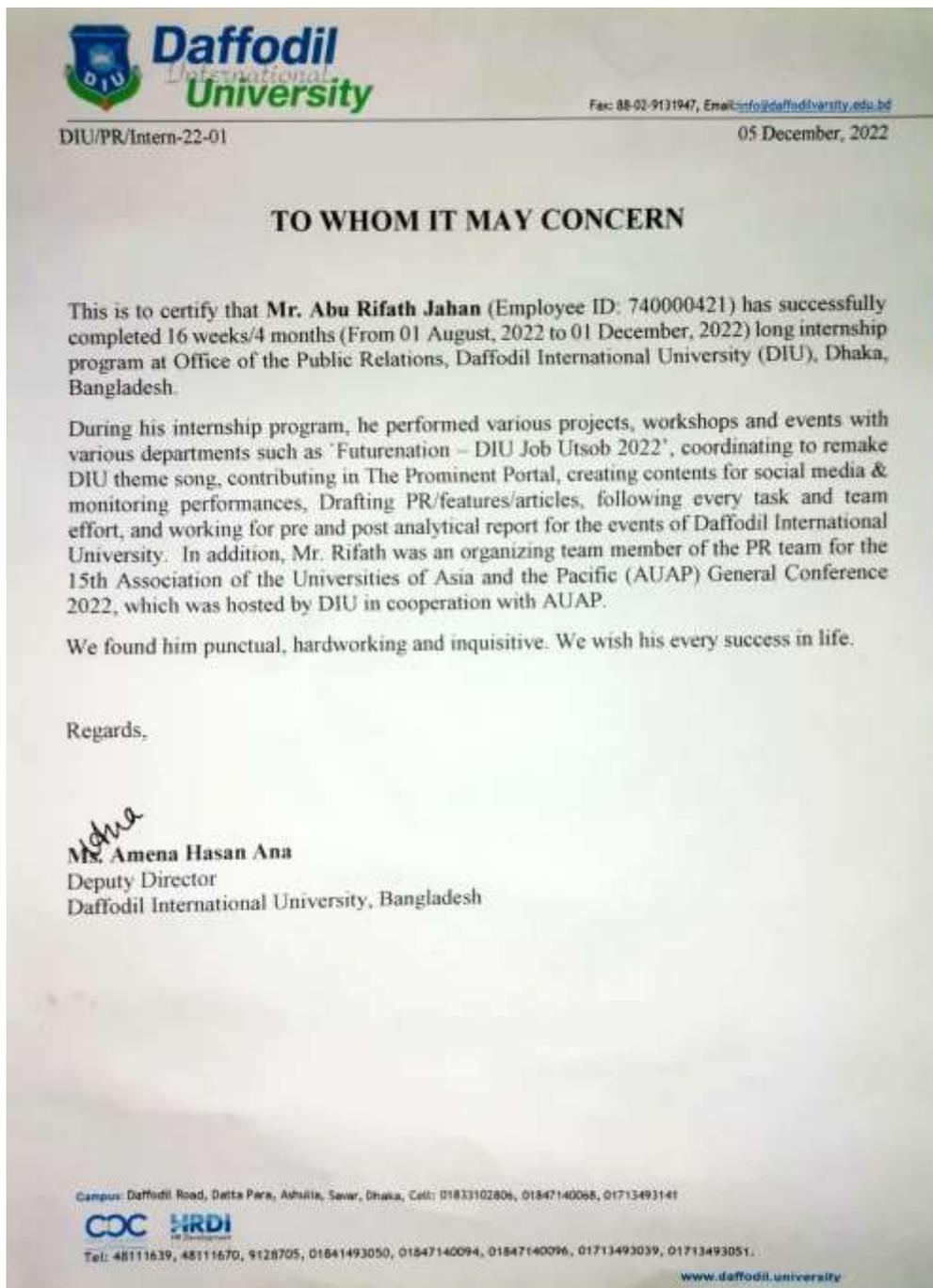
- It would be great if they requested additional stationery and electronic accessories based on the number of employees.
- If PR employed more people with specialized knowledge who are also capable of handling all other general jobs, its operation would be more effective.
- Employees will be better able to focus at work if personal and work time are kept distinct and separate.
- These are my own personal views, which I've offered only to help PR.

Reference

1. <https://daffodilvarsity.edu.bd/international/introduction>
2. <https://www.facebook.com/diu.international>
3. <https://www.facebook.com/daffodilvarsity.edu.bd>
4. <https://daffodilvarsity.edu.bd/alumni-details/raihan>
5. <https://auapgc2022.daffodilvarsity.edu.bd>
6. <https://rb.gy/pjnyt0>

Appendices

Appendix 1



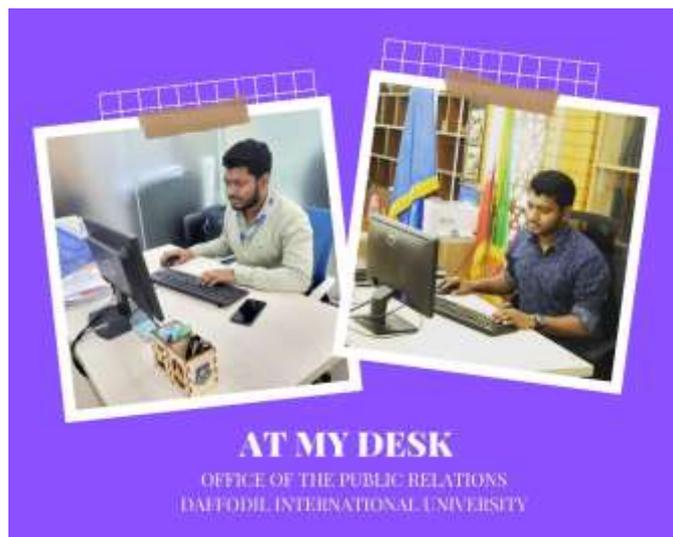
Letter of Approval from the Supervisor, Amena Hasan Ana Ma'am

Appendix 2



At the US Trade Show 2022, Participated on behalf of DIU

Appendix 3



Appendix 4



*AT BANGABANDHU INTER UNIVERSITY SPORTS CHAMPIONSHIP FINAL,
HOSTED BY DIU*

Appendix 5



At AUAP GC 2022 with PR and Media Team

Appendix 6



FUTURENATION DIU JOB UTSOB 2022

Appendix 7



At PR office for Colleague's Birthday

Appendix 8



With Honorable State Minister of ICT Division Mr. Junaid Hasan Polok at DIU

Appendix 9



*At Best Teacher Reception Award (National) with Mrs. Selina Akhter of Uzirpur
Govt. WB Union Model Institution, Hosted by DIU*

Appendix 10

Daffodil International University has hosted the most prestigious global conference, the 15th AUAP General Conference 2022, from November 14th to November 16th where Dr. Md. Sabur Khan, the University's Founder and Chairman, and First Vice President of the Association of Universities of Asia and the Pacific (AUAP) became the newly elected President to lead AUAP for the terms 2023 and 2024 at the conference. Dr. Fernando Ledín García, President of the International Association of University Presidents (IAUP) for the tenure 2023-2024, was the Keynote Speaker at the conference.

Both presidents of leading HEI networks, Dr. Fernando Ledín García from IAUP and Dr. Md. Sabur Khan from AUAP, committed to form a global HEIs prospective network to contribute different best practices, research collaborations, internationalization efforts, mobility programs etc. among member universities of IAUP and AUAP in the years to come.

Joint Collaboration Of The IAUP and AUAP

By mentioning the past and present works of AUAP during Dr. Fernando Ledín García's keynote session, he talked about a pathway through which AUAP will move forward and continue to contribute to the Asia Pacific region. Dr. Fernando focused on his keynote that faculty members should play the most active role in acknowledging what must be done to spread the AUAP network to every corner of the world. He endorsed the mobility system in cases of internationalization and shed light on the challenges and opportunities for the AUAP which will be genuine and fulfilled by the joint collaboration of the IAUP and AUAP. He desired to see the synergies among nations as well as universities of the world by transforming the universities into Global multi-universities as in this way AUAP is achieving tremendous prosperity. He desired to see the synergies among nations as well as universities of the world by transforming the universities into Global multi-universities as in this way AUAP is achieving tremendous prosperity.

Overall, the 15th AUAP General Conference 2022 is not only provided the participating universities with a platform to engage in the AUAP for the worldwide welfare of their nations in various fields of critical importance in the global academic landscape but brought them in front to be the witness of the IAUP and AUAP collaboration through the to see the upcoming future of the academic revolution.

Focus On Students' Upliftment And Teachers' Capacity Building

After being elected as President of the AUAP for the term 2023-24, Dr. Md. Sabur Khan pledged to take the AUAP initiative, membership, and transparency of activities to the next level and focus on students' upliftment and teachers' capacity building. He gratified the joint collaboration of IAUP and AUAP for the best future of the Asian Education System by presenting the various practices.

By presenting the various practices and activities in SDG that align with the idea of sustainable development in the AUAP Era and in higher education, covering vast areas such as curriculum, research, infrastructure, and innovations. He called upon every HEI leader from around the world to be more connected with AUAP to assist in the revolution in Asia and the Pacific.

<https://www.diaappg2022.daffodiluniversity.edu.bd/>

Newsletter for the 15th AUAP GC made by me