

ENGLISH FOR PUBLIC RELATIONS

RESULTS OF MENTORS' SURVEY

Autumn semester of 2020/2021



Period

November – December 2020

Aim

to study mentors' views on the readiness of the students of the study programme of English for Public Relations for practical activities

Method

a questionnaire survey conducted during students' internship in a partner organisation. The mentor was asked to assess the student's readiness for the practical activities by a score; define the student's strengths and areas for improvement, and submit recommendations for improving the study programme and students' professional preparation.

Results

33 mentors participated in the survey.
Mentors' average rating on a ten-score scale is **9.65**.

Strengths:

students' theoretical preparation is very good; while performing practical tasks, theoretical knowledge is used.

Areas for improvement and remarks:

students' teamwork and time management skills should be improved; it is recommended to introduce students to a broader range of design tools for social media, e.g., foton.com, canva.com, etc., newsletter platforms (mailchimp.com).

The results were discussed with the supervisors of the professional internships of the study programme of English for Public Relations. The academic staff teaching courses on public relations were strongly advised to include the software recommended by the mentors in course descriptions.