

INTERNSHIPS Spring 2019



Istituto Lorenzo de' Medici

THE ITALIAN INTERNATIONAL INSTITUTE

FLORENCE ROME TUSCANIA



INTERNATIONAL BUSINESS

Marketing/Advertising Internship

BUS 361 T; Contact hours: 135 - Credits: 3

This internship provides practical and professional experience in the fields of Marketing and Advertising. The intern is monitored by both the on-site supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten/twelve hours weekly at the internship site; student internship schedules, and on-site duties may vary. The placement is at a local business. Interns develop and carry out various activities which may include, but are not limited to: market research; developing marketing, price, distribution and promotional strategies; creating advertisements for local and international print and e-publications; newsletters, mailing lists; Web site content and social media management.

Note: min. 135 hrs INTERNSHIP. Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a formal letter of intent, a sample of marketing work (i.e., blog writing, social media campaign example, press release, advertising project). Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an on-site interview and an Italian language placement test during the first week of the term. Fluency in Italian is advantageous.

Prerequisites: 1) Marketing/Advertising majors of junior standing with at least 2-3 prior courses in the field; 2) Concurrent enrollment in a course in the same field; 3) Elementary Italian 1 completed (ITL 101 level) and concurrent enrollment in an Italian class (ITL/ITC). Recommended: Social networking experience.

COMMUNICATIONS

Communications in Public Administration Internship

COM 364 T / ITC 364 T; Contact hours: 135 - Credits: 3

This internship provides professional experience in the field of Communications at a prestigious public office. The intern is monitored by both the on-site supervisor and an LdM faculty member. The grade assigned by the faculty internship supervisor reflects the assessment of weekly reports, two papers, and an overall evaluation. Ten/twelve hours weekly at the internship site; student internship schedules and on-site duties may vary. The internship provides an inside look into Tuscania's Public Administration. With this unique experience the students establish themselves as part of a communications team and learn valuable technical skills, while providing information to the English speaking community of Tuscania. Interns develop and carry out various activities which include, but are not limited to: translating important news and announcements from Italian into English; finding the main points of an official document and making a short summary of those points for on-line publication; using specific databases and updating a bilingual Web site; drafting translations from English into Italian.

Note: min. 135 hrs INTERNSHIP. Placement opportunities are limited and subject to change. Admission is contingent on the student's CV, two reference letters, a writing sample in English, a formal letter of intent in Italian. Students who enroll must submit supporting documentation by the application deadline, and acceptance is conditional upon the result of an Italian language placement test and an on-site interview during the first week of the term. Proficiency in Italian is required. Since the translations are from Italian into English, high proficiency in writing and reading English is expected.

Prerequisite: Advanced Italian 1 completed (ITL 301 level) and concurrent enrollment in an Italian class (ITL/ITC). Recommended: Strong writing and communication skills; translation experience

CONTACT

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