

ABSTRACT

Amanda Putri Prasetya (2020021072)

INTERNSHIP ACTIVITIES IN THE MARKETING, PUBLIC RELATIONS AND ADMISSIONS UNIT OF UNIVERSITAS PEMBANGUNAN JAYA ADMISSIONS DIVISION.

This professional work activity is one of the graduation requirements at Pembangunan Jaya University which is designed to provide students with understanding, insight and skills to complete competencies and apply what they have learned in lectures and as an illustration of the world of work. Practitioners carry out Internship activities at the Marketing, Public Relations and Admissions Unit of Pembangunan Jaya Bintaro University as Admissions During this Internship, while carrying out Internship, practitioners are under the guidance and supervision of work supervisors, practitioners are given the opportunity to carry out tasks ranging from offering products, becoming customer service, attracting applicant data, making offer letters to processing applicant data until completion. This Internship helps practitioners in fulfilling the learning outcomes of the Pembangunan Jaya University Management Study Program and helps practitioners understand the direct application of the theories obtained during lectures.

Keywords : *Internship, Marketing, Admissions, Management.*