

**Professional Media Practicum
Sample Action Plan**

When you're thinking about reaching one of the goals you set out at the start of your internship, it's useful to think about **specific steps** you might take in reaching that goal: Breaking down something like that makes it more manageable, it makes the abstract concrete. For example, let's say Intern A is working as a writer with a mid-sized ad agency.

Goal:

To learn more about how a mid-sized advertising agency works.

Action plan:

Step 1: Ask my supervisor if she will allow me to sit in on a client meeting as an observer.

Step 2: Ask if I can I can observe one of the graphic artists designing an ad.