

Course Title	Internship in Marketing Communications				
Course Code	MAR430				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 <sup>th</sup> Year / 7 <sup>th</sup> or 8 <sup>th</sup> Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The main objective is to provide the student with hands-on experience in an actual marketing communications position. The course will help the student apply what has been learned in the academic environment and to develop personal responsibility.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Further develop their communication skills.</li> <li>• Apply the knowledge accumulated during the theoretical part of the program in real world situations.</li> <li>• Effectively handle everyday issues faced by marketing communicators.</li> <li>• Grow personal responsibility within the work environment via practical applications.</li> <li>• Practice management skills through practical training.</li> </ul>				
Prerequisites	Senior standing	Co-requisites	None		
Course Content	<p>1. The student can either undertake a position as a Digital Manager, or can be employed in an Advertising agency, in a PR Agency or as a marketing communications officer in a company. The training program should include areas covered in the theoretical part of the course, but emphasis could be placed in a selected communications area, e.g. Advertising, PR or Digital Communications. It should, however be flexible (in terms of the duration spent by students in each department) to accommodate any special needs that employers might have.</p> <p>2. The proposed period in industry should be set at 14 weeks (a minimum of 42 working hours). These 14 weeks should be completed within 1 academic semester. This period will also provide</p>				

	<p>students with the opportunity to carry out a special investigation on a topic of their own choice which is related to their job position and produce a report, as well as present their findings.</p> <p>3. Students who enroll in this course will be expected to work under the direct supervision of the firm's marketing communications management.</p> <p>The evaluation system for this course will delegate authority to the various department heads in the selected company to assess the student with various pre-set guidelines, such as, punctuality; relationship with other staff and customers (where applicable); initiative; response to pressure; communication skills; flexibility/adaptability etc. (70%). The company is expected to fill in and submit to the University a detailed questionnaire (Log Book) regarding the performance of the student. In addition, students will also be assessed for their written report and oral presentation on their chosen topic (30%).</p> <p>Instructors of the course will visit students at their place of work (at least once during their Internship period). This will give a chance to instructors to observe the student "on the job" as well as get feedback from their immediate supervisors.</p>						
Teaching Methodology	Face-to-Face						
Bibliography	<p>The instructor may assign a textbook</p> <p>The instructor may assign reading</p>						
Assessment	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%; padding: 5px;">Performance on the job</td> <td style="width: 30%; text-align: center; padding: 5px;">70%</td> </tr> <tr> <td style="padding: 5px;">           (This part will be assessed by their supervisors alone (Please refer to site supervisors internship evaluation form). The supervisor will complete and sign an assessment form which covers various questions which will aid the instructor to formulate a better view of the trainees' (student's) performance whilst on training)         </td> <td style="padding: 5px;"></td> </tr> <tr> <td style="padding: 5px;">Assigned report and oral presentation</td> <td style="text-align: center; padding: 5px;">30%</td> </tr> </table>	Performance on the job	70%	(This part will be assessed by their supervisors alone (Please refer to site supervisors internship evaluation form). The supervisor will complete and sign an assessment form which covers various questions which will aid the instructor to formulate a better view of the trainees' (student's) performance whilst on training)		Assigned report and oral presentation	30%
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		100%	
Language	English		