

London Internship Program Advertising, Marketing, and PR

INTERNATIONAL INTERNSHIP PROGRAMS

All Boston University International Programs internship placements are:

- Personalized
- Guaranteed
- Project-based
- Academically directed

Personalized Placement Process

Boston University International Programs internship coordinators sit with students to understand and assess the student's career goals, prior work experience and skill set, as well as their study abroad and internship expectations. They then contact potential providers and identify the best internship opportunity available for that individual student.

Each semester, approximately 30 percent of our internship placements are from new providers as the internship coordinators look for the closest fit possible for each student.

Guaranteed Internships

All students are guaranteed an internship placement while abroad with a Boston University international internship program.

Project-Based Internships

All students will work on a project (or projects) during their internship. The missions and tasks are based upon the student's past experiences, language levels and availability, as well as the company's needs. The project parameters may be limited to that particular internship, or may be part of a larger, ongoing project within the organization.

Academic Direction

During the internship phase, students will be required to maintain a daily journal about their internship experience. By the end of the semester, all students will produce a comprehensive, academically directed portfolio about their internship project and their experience working with the placement provider.

LONDON INTERNSHIP PROGRAM

Past Communications-Related Internship Providers

Past students with advertising, marketing or public relations interests have worked in multinational firms, advertising agencies and public relations agencies. *(Please note: These are examples of past internship placements only. While we guarantee an internship to program participants, available placements vary from semester to semester.)*

Advertising*

- CDP Travisully
- DDA Advertising



- J.D.I. Integrated Advertising Ltd.
- M2M
- Media Edge CIA
- Tequila (partnered worldwide with TBWA)
- Suparama Supamonkey

*Although some internships get students close to the creative process, we do not offer specifically creative internships.

Marketing

- Elizabeth Arden
- London Underground
- Making Waves
- Pentland Brands
- Planet Hollywood
- Quintessentially
- Universal Pictures

Public Relations

- BBC Worldwide Ltd.
- Disney
- Fleishman Hillard
- QBO Bell Pottinger
- Royal Academy of Arts
- Stella McCartney
- The Weinstein Company

COMMENTS FROM THE LONDON INTERNSHIP PROGRAM

"Communications related internships are a particular strength of our London program. Over the years, we have built excellent and enduring relationships with both individuals and internationally renowned companies. In the public relations, marketing and advertising fields we have placed students in agencies as well as in-house PR and promotions departments across a wide range of industries—anything from fashion and beauty through entertainment to not-for-profit."

— Kate Duffy, Internship Coordinator, London

STUDENT TESTIMONIALS

"I worked for one of the most successful and highly respected beauty PR companies in the UK. It aims at promoting niche luxury products such as Nars, Philosophy and Becca. Its client list has grown enormously and its recognition has reached places. I helped the office manager a lot with the administrative work, however, besides that I worked closely with the supervisor who made me write press releases, go on press events with her, research potential clients and existing ones and brainstorm new PR ideas.

I was apprehensive at first when I found out I was placed at this agency, however, I was in for a surprise. Not only is it one of the leading beauty PR companies in the UK, the people who work there are genuine, hard working and some of the nicest people I have ever met. They go out of their way to make your internship a REAL experience. If you are looking for a job filled with excitement and bonds that will last a while, this agency is the place for you!"

— Student working at a beauty PR agency

"My internship is great about treating me as a member of staff. I write proposals for upcoming films, write reports for both the studios and the cinemas, find contact information, research movies and brands, and, often, actually contact the brands to help initiate a campaign. I also help with brainstorming promotional ideas and prize funds for upcoming movies. Lime is a great place to intern. The people are extremely nice and encourage you to come out with them. Also, they treat you as a member of staff and allow you to have real/actually important responsibilities."

— Student working for a film marketing agency

"My role as an intern is actually quite active. I assist 2 account teams with their day-to-day operations. I do a lot of cross-checking between company plans and confirmed online bookings. I am given assignments that include contacting media representatives, updating schedules and databases, creating plans and booking insertions, and various creative assignments as well.

I would suggest that future interns accept the placement at this company if they have a strong interest in advertising, particularly media planning and media buying. The placement is a bit more business-oriented than a creative placement would be. A strong interest in media and a willingness and interest in contacting (via telephone) media representatives to sort out planning and booking inquiries is a must.

The placement at this agency is definitely hands-on. The interns are completely involved in the daily operations of the accounts to which they are assigned. It also has a great staff, which made going to work very fun each day!"

— Student working at an advertising agency