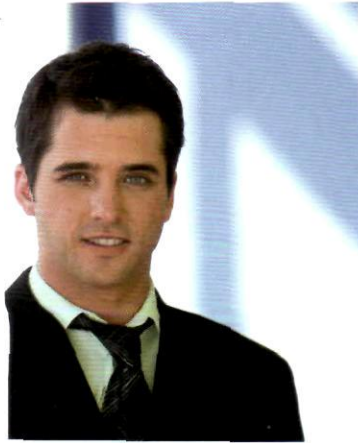


# 1 Corporate culture

- ▶ report structure
- ▶ formal phrases
- ▶ writing a report



## 1.5 Writing A placement report

### Discussion

**1** Henry, a marketing student, has just finished his placement at Cambro Corp. an engineering company in Littlehampton, New Jersey. He has to write a report on his experiences. Discuss what you think this report will contain and what style it will be written in.

### Model

**2** Read the extracts from different sections of Henry's report below. Choose the correct heading a–e for each section 1–5.

- Observations about the company
- Appendix
- Introduction
- Professional achievements and conclusions
- Experience during work placement

1 \_\_\_\_\_

a six-month placement with Cambro Corp. under the supervision of Mr Geoffrey Thomson, Marketing Manager. The objective of the internship was to design, conduct and analyze the results of a market study for a new electronic gearbox.

2 \_\_\_\_\_

response rate to the first mailshot was very poor. When customers were contacted by telephone, it became clear that many of them had not understood the first question. The order of the items was therefore modified and the response rate increased by 200% ...

3 \_\_\_\_\_

a long history of sponsoring local sports and cultural events. Cambro's reputation is one of its greatest strengths. To obtain a similar result through media campaigns would cost millions. This aspect of the company's marketing and PR policy was most impressive ...

4 \_\_\_\_\_

communication skills in particular. Developing and performing a market study in less than six months was a major challenge. Fortunately, I was able to apply the knowledge I had acquired in marketing in year two of my degree, and the results of my study were extremely well received. In future, I think it would be very helpful if ...

5 ... including the following documents:

A Daily journal B Thank you letter to Mr Thomson C Evaluation letter from Mr Thomson D Résumé E Cambro brochure and sales literature

### Analysis

**3** Decide which section 1–5 of the report these topics should be in.

- Analysis of successes and failures
- Objectives of the internship
- Details of your responsibilities
- Analysis of what you learned
- Evaluation of the company as a potential employer
- Suggestions for the future
- Description of the company and how it is organized
- Observations on the company's culture and policies