



LSPR

The Leading Graduate School of
Communication & Business

INTERNSHIP PERFORMANCE EVALUATION

NAME OF TRAINEE : _____

DURATION OF TRAINING : _____

NAME OF COMPANY : _____

NAME OF MANAGER/SUPERVISOR : _____

No	Subject	Learning Objective	Grade Value
1	Integrated Marketing Communication II: Practical Approach	1. Participants possess an understanding of the concepts, principles, and methods of communication research related to integrated marketing communications through both written and digital practices, effectively conveyed to the target market by the Company. 2. Participants have the ability to formulate brand strategies that align with market needs and social trends in line with marketing communication objectives. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high	

		standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field of marketing communication independently.	
2	Strategic Branding II; Practical Approach	1. Participants have an understanding of the concepts, principles, and methods of communication research related to the role of brands in marketing and understanding the concept of building a strong brand through strategy design implemented by the Company. 2. Participants possess the ability to develop brand strategies by aligning market needs with social conditions and trends, and are capable of executing integrated marketing communication activities that are engaging and persuasive. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field of marketing communication independently.	
3	Digital Content Production	1. Participants possess an understanding of the concepts involved in the practice of content production, promotion, and marketing through digital media owned by the Company. 2. They have the ability to convey messages verbally/non-verbally and/or produce messages in the form of	

		text/visual/audio/video distributed through digital media. 3. Participants exhibit adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
4	Digital Startup Growth Strategy	1. Participants understand both the technical and non-technical concepts and digital data analysis as a form of communication strategy in developing a Digital Startup. 2. Participants are capable of planning, managing, implementing, and evaluating communication strategies implemented (partially/entirely) with the aim of developing a Digital Startup. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
5	Creativity & Innovation for Events	1. Participants understand various events focused on creativity and innovation, organized to meet the needs and objectives of the Company. 2. Participants possess the ability to plan and/or execute events as new ideas utilizing resources owned by the Company/Institution/Organization. 3. Participants exhibit adaptive, critical,	

		and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
6	Leadership Decision Making Strategies	1. Participants have an understanding of the strategic stages in the process of building leadership skills for an individual within the Company. Decisions are made based on local wisdom, research findings, and analyses of related concepts. 2. Participants have interpersonal communication skills and organizational communication skills in decision-making at small, medium, and large-scale work units. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
7	Event Production Management	1. Participants understand strategies and techniques for event management through pre-event, event, and post-event stages to meet the needs and objectives of the Company. 2. Participants possess the ability to implement all stages of event production and effectively manage resources. 3. Participants exhibit adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility	

		for their work in the field independently.	
8	Managing Event Promotion & Sponsorship	1. Participants understand event management focused on promotion and sponsorship activities to support events organized by the Company. 2. Participants possess the ability to implement all stages of event production and effectively manage resources. 3. Participants demonstrate adaptive, critical, and persevering behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
9	Commercial Copywriting	1. Participants understand copywriting for media (conventional and digital) and other advertising media as a form of message distribution for commercial purposes for the Company. 2. Participants have the ability to analyze and write messages to persuade target markets/audiences. 3. Participants exhibit adaptive, critical, and perseverant behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	

10	Handling Media & Public Figures	1. Participants possess an understanding of message delivery and managing relationships between the Company and Media, as well as Public Figures as stakeholders. 2. They have oral and written communication skills based on data and facts to communicate and interact with Public Figures, Journalists, Media Organizations, and other stakeholders. 3. Participants demonstrate adaptive, critical, and perseverant behavior in addressing issues and crises based on analytical abilities. They uphold high standards of social and academic ethics, discipline, social sensitivity, and take responsibility for their work in the field independently.	
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LSPR GRADING SYSTEM:

Grade Indicator	Grade Value	Symbol	Conversion Value
1. Participants demonstrate excellent understanding of concepts and knowledge as per assigned tasks. 2. Participants excel in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit excellent behavior while performing assigned tasks.	90 – 100	A	4.0
1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	85 – 89.99	A-	3.7

1. Participants demonstrate very good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform very well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit very good behavior while performing assigned tasks.	80 – 84.99	B+	3.3
1. Participants demonstrate good understanding of concepts and knowledge as per assigned tasks. 2. Participants perform well in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit good behavior while performing assigned tasks.	75 – 79.99	B	3.0
1. Participants demonstrate satisfactory understanding of concepts and knowledge as per assigned tasks. 2. Participants perform satisfactorily in applying skills relevant to the field of study to assigned tasks. 3. Participants exhibit satisfactory behavior while performing assigned tasks.	70 – 74.99	B-	2.7

GENERAL COMMENT:

Name of Evaluator : _____

Position/Designation : _____

*Tanda tangan dan stempel perusahaan