



**LUND UNIVERSITY**  
Campus Helsingborg

Department of Strategic Communication

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## Guidelines for internship plan

By at least three to four weeks before the start of your practical you should have submitted an internship plan that will serve as the basis for departmental approval of your choice of internship. This plan should be uploaded to Canvas if the course is active.

The following headings and content should be included in the plan:

### Contact details

The plan must contain both your and your proposed internship host's contact details. Student's details: first and last name, ID number (if applicable), e-mail address, mailing address, and telephone number. The internship host details: the organisation's name and the address of the office you plan to work in, your proposed supervisor's name, your supervisor's organizational role and contact details, including e-mail address, postal address, and telephone number.

### Internship host

Introduce the organisation briefly, detailing the kind of business they are in, and the division that you will be working in. Think about the following: Why is this internship interesting from a strategic communication perspective? Have you identified a need for a strategic communications perspective in this organisation? You should also note here that our recommendation is that you do not do your internship at a start-up or at an organisation with 3 or fewer employees.

### Internship tasks

Offer some examples of the kinds of tasks you will be assigned, as agreed with your internship host. To what extent are these tasks relevant to you in your coming role as a strategic communications professional?

### Timeframes

How have you planned to spend your time at the internship host, i.e. how many days per week and for how many weeks are you planning to work as an intern? Does this correspond to around 10 (15hp) or 20 weeks (30hp) on site?

You should submit your "Letter of Intent" no later than two weeks before the internship starts. This must be uploaded to the Canvas system, scanned, with your and your supervisor's signatures. The course coordinator will only sign this document if the plan has been approved and all fields are correctly filled in.