



**Boston University** International Programs  
London

**Boston University British Programmes**  
**Advertising and Marketing Internship Seminar**  
**Spring 2018**

**Instructor Information**

A. Name Dr. Andrey Jichev  
B. Days and Times

1<sup>st</sup> **Groups A & B: Thursday February 15<sup>th</sup>, 17.45pm- 19.15 pm**

2<sup>nd</sup> Group A: Tuesday March 6<sup>th</sup>, 14.30 - 16.00

Group B: Tuesday March 6<sup>th</sup>, 16.30- 18.00

3<sup>rd</sup> Group A: Tuesday, March 27<sup>th</sup>, 16.30- 18.00

Group B: Tuesday, March 27<sup>th</sup>, 14.30 – 16.00

4<sup>th</sup> Group A: Wednesday, April 25<sup>th</sup> 14.00 -15.30

Group B: Wednesday, April, 25<sup>th</sup> 16.00-17.30

C. Telephone

D. Email

E. Webpage <http://www.bu.edu/london/virtual-library/LM>

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/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 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 and objectives 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 advertising and marketing. It could focus, for example, on social media marketing or digital advertising campaigns or be more theoretical in outlook and examine, for instance, the relationship between advertising 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): 2,500 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/other country). 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? Can marketing and advertising theory, for example, contribute to an understanding of their internship? Were marketing and advertising 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 their own recommendations to improve the company's future performance.

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

Attendance and participation at the Internship Tutorials

### **Deadlines**

**Assignment 1 should be handed in on:**

Group A: Tuesday March 6<sup>th</sup>, 14.30 - 16.00

Group B: Tuesday March 6<sup>th</sup>, 16.30- 18.00

## **Assignment 2 should be handed in on:**

Group A: Tuesday, March 27<sup>th</sup>

Group B: Tuesday, March 27<sup>th</sup>.

## **Assignment 3 should be handed in on:**

Group A: Wednesday, April 25<sup>th</sup> 10.00 -11.30

Group B: Wednesday, April, 25<sup>th</sup> 12.00-13.30

## **Grading**

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu.edu/london/files/2010/09/ACADEMICHANDBOOKSU11.pdf>

## **Tutorials**

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

- Overview of the course and assessments.
- **Introduction to British business culture and work ethics**
- **Brexit and the marketing/advertising industry**
- Discussion of how to write an organizational overview.
- The Daily Log – how to be both personal and objective.

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

- **The latest trends in marketing and advertising and the workplace**
- The students should discuss their jobs and projects which they are engaged in – outlining which project they will select for the assessment

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

- **The social media in the workplace.**
- **Criteria for assessing success of intern experience.**
- Theory vs. Praxis: discussion of relation of material taught in class to internship.
- Assessment of organization – what to focus on

### **4<sup>th</sup> Tutorial**

- **Presentation of 3<sup>rd</sup> assignment**
- **The Internship experience – a building block in the students' careers**
- **Future job interviews- what would marketing and advertising professionals expect from you**
- **Re-entry culture shock – is it avoidable?**

## **Readings**

Some readings may be posted on the course webpage:

<http://www.bu.edu/london/virtual-library/LM> (you must log in to view these items):

- *Advertising Analytics: Spotline on the Future of Advertising*, Harvard Business Review, March 2013

- Mark Bartholomew *Adcreep: The Case Against Modern Marketing* Stanford Law Books; 1 edition (23 May 2017) ISBN-13: 978-0804795814
- Clow, Kenneth E, Baack Donald E *Integrated Advertising, Promotion, and Marketing Communications, Global Edition Paperback*, Pearson; 7 edition – 28 May 2015
  - Gould, Thomas H.P *Global advertising in a Global culture*, 2016 Rowman and Littlefield, ISBN 978-0-8108-8643-8
  - Fox, Kate *Watching the English* Hodder & Stoughton; Revised edition (23 Oct. 2014)
  - King Ads, *The Stuff You Can't Bottle: Advertising for the Global Youth Market*, 2013| ISBN-13: 978-0500290750
  - *Little Brother Special Report Advertising and Technology*, The Economist, September 13, 2014
  - David Meerman, Scott, *The New Rules of Marketing and PR*, 7<sup>th</sup> edition, John Wiley and Sons, 2017
  - David Meikle *How to Buy a Gorilla: Getting the right muscle behind your advertising efforts* Lid Publishing – 29 Jun 2017
  - Erin Meyer *The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures* PublicAffairs; First Trade Paper Edition, 5 Jan 2016
  - Marieke de Mooij *Global Marketing and Advertising: Understanding Cultural Paradoxes* SAGE Publications, Inc; Fourth Edition (29 Oct 2013)
  - *The New Marketing Organization*, Harvard Business Review, July-August 2014
- Jan-Benedict Steenkamp *Global Brand Strategy: World-wise Marketing in the Age of Branding* Palgrave Macmillan; 1st ed. 2017 edition (19 Jan. 2017) ISBN-13: 978-1349949939
- Gabriele Troilo *Marketing In Creative Industries: From creativity to customer value*, Palgrave Macmillan; 2015 edition (29 May 2015) ISBN-13: 978-0230380240