

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	Digital Marketing Fashion Management and Marketing
FHEQ Level:	6
Course Title:	Internship
Course Code:	MKT 6902
Student Engagement Hours:	186
Supervision	6
Independent / Guided Learning:	180
Credits:	12 UK CATS credits 6 ECTS credits 4 US credits

Course Description:

The Internship in Business Management is a student work placement that aims to provide students with the experience of working within the area of Marketing in London.

Students will develop the intellectual, professional, and personal skills that will enable them to function well in a culturally diverse working environment. All internships are supervised by faculty, and all last a minimum of 6 weeks in length and are carried out full time Monday to Thursday/ Friday.

Each student will also complete a series of assessments throughout the internship, such as keeping a written journal of their experience, preparing an internship portfolio, and delivering a final presentation. These assessments have been designed to help the student reflect on the skills they are learning, and the benefits gained from the internship experience, and to help them determine if their current career goals are the correct fit for them.

During the internship, the staff of the Internship Office and a faculty supervisor work closely with each student to ensure that the placement is a successful one. Students' final grades are based on several factors including, written assignments, presentation, and a report from their workplace supervisor which is taken into consideration.

Prerequisites:

MGT 5200

75 completed credit hours upon application to the Internship

GPA of 2.75

2 strong academic references

Aims and Objectives:

Internships aim to provide students with experience in the marketing sector, so that they may make a more informed decision about their career moves and ambitions.

The course will enable students to understand their own strengths and weaknesses in the workplace, work with people from other cultures, and to give them confidence that they can make the step from classroom to workplace comfortably. The programme aims to ensure that students are given genuine responsibility in the workplace, and to measure how they respond to this.

As a result, the overall aim of the internship is to equip the student with the correct skills in order to be better prepared for successfully gaining employment following graduation.

Programme Outcomes:

Fashion Management and Marketing: A1, A2, A3, A4, A5, A6, A7, B1, B2, B3, B4, B5, C1, C2, D1, D2, D3, D4, D5

Digital Marketing: A1, A2, A3, A4, A5, A6, A7, B1, B2, B3, B4, B5, C1, C2, D1, D2, D3, D4, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate a systematic and sophisticated understanding of the application of professional practices in the area of Marketing
- Deploy the skills and experience required to work in the area of Marketing
- Develop the ability to organise and manage supervised, self-directed projects
- Demonstrate the ability to produce detailed analyses of competing perspectives and concepts, to make comparisons and connections and to identify the possibility of new concepts
- Demonstrate the ability to act with minimal direction or supervision, to engage in self-reflection, use feedback to analyse own capabilities, appraise alternatives, and plan and implement actions
- Demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication

Indicative Content:

This will differ from student to student. At the start of the internship the student fills out a learning contract with their workplace supervisor in order to establish what they aim to achieve from the internship experience, and the skills that they would like to work on developing in the coming 6 weeks. The student is then assigned relevant projects by their work supervisor to work on throughout this period.

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

This is an experiential learning programme, so instead of being taught in a classroom setting, students learn and develop new skills whilst at work and under the supervision of their workplace supervisor. The faculty supervisor acts as mentor and guide during the internship, so rather than teaching from the front, they serve as resource for the student to call upon if they are experiencing any issues in the workplace or require any other assistance or advice.

The faculty supervisor will provide feedback on the student journals on a weekly basis, in order to help improve the students learning and development. Deadlines are set for journal submissions as well as other forms of assessment.

Indicative Text(s):

- Eijkelenboom, Gilbert. 2020. *People Skills for Analytical Thinkers*. Amsterdam: Mindspeaking.
- Rook, Steve. 2015. *Work Experience, Placements And Internships* / Steve Rook. London: Red Globe Press.

See syllabus for complete reading list

Journals

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Web Sites

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See syllabus for complete reading list

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