



VIDZEME UNIVERSITY  
OF APPLIED SCIENCES

### **International marketing experience**

**Combined** internship at International office and Marketing and public relations office

#### **1. Description**

Supervisors:

- MARKETING PROJECTS MANAGER
- HEAD OF MULTIMEDIA LABORATORY
- INTERNATIONAL PROJECT MANAGER/INTERNATIONAL COORDINATOR

*They approve the duties of the internship, are responsible for assigning tasks, handling day-to-day issues, communicating with the directors of study directions, accepting and approving the student's internship and documents.*

**Purpose of the internship:** to provide the opportunity to gain work experience and develop practical skills in various projects and events, practically acquiring organizational culture, project management, time planning skills etc.

The internship program is based on the chosen project manager's areas of work and the student's ability, knowledge and previous experience.

#### **Marketing and PR:**

- Development of informative materials (press releases, advertising texts, visual materials - photo / video format, visualizations).
- Content creation and management in social media.
- Data collection.
- Posting and updating information on the website.
- Participation in organizing events.
- Development of ViA mobile app (IOS, Android).
- Guided tours.
- Support for the project "Baltic International Summer School" (participation in the conception of the event, publicity of the event, press releases, photo material, social networking, and administrative support).
- Activities in the Multimedia Laboratory (multimedia storytelling, audio/video production, "testing" of new audio-visual content formats, work with the green screen).
- Other activities within the marketing and PR group.

#### **International Office**

- Participation in the organization and implementation of events (international weeks, Erasmus+ info days, etc.).
- Development of informative materials.
- Information flow - communication with stakeholders (students, partners etc.).
- Posting and updating information on the website and other sites (Moodle etc.).
- Collection, gathering and analysis of information.
- Other activities within the International cooperation group.

The student can gain practical experience in planning, organizing and evaluating projects and events, digital marketing, creating content in social networks, using multimedia in the presentation of event activities, designing print and electronic information materials, questionnaires, data interpretation and visualization. After the internship students will gain competencies in implementing different bigger and smaller projects. In collaboration with the supervisors, the skills and competences acquired will be defined, which will help to complement the individual practice report - portfolio.

## 2. Internship time

The time is individually negotiated. Applying for the internship takes place with application for exchange semester when creating the Learning Agreement for studies. Internship should be included in the Learning Agreement.

## 3. The amount of ECTS

3 ECTS:

78h - Practical activities in events

2h - Evaluation (1.5h self-evaluation report and 0.5h interview with the internship supervisor)

## 4. Evaluation

- The trainee must submit an internship report
- The trainee should provide an oral self-assessment report to the supervisor
- Practice is assessed as **pass** or **fail**:

<b>Passed</b>	<b>Failed</b>
The student demonstrates good or excellent skills in searching, analysing and using information.	The student demonstrates low skills in searching, analysing and using information.
The student demonstrates a good or excellent attitude towards learning and assigned duties, showing initiative and support, both in group work and independently.	The student is not responsive to learning and assigned responsibilities. There is no initiative or support, whether in group work or independent tasks.
The student demonstrates good or excellent skills in project management, time planning and teamwork.	The student demonstrates low skills in project management, time planning and teamwork.