



Boston University International Programs
London

Boston University British Programmes
Advertising, Marketing & Public Relations Internship Tutorial
Spring 2009

Instructor Information

A. Name	Michael Heller
B. Days and Times	1 st Tutorial: Wednesday 11 February, 6-7pm 2 nd Tutorial: Monday 9 March, 6:30-8pm (Group 1) Thursday 12 March, 6:30-8pm (Group 2) 3 rd Tutorial: Monday 30 March, 6:30-8pm (Group 1) Thursday 2 nd April, 6:30-8pm (Group 2)
C. Location	Bell classroom, Crofton (1 st session only); thereafter Prince Consort room, 43 Harrington Gardens, SW7 4JU
D. BU Telephone	020 7244 6255
E. Email	chefheller@hotmail.com
F. Webpage	http://www.bu-london.co.uk/academic/LM
G. 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/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): 1000-1,500 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): 1,500-2000 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 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 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 Tutorials. All students have been assigned into either Monday or Thursday groups for the second and third tutorials. Please check correspondence from the Academic Affairs Office for your assigned group.

Deadlines

Assessment 1 should be handed in at the 3rd tutorial, assessment 2 on **Monday 13 April** and assessment 3 on **Monday 20 April**. They should be set out and referenced in line with college regulations.

Grading

Please refer to the Academic Handbook for detailed grading criteria and information on plagiarism: <http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSP09.pdf>

Tutorials

1st Tutorial: Wednesday 11 February, 6-7pm, Bell classroom (Crofton)

- Overview of the course and assessments.
- 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.

2nd Tutorial: Monday 9 March, 6:30-8pm, Prince Consort Room (Group 1) Thursday 12 March, 6:30-8pm, Prince Consort Room (Group 2)

- 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.

3rd Tutorial: Monday 30 March, 6:30-8pm, Prince Consort Room (Group 1) Thursday 2nd April, 6:30-8pm, Prince Consort Room (Group 2)

- Criteria for assessing success of intern experience.
- Discussion of handouts on work and international culture. How can Hofstede, Trompenaar and Hall be integrated into assessment 3.
- Theory vs Praxis: discussion of relation of material taught in class to internship.
- Assessment of organization – what to focus on
- **Assignment 1 will be due at this tutorial.**

Readings

Some readings may be posted on the course webpage:

<http://www.bu-london.co.uk/academic/LM> (you must log in to view these items)