This is a guide to internship placements on the London Internship Programme, 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 during 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.

**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 programme 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
The internship placement team may contact them if further clarification or flexibility 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 social media prior to the start of the programme, 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 before 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. Furthermore, all placements, regardless of field, will likely involve a good degree of administrative support tasks.

Accounting p 3
Advertising p 3
Arts pp 3 & 4
Business pp 4 & 5
Film & TV pp 5 & 6
Hospitality p 6
Journalism pp 6 & 7

Law p 7
Marketing p 8
Non-Government Organizations p 8
Parliament & Politics p 9
Psychology & Health Services p 10
Public Relations p 10

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 programme 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 bookkeeping – 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 within the music and theatre industries.
Art Galleries and Museums

Placements in art are most commonly found in commercial galleries. Typical duties can include working with artists and gallery staff in hanging works, preparing exhibitions, event administration, marketing, social media, etc. There are also many specialist museums in London that can provide similar opportunities.

Students should note that internships at larger, well-known galleries and museums can be difficult to obtain.

Music

Music placements are housed with small record labels or promotion companies, where students may have the opportunity to assist with artist management, marketing, and PR.

Theatre and Casting

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 will be typically found in smaller investment firms. Since 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 programme 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

Although smaller than its American counterpart, the British film and television industry is vibrant and innovative. Production companies may specialise in corporate or commercial film, as well as a variety of content for television broadcasters. Roles are generally broken down into the following two areas:

Production

Production may involve pre-production/development activities, such as assisting producers with research, administration, script-reading, etc, as well as assisting “on-set” and with shoots. Most production companies have varying tasks, depending on the phase of production they are in at the time of the placement.
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 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

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, indicate what subjects you would like. These may
include, but are not necessarily limited to, 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 firms and usually involve a good degree of variation, with duties such as clerking in court and interviewing clients.

Corporate Law

Corporate law focuses on legal matters pertaining to how a company can operate, often dealing 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.

Marketing Firms

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

Placements 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

Politics placements provide an insight into the UK system of government and party political organizations. These may include working with a Member of Parliament, the headquarters of one of the main political parties, local constituency offices as well as lobbying or information services.

Member of Parliament (MP) Placement

Placements with a Member of Parliament (MP) can take place either within the MP’s office in the Palace of 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.

Please note: We encourage applications for Parliament and Politics from students in any major, and prior political experience is not required for acceptance.

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/dental placements are unavailable.

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 neuropsychology, 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**

a) 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.

b) Furthermore, some placements that involve contact with vulnerable populations may require a UK DBS Check, which would incur an additional £75 fee. We will seek to advise you at the earliest possible stage if this is the case.

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.