



Boston University Study Abroad
London

Boston University Study Abroad London Public Relations Internship Seminar *Spring 2018*

Instructor and Class Information

Name Dr Kathleen Dixon Donnelly
Days and Times

1 st Seminar:	Thurs., 15 th Feb., all groups, 5: 45 – 7:15 pm
2 nd Seminar:	Tues., 6 th Mar., Group A 2:30 – 4 pm 6 th Mar., Group B 4:30 – 6 pm Wed., 7 th Mar., Group C 2:30 – 4 pm
3 rd Seminar:	Tues., 27 th Mar., Group B 2:30 – 4 pm 27 th Mar., Group A 4:30 – 6 pm Wed., 28 th Mar., Group C 2:30 – 4 pm
4 th Seminar:	Wed., 18 th Apr., Group A 10:30 – 11:30 am Group B 12 – 1:30 pm Group C 2 – 3:30 pm

BU Telephone
Email

Office hours By appointment on class days or via Skype on other days

Aims and Objectives

- To provide an opportunity for you to meet with other students on placement and reflect on your internship experiences to place this within an academic context
- To critically assess your internship experience and connect this to your academic studies
- To apply the concepts and theories covered in class to real life experiences during your placement

Assignments

Assignment 1: 1000 word report, 20%, due in Seminar 2

An introduction to the placement organization which outlines its history, activities, principle clients, competitors, strategies, workforce, organizational structure and corporate culture, in your own words. Your position and responsibilities should be outlined and also those of the department/office/section/ team where you are working.

You should also include a section on why you are doing this internship, your own aims and expectations. The internship should fit into your overall life/career strategies and plans – what you have done up until now and what you plan to do in the future.

In addition, you should include a brief daily log kept in a diary form for any one week, as an appendix, therefore not included in the word count. While this can be written from a personal viewpoint you *must* include a critical, objective overview of your activities.

This should be in the format of a business report, including subheads, appropriate visuals, tables and graphs.

Assignment 2: 1500 word placement project, 30%, due in Seminar 3

You should provide a structured outline of a project which you have worked on during your internship. This should contain an overview of the project, its aims, purposes, successes, failures, and where it fits within the larger organization. Your role within this project should be clearly explained and an analysis and evaluation of the project should also be provided. You should use photos, artefacts and examples from your project, in a structured manner, with text explaining and contextualizing any visual material.

We are planning to use Boston University's Digication e-portfolio for submission of this assessment.

Depending on the nature of your project, you may want to focus your analysis on one aspect and relate it to theory that has been covered in class. For example, this can include but is not limited to:

- Evidence for collaboration with other marketing disciplines in client communications programmes – advertising agencies, digital agencies, SEO, branding agencies, sales promotion agencies and to what effect?
- The media relations practices of the organization on behalf of its clients and how they relate to theoretical best practices.
- Online reputation management practices of the agency on behalf of its clients. To what extent are the corporate reputations of the organization's clients being managed and monitored by the agency/consultancy?
- Exploring the agency-client relationship. How is it monitored and managed? Does it meet theoretical best practice?
- PR programme evaluation and measurement. Do they meet theoretical best standards and if not, what can be done to improve them?

You should discuss your choice of project with the tutor, in person and/or by email before you begin.

Assignment 3: 2000 word critical analysis, and a 5-minute summary presentation at the seminar, 40%, due in Seminar 4

Analysis of the organization at which you have interned, including reflections on your whole experience.

First, you should critically evaluate your experience. How did you perform? What did you learn? Did you achieve what you expected to at the beginning? Why or why not? What would you have done differently? How did this experience fit into your larger, overall career plans?

Second, you should analytically compare your 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 your home experience? To what degree was this related to your academic experience at the time? To what extent was it conditioned by the working environment, individual idiosyncrasies and cultural differences, as discussed in class?

Third, you should relate your academic studies here to your UK work experience, from both your core and elective courses. Did what you learnt in class help inform your internship?

You should blend the theory covered in your core and elective classes with your practical experience. Did the academic sessions before the internship enhance your experience? Were the PR operations and practices of the company better understood and contextualized as a result of what was covered in the academic sessions? Did the academic sessions help you in the execution of your internship tasks? Did they help you to better understand the PR work undertaken by the organization? Did the work experience enrich your understanding of PR? If not, why not?

You should draw on and cite the academic literature and other readings you encountered during your academic sessions, and others that you have found.

Finally, you 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 their future operations.

Attendance (10% of final grade)

Attendance and participation in activities during the four Internship Seminars.

All assignment papers should be fully referenced using Harvard Reference System, in line with college regulations. You should bring a hard copy to class, and also submit to the tutor by email. or Blackboard, as instructed.

All word counts are + or – 10%.

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 POLICIES

Important note for students on the Internship Programme:

The rules governing Internship Programme students' UK visas are strict and require, as a condition of your presence in the country, that you participate fully in all classes and in the placement. If you do not attend classes or your placement as required, you will be considered to be in breach of the visa and can be deported. As the sponsor of our students' visas, Boston University has the legal obligation to ensure that each student complies with visa requirements.

For that reason, Boston University London Programmes requires full attendance in classes and placements. If you do not comply with this policy, you may be sent home from the program at the discretion of the programme directors. This will result in a forfeit of credit and program costs for part or all of the semester.

Classes

As a Boston University London Programme student, you 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. If you have been absent from two class sessions (whether authorised or unauthorised) you will need to meet with the Directors to discuss your continued participation on the programme.

Authorised Absence:

If you expect to be absent from any class, you should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date. In the case of absence due to illness for more than one day, you should submit the Authorised Absence Approval Form with the required doctor's note as soon as possible.

The Authorised Absence Approval Request Form is available from:
<http://www.bu.edu/london/current-semester/>

Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorised absence

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

- **Illness (first day of sickness):** If you are too ill to attend class, you must phone the BU London Student Affairs Office, who will in turn contact your lecturer.
- **Illness (multiple days):** If you are missing more than one class day due to illness, you must phone the BU London Student Affairs Office each day you are ill. You must also provide the Student Affairs office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing your absence from class.
- **Important placement event** that clashes with a class: This must be verified by your internship supervisor.
- **Special circumstances** 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:

If you miss a class due to an unauthorised absence, you will receive a 4% grade penalty to your 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, if you have missed two classes you will need to meet with the Directors to discuss your participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Work Placements

Attendance on the placement is mandatory. You are not entitled to take time off from work, but are expected to be there every day for the four days per week, at the time agreed with the placement supervisor. Placement supervisors complete time sheets each week on student attendance, which are then verified through EUSA and the BU London office.

As a requirement of the Tier 4 Visa and in accordance with the BU London attendance policy, you must attend every day of your scheduled placement. You may only miss your placement if you have an authorised absence that falls under one of the following circumstances and when the appropriate procedure has been followed:

- **Illness (first day of sickness):** If you are too ill to attend your placement you must phone your internship supervisor, the BU London Student Affairs Office, and the EUSA placement office.
- **Illness (multiple days):** If you are missing multiple days due to illness, you must phone your internship supervisor, the BU London Student Affairs Office and the EUSA placement office on each day that you are ill. You must also provide the Student Affairs Office with a completed Authorised Absence Approval Form and a sick note from a local doctor excusing your absence from their placement.
- **Illness (multiple instances):** If you are too ill to attend your placement on two separate occasions, in addition to contacting your supervisor, the BU London Student Affairs and EUSA on each day of your illness, you will also need to provide the BU London Student Affairs Office with a sick note for your second period of absence. This applies to any subsequent periods of absence of any length, including single days. You will also need to meet with the Associate Director for Academic Affairs to discuss your absences. Boston

University has the legal obligation to ensure that each student complies with UK visa requirements.

- If you need to miss time on your placement for an **unavoidable reason**, you must submit an Authorised Absence Approval Form 10 working days in advance of the date.
- If you miss your placement due to a **medical or family emergency**, you must contact the BU London Office as soon as is possible to give an update and explanation, and then submit an Authorised Absence Approval Form as soon as possible.

If you miss your placement without following the above procedures you will need to meet with the Director to discuss the situation and your continued participation.

All students must sign a Placement-Travel Student Agreement confirming that they have read through and understood the above procedure.

If you are not working in a traditional supervised environment (i.e., **working from home**), where you would be supervised on a daily basis by your placement supervisor, you must meet with the Associate Director for Academic Affairs during the first week of placement. You and the Associate Director will discuss check-in points for you to come into the BU London office to work in order for BU London to monitor your attendance. This will offer you the appropriate facilities for printing, etc. that you would not have access to in your housing as well as provide an opportunity for social interaction in a work environment.

It is expected that, if you are working remotely, you will meet with the Academic Affairs team once per week. This will be reported on your individual academic file.

If you are working remotely during your placement, it is expected that you will be based in London at all times during placement hours. If you are working remotely and are requested to travel by your internship, you should follow the travel approval process detailed below.

Travel during Placements

If you have an internship based in outer London or the Home Counties, you will have your travel to and from the internship reimbursed for the difference between zones 1-2 to where you are travelling to, at the Student Oyster card discount rate (not applicable during the Summer semester). The Finance Office manages this process.

If you are requested to travel by your internship, you should seek approval from the Associate Director of Academic Affairs. Boston University must approve in advance any overseas travel during a placement. Internship supervisors will be asked to confirm travel details, accommodation and supervision. It is expected that all costs will be met by the placement organization.

Religious Holidays

Boston University's Office of the University Registrar states:

‘The University, in scheduling classes on religious holidays and observances, intends that students observing those traditions be given ample opportunity to make up work. Faculty members who wish to observe religious holidays will arrange for another faculty member to meet their classes or for cancelled classes to be rescheduled.’

Special Accommodations

You will need to contact the Office of Disability Services to request accommodations for the semester that you are abroad. You are advised by BU-ODS not to expect the same accommodations as you receive on campus.

BU London can only uphold special accommodations if we have received the appropriate documentation from the BU-ODS. We cannot accept letters from other universities or centres.

All disabilities need to be known to the ODS in Boston if they are to be used as a reason for requiring a change in conditions, i.e. reduced internship hours or special accommodations for the internship schedule.

Lateness

If you arrive more than 15 minutes after the posted class start time, you will be marked as late. If you have irregular class attendance (more than two late arrivals to class) you will be required to meet with the Associate Director for Academic Affairs. If the lateness continues, you may have your final grade penalised.

Seminar content [subject to change]

1st Seminar:

- EUSA presentation
- Overview of the course and assignments
- Making the most of your internship
- The daily log: What to cover. Being reflective.
- Guidance on assignment 1

2nd Seminar:

- In groups you will discuss your jobs and projects, outlining which project you will select for the assignment
- Observations on your experiences to date
- Discussion of structuring of assignment 2.
- Practice with Digication
- Hand in assignment 1.

3rd Seminar:

- Criteria for assessing the success of your internship experience.
- Discussion of handouts on work and international culture.
- Theory vs practice: discussion of relation of material taught in class to internship.
- Assessment of organization – what to focus on
- Discussion of Assignment 3
- Hand in Assignment 2

4th Seminar:

- Presentations summarising the internship experiences
- Assessment of relation of material taught in class to internship
- Hand in Assignment 3

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