PRE330 Media Attachment (Industrial Training) (2 Units)

Department of Mass Communication

Covenant University
1. PRE330
1.1. PRE330 Media Attachment (Industrial Training) (2 Units)

Students are expected to understand the operation of a particular Advertising Agency, a public relation agency or an in-house Advertising/ Public Relations department of a recognised corporate establishment, under a carefully monitored arrangement between the departments here at Covenant University and the host organization. On resumption at school each student gives a comprehensive account of his or her experiences in a written report. As soon as this becomes feasible, students will go with logbooks to be completed daily/weekly by the student and his/her industry-based supervisor.