



## **Boston University Study Abroad London**

### **Boston University Study Abroad London Advertising and Marketing Internship Tutorial Spring 2013**

#### **Instructor Information**

A. Name                                      Dr. Andrey Jichev

#### **Aims and Objectives**

- To prepare students for three pieces of assessment work required for their 4-credit internship course
- To provide in a seminar/tutorial setting an opportunity for students to meet and reflect on their internship experience in order to place this within an academic context
- To provide academic frameworks and exercises which will enable students to critically assess their internship and bridge this with their academic studies at BU-London

#### **Assignments**

##### **Assignment 1 (20% of final grade): 1000 words**

This should contain an introduction to the company which outlines, among other things, its history, activities, principle customers, competitors, strategies, workforce, organizational structure and corporate culture. The student's position and responsibilities should be outlined and also the department/office/section where they are working. It should also contain a section on why the student is doing the internship, their aims and expectations. In addition there should be daily, reflective logs kept in a diary form. While these can be written from a personal viewpoint they must contain a critical, objective overview.

## **Assignment 2 (30% of final grade): 1,500 words**

*Either a placement project or a research paper.*

### Placement Project

Students should provide a structured outline of a project which they worked on during their internship. This should contain an overview of the project, its aims, purposes, success and where this fitted within the larger organization. The student's role within this project should also be given. An analysis and evaluation of the project should be provided. Students can use photos, realia and examples of their project, but this must be done in a structured manner with text explaining and contextualizing visual material.

### Research Paper

This should focus on an aspect of the internship which relates to a current topic in PR. It could focus, for example, on media or customers relations, development of corporate/product brand equity or be more theoretical in outlook and examine, for instance, the relationship between PR theory and practice. Students can either take a case study approach – looking at one specific example or case – or take a more general approach which relates aspects of the internship/organization to the chosen topic. In line with a research paper, there should be research question or questions, empirical evidence and a discussion. A careful blending of theory/praxis is vital here.

## **Assignment 3 (40% of final grade): 2,000 – 2,500 words**

Analysis of the organization at which the student has interned plus reflective conclusions on the internship experience. This section should first critically evaluate the student's internship experience. How did they perform, what did they learn, did they achieve what they expected (why/why not?), how did this experience fit into their larger, overall plans? Next students should analytically compare their British working experience to a home working experience (e.g. a prior internship in the United States). In what ways was the British working environment different from that back home? To what degree can this be academically explained, and to what extent was it conditioned by the working environment and individual idiosyncrasies? Students should next relate their academic studies to their work experience, from both their core and elective courses. To what degree has what they have learnt in class help to explain their internship? It is here that students should blend theory with practice. Can marketing, PR and advertising theory, for example, contribute to an understanding of their internship? Were marketing, advertising and PR strategies, operations and practices evident during the students' work experience, did the work experience enrich the student's understanding of them and did what was learnt in class help to facilitate the internship? If not, how can this be explained? Students are expected here to use academic material from course books and other academic sources. Finally students should take on a consultancy role and provide, in an objective and critical manner, an outline of the strengths and weaknesses of the organization and a list of recommendations to improve future operations.

## **Attendance (10% of final grade)**

Attendance and participation at the Internship Tutorials.

## **Deadlines**

Assignment 1 should be handed in on **Tuesday 12<sup>th</sup> March/Thursday 14<sup>th</sup> March.**

Assignment 2 should be handed in on **Tuesday 2<sup>nd</sup> April/Thursday 4<sup>th</sup> April.** Assignment 3

should be handed in on **Monday 22<sup>nd</sup> April.** All papers should be handed in by **6pm to the Student Affairs Office.** They should be set out and referenced in line with college regulations.

## **Attendance Policy**

### **Classes**

All Boston University London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

#### *Authorised Absence:*

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible). **Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence**

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

**The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.**

#### *Unauthorised Absence:*

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

## **Grading**

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism: <http://www.bu.edu/london/current-semester>

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*Lateness*

Students arriving more than 15 minutes after the posted class start time will be marked as late. Any student with irregular class attendance (more than two late arrivals to class) will require a meeting with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

## **Tutorials**

### **1<sup>st</sup> Tutorial:**

- Overview of the course and assessments.
- **Introduction to British business culture and the specifics of the UK marketing, PR and advertising industries**
- **Introduction to the latest trends in advertising, marketing and PR**
- Discussion of how to write an organizational overview.
- Discussion of how to write a job description.
- The Daily Log – how to be both personal and objective.

### **2<sup>nd</sup> Tutorial:**

- **How to use social media, mobile applications, blogs and viral marketing to reach customers directly?**
- **Generation Y and the Social media**
- In groups students should discuss their jobs and projects which they are engaged in – outlining which project they will select for the assessment
- Discussion of structuring of assessment 2.
- Q&A over assessment 1.

### **3<sup>rd</sup> Tutorial:**

- Criteria for assessing success of intern experience.

- **Developing cross-cultural competencies. Using the findings and theories of Hofstede, Trompenaars and Hall in the assessment of the internship and London experience.**
- Theory vs. Praxis: discussion of relation of material taught in class to internship.
- Assessment of organization – what to focus on

### **Readings**

Some readings may be posted on the course webpage: <https://lms.bu.edu>  
(you must log in to view these items)

David Meerman Scott *The New Rules of Marketing and PR*, John Wiley and Sons, 2011

Kesselkramer *Advertising for People Who Don't like Advertising*, Laurence King Publishing, 2012

Fons Trompenaars & Charles Hampden-Turner *Riding the Waves of Culture Understanding Diversity in Global Business*, revised and updated 3<sup>rd</sup> edition, Nicholas Brealey Publishing, London/Boston 2012