



الجامعة الإسلامية العالمية ماليزيا  
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA  
يُونَيْبَرِئِيَّتِيْ اِسْلَامًا اِنْتَا اِرْبَحِيًّا مِلْدِيَّتِيْ



## Practicum

Practicum or COMM 3998 is a compulsory course for communication undergraduates specializing in public relations and print media. The course is equivalent to three credit hours and offers a comprehensive on-the-job training that enables students to put theory into practice while learning important skills to prepare them for the employment market.

The Practicum course is divided into two main parts. The first part requires students to plan and execute a public relations project on campus. This exercise will gauge and test students' ability in research, strategic planning and communication skills. Prior to implementing the project, students will have to prepare a project proposal and present the proposal to the client. Upon client's approval, the project proceeds to the implementation stage (*Kindly refer to attachment I for the list of projects conducted*). Besides campus projects, students are also exposed to other public relations activities such as managing media clipping, preparing news releases and preparing other publicity materials.

The second part of the course is the industrial attachment, alternatively known as internship program. For this, students are expected and highly encouraged to find internship placement on their own with strict supervision of the lecturer. The application letter to a potential company will only be released upon receiving the approval of the Department of Communication. The period of industrial attachment is 10 weeks. Students can extend the period of internship at their own expense (only applicable to those who are doing internship in their last semester).

Based on the previous years' record, our students are well received by the industry. At present our students continue to secure internship placement in renowned organizations such as Petronas, Bernama, Utusan, Johor Corporation, RTM, Ramunia Holdings, Ranhill, MARA, and public relations agencies, etc.

Our department is committed to provide courses that are at par with the industry expectations and needs. Hence, several initiatives have been taken to ensure university – industry compatibility such as an internship gathering program and site visit. Internship gathering is organized in week six of the internship program to obtain feedback from interns about their on-the-job training experience, application of knowledge, relevancy of the present course contents, etc.

In addition, a site visit will enable the department to develop and maintain sound networking with the host company while getting feedback from the internship supervisor about the students' performance and company expectations. The department has sent more than 60 students for internships since semester 3, 2006/2007. In semester 2, 2007/2008 we have sent 12 students for industrial attachment and the number has increased to 33 students in semester 3, 2007/2008 (*Kindly refer to attachment II for the list of companies*).

**List of Projects Conducted**

**Attachment I**

Semester	Project Title
Semester 2, 2006/2007	International Public Relations Seminar
Semester 1, 2007/2008	Public Relations in Action (a fundraising effort for children with HIV)
Semester 2, 2007/2008	Corporate Social Responsibility (CSR) vs. Corporate Irresponsibility (CSI) Forum

**List of Companies**

**Attachment II**

Semester		List of organizations
<b>3, 2006/2007</b>	1	Ranhill Berhad
	2	Permodalan Nasional Berhad (PNB)
	3	Pejabat tanah dan Jajahan, Kelantan
	4	Concorde Hotel
	5	Hill & Knowlton
	6	Tourism Malaysia, Melaka
	7	PNB Darby Park
	8	Malaysia Medical Relief Society (MERCY)
	9	Prestige Communication Sdn Bhd
	10	Weber Shandwick
	11	Alpha Platform PR
	12	KTMB
	13	Essence Communication
	14	Pejabat Setiausaha Kerajaan Terengganu
	15	AKOVA Group Sarajevo
	16	Multimedia College
	17	Universiti Teknikal Malaysia, Melaka

Semester		List of organizations
<b>2, 2007/2008</b>	1	Pejabat Pelajaran Daerah Muar
	2	Malaysia Islamic Economic Development Foundation (YPEIM)
	3	Multimedia College
	4	Radio TV Malaysia (RTM)
	5	MARA
	6	Jabatan Kebajikan Masyarakat
	7	Alpha Platform Sdn Bhd
	8	Faber Group Berhad
	9	Suruhanjaya Tenaga
	10	Institute Public Relations Malaysia (IPRM)

Semester		List of organizations
<b>3, 2007/2008</b>	1	Petronas
	2	PDN Resources
	3	Universiti Sains Malaysia (USM)
	4	FINAS
	5	Penang Port
	6	LPPKN
	7	Ramunia Holdings
	8	Permodalan Nasional Berhad (PNB)
	9	Bernamea
	10	Institute Public Relations Malaysia (IPRM)
	11	Majlis Perbandaran Taiping
	12	Majlis Perbandaran Kota Bharu
	13	Majlis Perbandaran Ampang Jaya
	14	KTMB
	15	Multimedia College
	16	IIUM, PR Office
	17	Utusan Melayu
	18	Johor Corporation
	19	Suruhanjaya Tenaga
	20	Technology Park Malaysia
	21	RTM
	22	PERKESO, Pulau Pinang
	23	PERKESO, Kuala Lumpur
	24	TM Berhad, Kota Bharu
	25	Ramunia Holdings
	26	Uni Asia Life Assurance
	27	Perbendaharaan Malaysia