

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	RBS
Programme:	International Internship Programme
FHEQ Level:	6
Course Title:	London Internship
Course Code:	MKT 6972

Student Engagement Hours:	275 - 320
Supervisor Meetings / Tutorials:	5
Independent / Guided Learning:	270 - 315

Credits:	24 UK CATS credits
	12 ECTS credits
	6 US credits

Course Description:

The London internship is a student work placement that aims to provide students from all disciplines and majors with the intellectual, professional, and personal skills that will enable them to function well in a culturally diverse working environment in all key job sectors. All internships are supervised by faculty, and all last a minimum of 9 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 also 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:

- 75 completed credit hours upon application to the London Internship
- GPA of 3.2 for psychology; 3.0 for finance, and policy majors; and a GPA of 2.75 for all other majors
- 2 strong academic references
- Open to visiting students only.

Aims and Objectives:

Internships aim to provide students with experience in the industry of their study, 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.

Learning Outcomes:

A1, A2, A3, A4, A5, A6
B1, B2, B3, B4, B5, B6
C1, C2

Indicative Content:

This will differ from student to student. At the start of the internship the student fills out a learning contract with their work place 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 9 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 work place 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 work place, 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.

Bibliography:

There is not set text for this programme as students will research and read material relevant to their topic.

General recommended readings are:

Skills for Success: Personal Development and Employability - Dr Stella Cottrell (19 May 2010)

Navigating Newbie-ism: 12 simple ways to survive in your first job and career - Marcia, J. Hall (10 Jan 2007)

You're Hired! Interview Answers: Brilliant answers to tough interview questions - by Ceri Roderick and Stephan Lucks (15 Mar 2010)

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body	Change Actioned by Academic Registry
Annual updates	May 2023	