





## CAPA LONDON SAMPLE INTERNSHIP LIST MARKETING



### INDUSTRY DESCRIPTION

Marketing is the process of communicating the value of a product or service through positioning to customers. All companies need to promote their brand, products and services, so require the use of a marketing department or agency to achieve more sales or increased brand awareness. Students who are applying for an internship in Marketing should have excellent communication skills, a strong interest in Marketing and be familiar with various social media platforms. Applicants should also include details of any previous coursework or work experience, and should indicate whether they are seeking a placement in Market Research or Marketing. There are a range of different fields related to Marketing which students could be placed within, ranging from digital and social media to event management.

### EXAMPLES OF PAST PLACEMENTS

Please note that the following sites are a brief cross-section of current CAPA internship host sites and should not be considered as a guaranteed location for your placement. All internship & service learning placements will be dependent upon each individual applicant's application documents, prior experiences, demonstrated skills and their aspirations and goals.

<p style="text-align: center;"><b>Billion Dollar Boy</b></p> 	<p>Billion Dollar Boy is a global influencer marketing agency. It combines creativity, technology and a global network of influencers to publish content and drive engagement across social media at scale. They specialize in beauty, fashion and men's interests. Combining personal relationships and industry knowledge with their own in-house tech, they find the right influencers to reach strategically targeted audiences through authentic and engaging storytelling.</p>
<p style="text-align: center;"><b>Bulbshare</b></p> 	<p>Bulbshare is a co-creation platform home to a community of like-minded people, brands and organisations united by a passion to create, collaborate and innovate. Brands and organisations look to Bulbshare to solve their toughest problems with the most creative and original solutions, fresh from the bright minds of our community.</p>

<p style="text-align: center;"><b>Henman Communications</b></p> 	<p>Henman Communications is a specialist sports marketing consultancy operating in the sport, media and entertainment sectors. We offer access to a variety of different marketing communication channels and provide turn-key solutions or integrate our services with your existing teams. Our single aim is to bring value as trusted business advisers and work closely with clients to deliver the right messages, to the right people, at the right time. We have experience offering our clients the following sports marketing services: Henman Communications is a sports marketing consultancy in the sports, media and entertainment sectors. We offer access to a variety of different marketing communication channels and provide turnkey solutions or integrate our services with your existing teams.</p>
<p style="text-align: center;"><b>Engage Research</b></p> 	<p>Engage Research work for a range of well-known fast-moving consumer goods (FMCG) clients, conducting ad hoc market research projects in the areas of new product development &amp; innovation - testing &amp; helping to refine new product ideas and new products - and consumer understanding – finding out how consumers view different types of product, how they use them or why they don't and thus helping clients identify new and better ways of marketing their products.</p>
<p style="text-align: center;"><b>Marriott Hotels</b></p> 	<p>Marriott International, Inc. is a leading worldwide hospitality company. Its heritage can be traced to a soft-drink stand opened in Washington DC in 1927 by J. Willard and Alice S. Marriott. Today, Marriott International has nearly 2,800 lodging properties in 70 countries and territories around the world. In London, each individual hotel has its own dedicated marketing team responsible for driving customers to stay at their specific location.</p>
<p style="text-align: center;"><b>Mint Twist</b></p> 	<p>MintTwist is an innovative digital consultancy that understands the diverse requirements of the digital arena. As an award-winning digital agency in London, they look to engage with their clients beyond the conventional design and development agency relationship, becoming a partner to the people and companies they work with.</p>
<p style="text-align: center;"><b>On Device Research</b></p> 	<p>On Device Research uses the mobile internet to gain access to consumer opinions any time or location. Mobile research brings fresh, instant responses that accurately capture consumer's feelings, thoughts and opinions, in a quick and cost-effective way. So far On Device Research has delivered 16 million surveys across 63 countries.</p>
<p style="text-align: center;"><b>The Tree</b></p> 	<p>The Tree is a fresh agency built on the experience of its team. They are a heady mix of young marketers and experienced business people, with more than 30 years in marketing, advertising and content services. Their many services are bound by unique creativity and modern campaign strategies that yield the greatest results. Content is at the core of what they do – owned, acquired, earned and commercialised. Smart content marketing drives engagement and profit with B2B and B2C audiences.</p>

## POTENTIAL PROJECT OPPORTUNITIES

Project opportunities will be dependent upon the current needs within the organisation and the demonstrated skills and abilities shown by each intern. It is imperative to remember that project opportunities will develop over time and throughout internship placements. Projects may include but are not limited to:

<b>Business Development</b>	<b>Office Administration</b>
<b>Creation of Promotional Materials</b>	<b>Sales/Marketing Presentations</b>
<b>Editorial Copy</b>	<b>Search Engine Optimisation</b>
<b>Events Support</b>	<b>Social Media Development</b>
<b>Market Research &amp; Data Analysis</b>	<b>Website Development</b>
<b>Marketing Campaigns</b>	

## TRANSFERABLE SKILLS

It is essential to maximise every opportunity within the internship placements. If tasks and duties are approached in a professional manner, interns can take away additional skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

<b>Business &amp; Commercial Planning</b>	<b>Knowledge of Organisational Structures</b>
<b>Creativity &amp; Imagination</b>	<b>Presentation</b>
<b>Good Oral &amp; Written Skills</b>	<b>Strategy Research</b>
<b>Influence &amp; Negotiation</b>	<b>Strong Interpersonal Skills</b>
<b>Numeracy &amp; Analytical Ability</b>	<b>Coding</b>

## PERSONAL PROFESSIONAL DEVELOPMENT

Through their internship and extra-curricular activities, we work to help students develop the following skills:

1. **Networking:** The ability to intentionally and purposefully connect and interact with others in order to develop professional and social relationships.
2. **Communications:** The ability to receive, interpret and articulate information and ideas effectively.
3. **Remote Collaboration:** The ability to utilise IT resources to connect virtually with others and achieve collective goals and objectives.
4. **Global Perspective:** To develop skills required to live and work in an interdependent world through forming an understanding of connections between one's own life and those of people across the globe.
5. **Cultural Awareness:** To develop an understanding of oneself, others and to embrace and appreciate diverse and complex perspectives, values and beliefs.

6. **Organisation, Time Managements and Prioritisation Skills:** The ability to achieve identified outcomes by using your time, energy and resources in an effective and productive manner.
7. **Problem Solving:** The ability to find solutions to difficult or complex issues and to manage moments of uncertainty or ambiguity.
8. **Adaptable:** The ability to adjust oneself readily to different conditions and environments.
9. **Goal Setting:** The ability to identify, form and implement actions that will guide you towards predetermined aims and objectives.
10. **Career Based or Vocational Skills:** The development of specific knowledge or abilities related to an occupation.