



LONDON INTERNSHIP PROGRAM INTERNSHIP PLACEMENT GUIDE

This is a guide to internship placements on the London Internship Program, including the placement process and the fields in which students are typically placed.

All prospective program applicants should read this introduction as well as the sections relevant to your internship fields of interest, an index for which is listed on the following page.

Internship Purpose

As a focal point of the internship course, the internship placement will take place 3 days per week for 10 weeks in the Autumn and Spring terms, and 6 weeks in the Summer term.

The purpose of the placement is to provide exposure to the working world in London, combining experiential learning with the opportunity to actively reflect on one's placement with peers as well as conducting an independent academic research project.

Students are advised that while job descriptions serve as a guide, in practice each placement evolves organically depending on a multitude of factors. These will likely include the relationship you develop with your supervisor and colleagues; your own skills, attitude and abilities as well as the unpredictable nature of life in any workplace. Adapting to such challenges and opportunities is central to the learning experience of the placement and the internship course overall.

Furthermore, all placements, regardless of field, will likely involve at least some degree of administrative support tasks.

Placement Guarantee

Arcadia guarantees the offer of an internship placement for every participant on the London Internship Program and every effort is made to accommodate preferences. However, we cannot guarantee any particular field or organization (including type and size). All program participants must therefore maintain a high degree of flexibility in the placement search.

Placement offers are provisional and subject to a successful interview, and then proceed at the employer's discretion. Should an employer's circumstances change at any point, or an unforeseen problem arise requiring a change of placement, students will be expected to provide a maximum of flexibility in our search for an alternative placement.

The Internship Placement Process

Once you have reviewed the fields in this guide, you will be ready to complete the Internship Placement Questionnaire. This will provide the internship placement staff in London with an indication of your interests and serve as a starting point for the placement search. Students should be aware that a member of the internship placement team may contact them if further flexibility on fields of interest is required.

Once you have been accepted to the program and have confirmed your participation, the internship placement staff will then contact potential placement providers with your CV and program details to assess their interest in hosting you for a placement. Once a suitable match has been found, Arcadia will contact you via email with a provisional placement offer, including information about the organization, a brief description of the placement duties and possibly testimonials from previous students.

The next step will be for the internship placement staff to arrange an interview with the placement provider, either by phone or Skype prior to the start of the program, or in-person after your arrival in London. After your interview, we will follow up with both you and the placement provider to confirm your mutual interest, finalizing the placement.

INTERNSHIP FIELD DIRECTORY

Below you will find information on the most common fields we work with for internship placements in London. It is by no means a definitive list of all possible placements, and if you'd like to enquire about the possibility of other areas you are welcome to contact our placement staff to discuss.

In the field descriptions given, readers may notice a good deal of crossover in the types of placements mentioned, with some activities such as marketing and social media taking place across many of the fields discussed.

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Key Fields Not Available

Engineering

Medicine

Physical Sciences

If you have a specific field that you would like to inquire about further, please contact the Program Manager at Arcadia.

ACCOUNTING

Placements in accounting can be either firm based or in-house, with most placements taking place in smaller work environments. Students should note that placements in management consultancies and “Big 4” companies are highly unlikely, and students wishing for such placements are encouraged to apply directly to these companies, bearing in mind the dates for the placement term and that the program allows for placements to take place three days per week.

Accounting Firms

Placements in accounting firms provide can focus on support in audit and tax and may involve areas such as transaction services, business process outsourcing, consulting and IT advising.

In-house Company Finance

There is also the possibility of working in the finance department of a particular company in any number of industries. These can involve all aspects of a company’s financial transactions and book keeping – recording sales, purchases, income, payroll, payments and reporting these to the relevant authorities.

ADVERTISING

Placements in advertising tend to be firm based (as opposed to in-house) and are most commonly found in the area of account planning. Graphic Design is another closely related area that we can look for provided students have relevant coursework, technical skills and, in some cases, sample work.

Account Planning

Account Planners develop advertising campaigns with responsibility for writing the formal creative brief and managing the process from brief through creative development to final campaign product. Placements in advertising typically provide support through this process as well as market research.

Graphic Design

Students interested in graphic design and/or design elements in advertising usually need to indicate skills such as Adobe Illustrator, InDesign and Photoshop and may be required to show sample work.

ARTS

London is a hub for institutions across the arts sector. Fine arts placements can be found in a variety of galleries and museums that display, preserve, restore, or help promote art in its various formats. Performing arts placements can also be sourced from a range of organizations connected to the music and theatre industries.

Art Galleries and Museums

Internships at larger, well-known galleries and museums can be difficult to attain, and when found tend to be more administrative in nature. Most larger galleries and museums do not accept interns for less than six months. Therefore, placements are typically housed at smaller commercial galleries and museums where students usually have the opportunity to experience all aspects of operations.

Music

Most music placements are housed with independent record labels and promotion companies, where students may have the opportunity to assist with artist management, marketing, and PR.

Theatre

London is world renowned for its West End, but it also contains a number of fringe theatres that produce an eclectic range of performances. With large, well-known theatres difficult to secure, students are more likely to be placed in the aforementioned fringe theatre sector. Students must be flexible on the type of role, as tasks can vary substantially; e.g. box office, marketing/PR, stage management, theatre education, et al.

Students interested in the administrative side of theatrical production have also been placed in various casting agencies in London. Such placements can provide exposure to the world of artist/performer representation and public relations.

BUSINESS

Placements in Business can take place across a wide range of industries and focus on many different types of roles, including marketing and social media. The following are some of the commonly requested areas of focus for placements within the field of business:

Corporate Events/Event Planning

Placements in event planning typically employ a combination of communication, organization, and administrative skills in planning, promoting, delivering events. This can often crossover into administrative support, general marketing, and social media.

Entrepreneurship/SME's (Small and Medium-Sized Enterprises)

Placements in start-up companies (or those who have started in recent years) can provide an excellent all round business experience. These placement environments are usually smaller and typified by a spirit of innovation, creativity, and a youthful approach to business.

Interns typically gain exposure to a variety of activities depending on the company and their current needs, but will often be involved in market development through social media, in addition to gathering business intelligence through research. Students seeking entrepreneurial placements should possess initiative and an open mind toward the potentially wide variety of tasks that will contribute to business growth.

Financial Services

Financial services placements in London have become increasingly competitive in recent years, making this a highly challenging sector for sourcing placements. Students wishing to be considered for this area should possess a 3.7 GPA along with significant prior experience in this field.

Placements found will typically be in smaller investment firms. As many larger banks now operate their own internal internship schemes, students interested in these are encouraged to apply directly to the bank, bearing in mind the dates for the placement term, and that the program allows for placements to take place three days per week.

Human Resources/Recruitment

Human Resources (HR) officers develop and implement policies relating to personnel within an organization. Their aim is to ensure that the organization employs the right balance of staff in terms of skill and experience, and that training and development opportunities are available. Internships in HR focus on administrative support for the varied functions within this area of business.

Operations

Business operations as a descriptor can involve almost any area of an organization's functions, including development, research, marketing/communications, accounting, managing supply chains, and general administrative assistance.

Real Estate

Placements in Real Estate may involve working with commercial and/or residential property management, property development, and asset management, typically involving administrative support, marketing and social media.

FILM & TELEVISION

The British film and television industries are small in comparison with their American counterparts, so placements in this field can be difficult to source. Consequently, students are expected to be as flexible as possible about the nature of the role in a Film and TV placement. Roles in Film and TV are generally broken down into the following two areas:

Production

In-production work is reliant on the production schedules of a given term. Given this irregularity, it is not possible to guarantee work on-set. Placements commonly involve pre-production work; e.g. assisting producers during the development phase.

Post-production

There may be limited post-production opportunities for students who are interested in post-production and have competence with software such as Avid and/or Final Cut Pro.

HOSPITALITY

Placements in hospitality can focus typically take place within hotels, travel/tourism companies, concierge services as well as bars and restaurants.

Bars and Restaurants

London is a center for food and nightlife, and placements within bars and restaurants usually focus on marketing, social media, events and general promotion.

Concierge Services

There are several luxury concierge organizations that provide a range of services covering every facet of the luxury lifestyle market including travel, real estate, wine, art, retail, events, PR, publishing, and more.

Hotels

Hotel placements can take place in various areas of operations, including front desk, events, marketing and sales, human resources as well as finance.

Travel/Tourism Companies

As a major tourism destination, there are many companies in London that administer tourism activities. There are also travel companies who undertake bookings for international tourist destinations.

JOURNALISM

As a hub for media, London is home to many newspapers, magazines, and broadcast outlets across a wide range of interests.

Broadcasting

There may be limited number of placements available in broadcast journalism. Given the difficulty of finding placements in broadcasting, interested students must be flexible and list other areas in journalism or other fields.

Digital & Print Journalism

There are a great many digital and print magazines published in London across every area of interest. If considering a magazine internship, think about and indicate what subjects you would like. These may include, but are not necessarily limited to, interests such as current events, politics, food, travel, film, music, arts, fashion & beauty, health, sport, London listings, industry trades, etc.

As with so many fields, students are asked to be flexible about size and industry of publication, and to list at least several types of publication in the Internship Placement Questionnaire. Students

should also be aware that by-lines and other writing roles are not guaranteed, and are usually more prevalent on smaller publications.

Students interested in newspapers should note that placements with national broadsheet and tabloid newspapers are very difficult to source. Alternatives may include local newspapers in and around the London area, in addition to the aforementioned magazine sector.

Publishing

There may be some opportunities to work in book publishing, although students will need to be open to smaller publishing houses. Marketing, publicity, and sales placements are more common than editorial work.

LAW

Many undergraduates considering going to law school in the US can benefit from the experience of working in the British legal system, particularly with the US legal system's basis in English common law.

Civil Law

Civil law firms focus on laws pertaining to non-criminal matters, including housing, immigration, property, family matters (child custody, divorce), wills and probate, personal injury, and employment, among others. As with criminal law, civil law placements are based in law firms and usually involve a good degree of variation, with duties such as clerking in court and interviewing clients.

Corporate Law

Corporate law can focus on a wide-range of legal matters pertaining to how a company can operate but often deals with contracts between a given company and other outside organizations, governments or individuals. Corporate law internships can take place either in-house where you will be working specifically for the given company, or within a firm dealing with multiple clients. Corporate law internships tend to be office-based.

Criminal Law

Criminal law firms work to defend clients in a wide range of cases. Internships often take place in firms supported by legal aid, defending clients who cannot afford to be defended by private firms. Placements in criminal law usually have a good degree of variation with some days clerking in court, or visiting clients, while other days may involve research or other work in the office.

MARKETING

Of all of the areas we work with for placements in London, marketing is the one which is both listed as its own field as well as being a potentially central part of placements within *any* field, as this is a fundamental business operation found in-house in virtually every type of organization as well as within firms providing marketing services to other companies.

Marketing Firms

Placements based in marketing firms are usually in the area of digital marketing, focusing on activities such as search engine optimization, social media and market research. There has been an increase in recent years in smaller firms working with entrepreneurial companies and SME's to maximize their promotional activities, particularly online.

In-house Marketing

Similar tasks can occur in in-house marketing placements, but may focus on wider activities such as event planning, fundraising and other areas of business and company promotion.

NON-GOVERNMENT ORGANIZATIONS (NGOs)

There are many different types of organizations that we classify under the category of Non-Government Organization including those working in economic, political, and social spheres that are not part of governments or political parties.

NGOs can be focused locally, nationally or internationally and include not-for-profit organizations, charities, advocacy groups, political consultancies, lobbying groups and research organizations. We have broken these down into two broad categories - socially focused organizations and politically/economically focused organizations.

Socially Focused NGOs

Many interns have worked with socially focused organizations with an emphasis on areas such as youth advocacy, women's issues, health and poverty, human rights, race issues, refugees, immigration, LGBT and environmental matters, to name a few. Some organizations may have an international focus, while others may be more grassroots based. Placement duties can range from advocating causes (campaigning, event planning, marketing, PR) to work on the ground.

Politically/Economically Focused NGOs

Although these placements more challenging to source than socially focused NGOs, a number of students have been placed at organizations with a political or economic focus. These have included economic development, foreign policy, policy research, political consultancies, political lobbying, public affairs, and security/defense. Event planning, marketing, PR, and research duties remain common threads across NGOs, but students may also undertake tasks such as press monitoring.

PARLIAMENT AND POLITICS

Internship placements in politics can provide a unique insight into the UK system of government and party political organizations. Placements in politics can include working in Parliament with an MP, the headquarters of one of the main political parties, local constituency offices and other organizations, such as lobbying or information services, with a focus on the activities of parliament and government.

Member of Parliament (MP) Placement

Placements with a Member of Parliament (MP) can take place either within the the MP's office in the Palace or Westminster or within the MP's local constituency office (if based within commutable distance), both of which typically involve constituent communication, research, administration and possibly - depending on the time-frame of the term - election campaigning.

Students interested in working with a Member of Parliament must select *Parliament* as the field and complete the separate *London Parliament Questionnaire*, which asks students to discuss their knowledge of and interest in UK politics as well as any information on previous political, volunteer or extracurricular experience.

Students should note that the questionnaire is a separate, selective application and that not all applicants will be offered an MP placement. Students who do not wish to work with an MP's office do not have to complete the questionnaire, and should select *Politics* as the field. They can then indicate a preference for other opportunities to work in non-Parliamentary political placements in the areas discussed below.

Political Information Services

There are a number of organizations that provide various services related to the activities of Parliament and the UK Government, such as political PR, lobbying and seminars or other political event services.

Political Party Headquarters

In addition to having local constituency offices throughout the UK, each of the main political parties has a London-based Headquarters, which serves as the coordinating center for all of the party's administration, communication and policy development. Headquarter placements are more difficult to find, but we have had students working in communications (marketing & public relations), campaigning, and administration.

Other Political Party Offices

There are a number of other potential opportunities within local politics as well as local party constituency offices similar to the roles mentioned above.

PSYCHOLOGY & HEALTH RELATED ORGANIZATIONS

Internships in the field of Psychology are broadly found in research departments, health-related organizations and, occasionally, client/patient contact facilities. **Please note, however, that medical placements are not available.**

Contact Support

Placements involving contact support with patients or other client populations are limited, and usually involve, for example, support to children in hospital schools or special needs schools, or observational support to carers within mental health clinics, women's shelters, day care centers,

elderly care services, etc. Tasks can involve administration, client communication, assisting with group facilitation, etc.

Research Psychology

There are opportunities to undertake a placement in the area of research psychology across a wide range of projects, including neuro-psychology, behavioral and cognitive psychology. Tasks can include assisting with interviews, administration and research analysis.

Health Related Organizations

While we cannot source medical care placements, there may be opportunities to undertake administrative placements in a health facility or other health related organization such as non-profit organizations working to promote healthcare for various groups, a health communications agency (PR/marketing) or a medical publisher.

****SPECIAL NOTE FOR ALL PSYCHOLOGY & HEALTH SERVICES PLACEMENTS****

All students wishing to undertake a placement that will involve contact with clients/patients (contact and research) must obtain a police background check before coming on the Program. Please contact your local police department to enquire about obtaining the background check.

PUBLIC RELATIONS

Public Relations involves making use of all forms of media and communication to build and manage a client's public presence and reputation.

Placements in PR tend to be agency based and typically provide client support in monitoring publicity and media coverage, assisting with press enquiries and events as well as other general administrative support. Industries may include fashion/lifestyle, entertainment (including casting and client management), business and non-profit sectors, to name a few.