



### Queensland University of Technology (QUT)

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<b>Vignette title and details</b>	<b>Internships in Advertising, Marketing and Public Relations</b> Work placements for final year undergraduate students in industry for a semester
<b>Discipline</b>	Business
<b>Employment sector</b>	Advertising, marketing and public relations
<b>Student numbers</b>	Average of 100 students per year
<b>Optional/compulsory</b>	12 credit points (in a 48 credit points full time semester load)
<b>Credit bearing</b>	Elective unit for final year students
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Placement plan</li> <li>• Job application and response to selection criteria</li> <li>• Report including reflective journal</li> <li>• Presentation</li> </ul>
<b>Payment</b>	Generally, no payment to students
<b>Number of staff involved</b>	3 academic staff
<b>Weblink</b>	<a href="http://www.bus.qut.edu.au/faculty/schools/ampr/">www.bus.qut.edu.au/faculty/schools/ampr/</a>
<b>Key Words</b>	Internships; advertising; marketing; public relations; work placements; industry partnerships

## Overview

The Internship unit is an elective unit for final year undergraduate students majoring in advertising, marketing and public relations. This unit offers students an opportunity to build on their studies through direct application in a commercial environment. The unit provides a link between the theory and practice of the study of Advertising,

Marketing and Public Relations and allows students to further develop and enhance their skills of research, analysis, planning and presentation.

## Structure of program

Academic staff across the school have developed strong links with industry through alumni and industry professional associations. These links see organisations providing internship opportunities for students. Students can select from these opportunities which are posted on the online teaching site for the unit, or choose to target an organisation they have selected. Students submit applications for internship positions which are then assessed by the workplace supervisor and in some cases, an interview round. Ultimately, students are responsible for selecting and securing their own internship placement. There is strong support provided from academic staff in terms of providing contacts, reviewing applications and supporting students through the application process.

The internship unit plays a vital role in the School's engagement activities bringing together academic staff, students, alumni, industry associations, business and not for profit organisations.

The teaching sessions of the unit are run in workshop style featuring guest speakers from industry and recent graduates who undertook the internship unit as part of their course. Workshops develop students' skills in responding to selection criteria, developing curriculum vitae, resumes, applications and portfolios. An interview workshop gives students the opportunity to practise interview skills and techniques and gain feedback from industry professionals, teaching staff and peers. The workshops also provide students with skills to become more reflective in their learning and professional practice. The assessment items are linked to the workshop sessions.

## Special features

- Strong links with industry
- Workshop sessions highly valued by students
- Help to prepare students for transition from university to professions
- Assessment items develop students' skills in reflective practice and demonstrate value of these skills

*"The unit provides a great opportunity to be recognised for the best learning possible - real experience"* – feedback from Internship student, Semester 1, 2007

## Future work

Develop 'meeting place' for students, academic staff and supervisors, perhaps online  
Formalise links with industry associations to promote internships and work integrated learning