

## INTERNSHIPS FALL 2016



# Istituto Lorenzo de' Medici

THE ITALIAN INTERNATIONAL INSTITUTE

FLORENCE ROME TUSCANIA





## LdM INTERNSHIPS

Lorenzo de' Medici credit-bearing internships offer the possibility to learn different aspects of working in Italy, a country known for its artisan and small business structure. Students get to know the characteristics and structure of the Italian workplace.

### Credits

A standard 3-credit internship corresponds to a minimum of 135 hours, including journals and papers. During the semester, the internship requires 10-12 hours per week in the company, excluding the first / last week of classes and the break. Note: The internship schedule during mid-term exams week can be reduced upon the student's request, with the company agreement, as long as the requirement of 120 total on-site hours is met.

A standard 6-credit internship corresponds to a minimum of 260 hours, including journals and papers. During the semester, the internship requires 20 hours per week in the company, excluding the first / last week of classes and the break. Note: The internship schedule during mid-term exams week can be reduced upon the student's request, with the company's agreement, as long as the requirement of 240 total on-site hours is met.

### Prerequisites and required documentation

Students participating in the internship program must fulfill the relevant prerequisites. The application for an LdM internship is due by the application deadline, along with the required supporting documentation (e.g. student's resumé, formal letter of intent, two reference letters, portfolio, writing sample, etc.). LdM reserves the right to ask the student for further evaluations and admissions documentation to best verify whether the intern and the hosting organization are a compatible match. Late submission of the supporting documentation can compromise the eligibility for an internship placement.

At least one of the two reference letters should be from an eligible professor/employer with knowledge of student's work/study ethic in the requested field. The formal letter of intent must specify: reason for choosing the internship, future goals, and professional experience in the selected field. Also, it should include the student's expectations and a detailed description of the duties the student would like to fulfill. This can better assist LdM to determine the appropriate company for each student.

## How to apply

- Students who are interested in an internship, and who meet the requirements, should indicate their choice of an internship on their course selection form, with an alternate course in case the internship is not possible.
- If the student is deemed suitable, based on the supporting documentation, LdM will propose the student as an intern to the partner institution. The institution will decide if the student has been provisionally accepted as an intern.
- An on-site interview is required for all internships and the internship will be confirmed only after the interview.

Placement in internships is not guaranteed, and choosing an alternate course is mandatory. Student taking an internship must retain full-time status, with a minimum of 15 credits per semester. Concurrent enrollment in a course in the same field is required.

## Important notes

Internships are unpaid and placement opportunities are limited. Internship placement is a serious commitment which, when accepted, must be completed within the expectations that are outlined in each syllabus. Students must maintain a strong level of performance in work activities and outcomes. Public transport costs may apply to some internships.

## Academic details

The internship will appear on the student's course schedule and will therefore be considered a regular academic course. The internship will also appear on the student's LdM transcript, with the corresponding letter grade and credits.

An Internship On-Site Supervisor will guide students through practical support, and evaluate their on-site performance. A Supervising LdM Professor will supervise the internship from an academic perspective and evaluate written assignments.

During the interview, the student, the Supervising LdM Professor and the Internship On-Site Supervisor will determine a detailed work schedule for the internship. In addition, the student will be required to write weekly journals, and to present at least two papers to the Supervising LdM Professor.

Upon completion of the internship, the Internship On-Site Supervisor will evaluate the student's performance through submitting the LdM Internship Evaluation Form. The final grade will be given by the Supervising LdM Professor based on the Internship Evaluation Form and the student's academic performance.

## Legal requirements

Upon arrival in Italy the student will be responsible for fulfilling all necessary bureaucratic steps according to Italian internship regulations (such as the Codice Fiscale, which is the Italian version of a social security number, Permit of Stay, etc.). LdM staff will assist the student with these steps.

**Please refer to your Study Abroad Enrolment Office for any further details, syllabi and enrolment information.**



## SCHOOL OF LIBERAL ARTS AND SOCIAL SCIENCES

### ART HISTORY

#### Museum and Gallery Internship

**ART 360 F; Contact hrs: 135 - Cr: 3**

This internship entails individual work experience in a museum, gallery or church in the Florentine area, supervised by a faculty member and the cooperating museum, or Florentine curia staff. The internship provides students with practical experience, especially in the field of cultural mediation and museum education, through direct observation of the various activities developed at the hosting museums and churches, individual study and direct participation in guided tours at museums and churches, collections management in art galleries.

Through this experience students have the opportunity to learn and apply professional skills, while directly interacting with institutional staff and the visitors. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. Please note that the Museum and Gallery internship requires interns to fulfill part of their internship hours on Saturdays.

**Note:** Placement opportunities are limited, especially for students without Italian language skills. Admission is also contingent upon the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Art History / Museum Studies majors of sophomore standing; 2) Concurrent enrollment in a course in the same field; 3) Fluency in Italian is useful

**Note:** min. 135 hrs INTERSHIP. Final placement may be determined upon Italian language ability.

## INTERNATIONAL BUSINESS

### Marketing/Advertising Internship

**BUS 361 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Marketing and Advertising. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is at a Communication Agency. Interns develop and carry out various activities which may include, but are not limited to: market research; developing marketing, price, distribution and promotional strategies; creating advertisements for local and international print and e-publications; newsletters, mailing lists; Web site content and social media management.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a sample of marketing work (i.e., blog writing, social media campaign example, press release, advertising project). Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Marketing/Advertising majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field. Recommended: Social networking experience. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERSHIP

### Marketing Internship: LdM Marketing Office

**BUS 362 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Marketing. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with the LdM Marketing Office. Interns develop and carry out various activities which may include, but are not limited to: market research based on social media; marketing strategy focused on merchandising; price strategy, distribution and promotional strategy; business development strategy.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and samples of writing and marketing work (i.e., blog writing, social media campaign example, press release, advertising

project). Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Marketing majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field. Recommended: Social networking experience. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP

## Marketing / Event Planning Internship

**BUS 367 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Marketing and Event Planning. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is at an Event Management company. Interns develop and carry out various activities which may include, but are not limited to: participating in onsite events, assisting vendors with site visits and clients; working on social media marketing campaigns; designing marketing materials; analyzing brand image, market appeal and customer projections; clerical and administrative work as required.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a writing sample. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Marketing / PR / Event Planning majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP

## Web Marketing Internship

**BUS 372 F; Contact hours: 260 - Credits: 6**

This internship provides practical and professional experience in the field of Web Marketing. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Twenty hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with an international postgraduate and post-doctoral teaching and research institute. Interns develop and carry out various activities which may include, but are not limited to: create international marketing strategies, social media management, Web content update, communication and marketing research.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on



the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon result of an onsite interview during the first week of the term.

**Prerequisite:** 1) International Business/Marketing majors, minimum Junior standing;  
2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 260 hrs INTERNSHIP. Public transport costs apply.

## COMMUNICATIONS

### Communications Internship: LdM Web TV

**COM 361 F / FVM 361 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Communications. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with the LdM Web TV. Interns develop and carry out various activities which may include, but are not limited to: script writing, multimedia writing, interviews, research, video work, editing, and Web site management.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Communications/Journalism/Film majors of junior standing;  
2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP





## Communications Internship

**COM 362 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Communications. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with a Communications agency. Interns develop and carry out various activities which may include, but are not limited to: writing new articles; updating and adapting preexisting articles for different media formats; database entry; contributing to blogs, social media, Web sites; developing new projects.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a writing sample. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) English/Writing/Journalism majors of junior standing; 2) Concurrent enrollment in a course in the same field. Exceptional written English required. Recommended: Strong writing and communication skills. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP

## Communication in Public Administration Internship

**COM 364 F / ITC 364 F; Contact hours: 135 - Credits: 3**

This internship provides professional experience in the field of Communications at a prestigious public office. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten/twelve hours weekly at the internship site; student internship schedules and onsite duties may vary. The internship provides an inside look into Florence's Public Administration. With this unique experience the students establish themselves as part of a communications team and learn valuable technical skills, while providing information to the English speaking community of Florence. Interns develop and carry out various activities which include, but are not limited to: translating important news and announcements from Italian into English; finding the main points of an official document and making a short summary of those points for online publication; using specific databases and maintaining a Web site; working as a liaison with external offices; drafting translations from English into Italian.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a writing sample in English, and a formal letter of intent in Italian. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an Italian language placement test and an onsite interview during the first week of the term. Proficiency in Italian is required. Since the translations are from Italian into English, high proficiency in written and read English is expected.

**Prerequisite:** Advanced Italian 1 completed (ITL 301 level) and concurrent enrollment in an Italian class (ITL/ITC). Recommended: Strong writing and communication skills; translation experience

**Note:** min. 135 hrs INTERNSHIP

## Public Relations Internship

**COM 365 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Public Relations. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is at a local company. Interns develop and carry out various activities which may include, but are not limited to: drafting pitches and press releases; social media management; blog writing; marketing research on effective and creative PR strategies and client possibilities in various markets; analyzing client materials and online presence to improve and expand its marketing communications; give creative input for innovative Public Relations solutions for new projects.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a writing sample. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Public Relations majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP. Public transport costs may apply.

## Communications / Event Planning Internship

**COM 367 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Communication and Event Planning. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is at an Event Management company. Interns develop and carry out various activities which may include, but are not limited to: conceptualizing and organizing commercial and non-profit events independently or as part of a team, writing event proposals, assisting in logistics, communication, marketing and fundraising; working on social media campaigns, assisting in clerical and administrative tasks.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a writing sample. Students who enroll must submit supporting documentation by the application deadline,

and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Communications / PR / Event Planning majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP

## EDUCATION

### Education Internship

**EDU 361 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Education, for the pre-school, kindergarten, primary, or secondary levels. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with a private school. Interns develop and carry out various activities which may include, but are not limited to: Teaching the English language to children and adolescents aged 3 to 18, and organizing didactic plans and activities for children aged 18 months to 3 years.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Education or Child/Adolescent Psychology majors of junior standing; 2) Concurrent enrollment in a course in the same or related field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP



### Fashion Design and Apparel Construction Internship

**FAS 362 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Fashion Design and Apparel Construction. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with small fashion boutiques and related businesses. Interns develop and carry out various activities which may include but are not limited to: product development, working on fabric/garment prototyping, cutting and sewing of garments and accessories, design assistance, window display, merchandising, and customer relations.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on student's CV, two reference letters, a formal letter of intent, and a portfolio. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the results of an onsite interview during the first week of the term and an Italian language placement test. Fluency in Italian is advantageous.

**Prerequisite:** 1) Fashion Design / Product Development majors of junior standing; 2) Concurrent enrollment in a course in the same field; 3) Elementary Italian 2 completed (ITL 102 level) and concurrent enrollment in an Italian class

**Note:** min. 135 hrs INTERNSHIP

### Fashion Marketing, Retail Management, and Merchandising Internship

**FAS 363 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Fashion Marketing, Retail Management and Merchandising. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. Placements are with independent fashion and related businesses, boutiques, galleries,



and offices. Interns develop and carry out various activities which may include, but are not limited to: retail management, visual merchandising, events, sales, customer service, sales and inventory reports, marketing and social media networking, photography and cataloguing of products, development of advertising ideas, creation and diffusion of press releases, and e-commerce.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the results of an onsite interview during the first week of the term and an Italian language placement test. Fluency in Italian is advantageous.

**Prerequisite:** 1) Fashion Marketing / Fashion Merchandising majors of junior standing; 2) Concurrent enrollment in a course in the same field; 3) Elementary Italian 2 completed (ITL 102 level) and concurrent enrollment in an Italian class

**Note:** min. 135 hrs INTERNSHIP

## GRAPHIC DESIGN

### Graphic Center Internship: LdM Printing Center

**GRA 360 F; Contact hours: 135 - Credits: 3**

This internship gives participants an opportunity for hands-on practice in the Graphic Design field. Through the internship in the Tetriz lab (the Lorenzo de' Medici printing center), students learn everything about professional printing services such as the design and printing of brochures, leaflets, booklets, posters, top-quality images, textiles, T-shirts, etc. Interns become part of the printing center staff, which provides fundamental services to the LdM community. Students acquire a professional experience in establishing and maintaining business relationships, store administration and promotion, and problem solving. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Graphic Design majors of junior standing; 2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP

## Graphic Design Internship

**GRA 361 F; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Graphic Design. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is either with advertising and communications agencies or with the LdM Graphic Design Office. Interns develop and carry out various activities which may include, but are not limited to: graphic design, packaging, corporate identity, logos, posters and flyers, catalogs, marketing materials, social media posting, layout of applications and e-commerce Web sites, Web programming, and art direction.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent upon the student's CV, two reference letters, a formal letter of intent, and a portfolio. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Graphic Design majors of junior standing; 2) Concurrent enrollment in a course in the same field. Technical requirements: Proficiency in Adobe Photoshop, Illustrator, InDesign, Dreamweaver, Mac computers. Recommended: Creativity, drawing skills / web programming knowledge. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP







## SCHOOL OF LIBERAL ARTS AND SOCIAL SCIENCES

### ART HISTORY

#### Museum and Gallery Internship

**ART 360 R; Contact hours: 135 - Credits: 3**

This internship entails individual work experience in a museum, gallery or church in the Rome area, supervised by a faculty member and the cooperating museum, or curia staff. The internship provides students with practical experience, especially in the field of cultural mediation and museum education, through direct observation of the various activities developed at the hosting museums and churches, individual study and direct participation in guided tours at museums and churches, gallery management in art galleries. Through this experience students have the opportunity to learn and apply professional skills, while directly interacting with institutional staff and the visitors. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. Please note that the Museum and Gallery internship requires interns to fulfill part of their internship hours on Saturdays.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon result of an onsite interview during the first week of the term.

**Note:** min. 135 hrs INTERNSHIP



### Sports Marketing and Communication Internship

**BUS 366 R / COM 366 R; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Sports Marketing and Communication. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules and onsite duties may vary. The placement is with an established basketball academy which regularly collaborates with NBA stars. Interns develop and carry out various activities which may include, but are not limited to: developing marketing plans, assisting the press office and media manager; following the team and the academy at home games to write articles; updating Web sites and social media; creating promotional videos and promos to be released on YouTube; spreading the academy's philosophy in Italy and abroad. Please note that the Sports Marketing and Communications internship requires interns to fulfill part of their internship hours on weekends.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on student's CV, two reference letters, and a formal letter of intent. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview during the first week of the term.

**Prerequisite:** 1) Sports Marketing and Communication majors of junior standing;  
2) Concurrent enrollment in a course in the same field. Fluency in Italian may be advantageous, but is not required

**Note:** min. 135 hrs INTERNSHIP.

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**NOTE:** Due to the size of the city, please note that internships can require up to 40 minutes on public transportation.



SCHOOL OF LIBERAL ARTS AND SOCIAL SCIENCES

## INTERNATIONAL BUSINESS

### Marketing/Advertising Internship

**BUS 361 T; Contact hours: 135 - Credits: 3**

This internship provides practical and professional experience in the field of Marketing and Advertising. The intern is monitored by both the onsite supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten hours weekly at the internship site; student internship schedules, and onsite duties may vary. The placement is at a local business. Interns develop and carry out various activities which may include, but are not limited to: market research; developing marketing, price, distribution and promotional strategies; creating advertisements for local and international print and e-publications; newsletters, mailing lists; Web site content and social media management.

**Note:** Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, and a sample of marketing work (i.e., blog writing, social media campaign example, press release, advertising project). Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an onsite interview and an Italian language placement test during the first week of the term. Fluency in Italian is advantageous.

**Prerequisite:** 1) Marketing/Advertising majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field; 3) Elementary Italian 1 completed (ITL 101 level) and concurrent enrollment in an Italian class (ITL/ITC). Recommended: Social networking experience.

**Note:** min. 135 hrs INTERNSHIP.

### DEADLINES & IMPORTANT DATES:

- Interview Week / Work Schedule Agreement – September 5-9
- Internship Add/Drop weeks – September 5-16
- Internship Final Registration – September 16 at 12:00 noon (Last day to drop internship with no record)
- Last day for a “W” Withdrawal – November 4
- Last day for a “W/F” Withdrawal – December 9

### INTERNSHIP REGULATIONS:

1. An on-site interview is required for all internships. Internships are confirmed only after the interview with the LdM Internship Coordinator, Supervising LdM Professor and Internship On-Site Supervisor.
2. Placement in internships is not guaranteed, and choosing an alternative course is mandatory.
3. Students taking internships must retain full-time status, with a minimum of 15 credits per semester.
4. The intern and On-Site Supervisor have 24 hours after the Interview to decline the Internship.
5. Interns have the add/drop weeks to decide if they would like to switch into their alternate.
6. Internships are unpaid.
7. Internship placement is a serious commitment which, when accepted, must be completed within the expectations that are outlined in each syllabus. Students must maintain a strong level of performance.
8. Interns are responsible for: adhering to the on-site activity plan developed with the LdM Internship Coordinator, On-Site Supervisor and LdM Professor; signing-in the Work-Log properly; attending the regular meetings with the LdM Professor; consulting with the LdM Professor on work status and progress.
9. Interns should abide by site policies/procedures and health/safety regulations (including the proper use of safety equipment). Report any accidents which require medical attention to LdM within 24 hours.
10. Interns must report promptly any damage, loss or problems to On-Site Supervisor and LdM Professor.
11. Interns should seek guidance as required, discussing any perceived work-related problems with the On Site Supervisor, LdM Professor and/or LdM Internship Coordinator.
12. LdM will refer to its General Policies and Rules of Conduct should any inappropriate behavior or academic dishonesty arise.

## ATTENDANCE AND BEHAVIOR:

Students are required to adhere to the attendance policy provided by both LdM and internship organization, and maintain a professional behavior at all times. All scheduled meetings, tasks and deadlines must be respected. The intern is expected to conform to the regular working hours and vacation schedule of the internship host.

## ABSENCE POLICY:

1. Punctuality is mandatory. Interns must arrive on time: any lateness or leaving the workplace early and/or without notice will dramatically impact the student's final evaluation.
2. Students may be absent for serious impending health issues only. In such cases, they are required to notify the relevant reference person as soon as reasonably possible:
  - a) Supervising LdM Professor in case of absences at supervision meetings.
  - b) Contact by phone both On-Site Supervisor and LdM Advisor in case of absences at the internship site.
3. Any missed hours must be made up, within the same week, upon agreement with both On-Site Supervisor and LdM Professor. No more than 10 hours can be made up, for any reason.
4. If missed hours are not made up, they will count as absences towards the final grade.
5. The Final grade will be lowered by one full letter grade with 5 hours of absence.
6. If the student exceeds 5 hours of absence, the final grade will be "F" and NO credits will be given.
7. The Dean of Students, together with the LdM Student Advisor, will be in charge of resolving any exceptional absence-related issues.

## **LdM Headquarters**

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