



Boston University Study Abroad London

Boston University Study Abroad London Public Relations Internship Seminar *Spring 2015*

Instructor Information

A. Name	Michael Heller
B. Days and Times	1 st Seminar: Thursday 11 th February, Prince Consort Room 5.45 pm-7.15pm 2 nd Seminar: Group A - Monday 7 th March, Harrington Room, 6.15pm-7.45pm Group B – Wednesday 9 th March, Courtfield Room, 6.15pm-7.45pm 3 rd Seminar: Group A – Monday 4 th April, Harrington Room, 6.15pm-7.45pm Group B – Wednesday 6 th April, Courtfield Room, 6.15pm-7.45pm
C. Location	Prince Consort Room (first seminar only); <i>thereafter</i> : Group A: Harrington Room, 43 Harrington Gardens, SW7 4JU Group B: Bell Room, Crofton, 14 Queens Gate, SW7 5JE
D. BU Telephone	020 7244 6255
E. Email	chefheller@hotmail.com
F. Office hours	By appointment

Aims and Objectives

- To prepare students for three pieces of assessment work required for their 4-credit internship course
- To provide in a seminar/seminar 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): 1000-1,500 words

This assessment should contain three parts. Firstly it should contain a section on why the student is doing the internship, their aims and expectations. Within this context the internship should fit into the student's overall life/career strategies and plans – what they have done up until now and what they plan to do in the future. Following this, it will contain an introduction to the company which outlines, among other things, its history, activities, principle customers, competitors,

strategies, workforce, organizational structure and corporate culture. To some extent these should be linked – for example, how does culture influence structure, how do these relate to clients? The student's position and responsibilities should finally be outlined and also the department/office/section where they are working.

Assignment 2 (30% of final grade): 1,500-2000 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 an academic area of discussion – e.g. Corporate Communications, Celebrity Endorsement, Corporate Responsibility, destination Marketing. 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? Here students should use the theoretical models developed by Hofstede and Hall which will be taught in class. 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 PR theory, for example, contribute to an understanding of their internship, were PR strategies, operations and practices evident during the students' work experience, did the work experience enrich the student's understanding of PR 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 Seminars.

Deadlines

Assignment 1 should be handed in on **Monday 14th March**, **assignment 2 at the third seminar** (day dependent upon group) and **assignment 3** on **Tuesday 19th April**. Assignment 2 will be handed directly to the professor, whereas assignments 1 and 3 should be handed in by **6pm to the Student Affairs Office**. They should be set out and referenced in line with college regulations.

Grading

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

** Final Grades are subject to deductions by the Academic Affairs Office due to unauthorised absences.*

Attendance

Classes

All Boston University Study Abroad London Programme students are expected to attend each and every class session, seminar, 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 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.

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 be required to meet with the Assistant Director of Academic Affairs and if the lateness continues, may have his/her final grade penalised.

Seminars

1st Seminar:

- Overview of the course and assignments.
- Discussion of how to write an organizational overview.
- Discussion of how to write a job description.

2nd Seminar:

- In groups students should discuss their jobs and projects which they are engaged in – outlining which project they will select for the assignment
- Discussion of structuring of assignment 2.
- Q&A over assignment 1.

3rd Seminar:

- Criteria for assessing success of intern experience.
- Discussion of handouts on work and international culture. How can Hofstede, Trompenaar and Hall be integrated into assignment 3.
- Theory vs Praxis: discussion of relation of material taught in class to internship.
- Assessment of organization – what to focus on

Additional reading may be found on Blackboard: <http://learn.bu.edu>