



Arcadia In London - Internship Placement Guide

This guide to internship placements on the Arcadia in London Programme includes information about how Arcadia's internship placement service works as well as the most commonly sourced internship fields. Here's what you'll find in this guide:

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- Internship Placement Service
 - Internship Placement Questionnaire (IPQ)
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 - Guide to Searching for One's Own Placement (optional)
 - Information Handout for London Placement Providers

About Internship Placements and the Internship Class

As a focal point of the internship course, INPR 310/210, 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 internship placement is to provide exposure to the work environment from an academic framework within the INPR class, combining experiential learning with the opportunity to actively reflect on one's placement with peers through the course.

While specific tasks and responsibilities will vary from placement to placement, with many promoting the development of transferable skills, all placements will provide an opportunity to see how an organisation operates from the inside. Gaining such experience within an international context can provide a strong intercultural foundation for your future career.

Students should note that the internship class is a required and essential part of the programme, and that it is not possible to undertake the internship placement separately from the class. Adding the internship component requires a commitment to a busy programme, where good time management between classes and the 3 day per week placement will be paramount.

Internship Placement Service

All students on the Arcadia in London Internship Programme are guaranteed the offer of an internship placement through Arcadia's Internship Placement Service.

Internship Placement Questionnaire (IPQ)

Students should begin by reviewing the field information presented in this guide, and then complete the corresponding Internship Placement Questionnaire (IPQ) provided in the programme application portal.

Applicants will be asked to indicate **a minimum of 2 fields of interest** from the field information below. This, along with additional requested information, will provide the internship placement staff in London with an indication of your interests and serve as a starting point for the placement search.

Resume

All internship students will need to create a resume which will need to be submitted at the same time as the IPQ above. Students are strongly encouraged to make use of Arcadia's [London Resume Guide](#) for this.

Internship Placement Process

Several months prior to your arrival in London for the term, once you have been fully accepted and confirmed for the programme, Arcadia will begin contacting placement providers on your behalf. From there, you'll find the following steps:

- Provisional Placement Offer - once a suitable match has been found, we will forward brief details of the provisional placement via email, with job description, web link, etc.
- Placement Interview - once you confirm your interview availability (requested in the placement offer), we will arrange an interview time for you with the organisation via Zoom or similar over the following weeks. Arcadia will confirm the time and provide a handout with interview tips.
- Placement Confirmation - following the interview, we will confirm the placement with both parties and make arrangements for the placement to begin in the second week of the term. We'll provide the full logistical details when we meet you in your arrival week in London.

Placement Guarantee

While Arcadia guarantees the offer of a placement to every student on the programme, and endeavours to accommodate placement requests, we cannot guarantee any particular placement field or type of organisation. All students are therefore expected to provide additional flexibility in the placement search if required. Also, placement offers are provisional and subject to a successful interview, and placements proceed at the placement provider's discretion.

Applicants with particularly strong placement preferences are encouraged to see our [Guide to Searching for One's Own Placement](#).

Internship Placement Fields

The following pages include brief information on the areas most commonly requested and sourced for internship placements in London. Readers will note that there may be some crossover between certain fields, and that various fields might involve similar tasks, such as marketing, social media, etc.

- Advertising
- Arts
- Business - Administration
- Business - By Sector
- Film & TV
- Journalism & Publishing
- Law
- Non-government Organisations
- Marketing
- Politics & Parliament
- Psychology & Health Services
- Public Relations

Please note: The following fields are not available: Engineering, Medicine, Physical Sciences.

Other fields not listed here may be considered and tried, and applicants are free to indicate these but will be expected to list a **minimum of two fields above** as backup options. Students may be requested to provide further flexibility in the course of the placement process.

ADVERTISING

Placements in advertising tend to be firm based and involve account planning, providing administrative support through the process of a campaign from creative development through final product. 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.

ARTS

London is a hub for institutions across the arts sector, with placements typically falling into the following general categories:

Art Galleries and Museums: commercial galleries and small museums, including assisting in managing displays and exhibitions, event administration, marketing, social media, etc.

Music: small record labels, promotion companies or artist representation firms, where students may have the opportunity to assist with artist and event management, marketing, and PR.

Theatre and Casting: administration, marketing/PR, box office management and theatre education, casting/artist representation agencies.

BUSINESS - Administration

Business administration placements may take place across the spectrum of industries but can focus on particular tasks or functions, such as the following:

Accounting: Tasks such as audit and tax, transaction services, in-house bookkeeping, financial transactions, sales, purchases, payroll, etc. Placements can be firm based or in-house, with most placements taking place in smaller work environments. Please note: placements in management consultancies and “Big 4” companies are highly unlikely, and students interested in these are encouraged to refer to the section of this guide on searching for one’s own placement.

Human Resources: A wide range of administrative support duties in support of the varied functions within this area of business operations.

Operations: Supporting the overall management of an organisation, potentially including marketing/communications, supply chain management, IT, research and general administration.

BUSINESS - By Sector

Business placements may also take place around certain industries within many different types of roles, typically in the following general industry sectors:

Entrepreneurship/SME's: Smaller organisations typified by a spirit of innovation and a youthful approach to business, including a wide range of administrative tasks, marketing and social media

Financial Services: Finance placements typically take place in smaller investment firms. Placements in this area are limited and highly selective, so students should have a high GPA and relevant skills and experience. Students interested in financial services may wish to refer to the section of this guide on searching for one's own placement for seeking opportunities directly.

Real Estate: Working with commercial and/or residential property management, property development, and asset management, including administrative support, marketing and social media.

FILM & TELEVISION

The British film and television industry is vibrant and innovative, if smaller than its US counterpart. Production companies may specialise in commercial film, as well as a variety of content for television broadcasters. Roles usually involve assisting producers with research, administration, script-reading, as well as assisting with shoots (if taking place during the placement period). Some placements may involve post-production if the student has suitable software skills/experience.

HOSPITALITY

Placements in hospitality can take place within hotels, travel/tourism companies, holiday accommodation management, as well as bars and restaurants. Roles may involve a wide range of business operations, including marketing and social media.

JOURNALISM & PUBLISHING

There are a great many publications based in London and the UK across every area of interest, including current events, politics, food, travel, film, music, arts, fashion & beauty, health and sports, as well as a limited number of potential placements available in broadcast journalism. Placements may also take place within book publishing and literary agencies, potentially including editing, marketing and event promotion.

LAW

Many undergraduates considering going to law school in the US can benefit from the experience of working in the British legal system. Placements are mostly within criminal and civil law, involving a variety of duties such as clerking in court, interviewing clients, research and legal administration.

MARKETING

Of all the fields in this guide, marketing is the one which is both listed as its own field as well as being a potentially part of placements within *any* field. Placements may involve digital marketing, search engine optimisation, social media and market research, as well as event planning, fundraising and other areas of promotion. Most marketing placements are in-house, but some may be agency based.

NON-GOVERNMENT ORGANIZATIONS (NGOs)

NGO's include a wide range of not-for-profit entities focused on a range of issues relating to public policy and various socially focused causes. These may include areas such as youth advocacy, women's issues, health and poverty, human rights, race issues, LGBTQ and environmental and sustainability, as well as economic development and public policy. Placement duties vary widely, but may include research and administrative support for campaigning, communications (marketing, PR, social media), event planning and fundraising.

PARLIAMENT AND POLITICS

Politics placements can involve working with the office of a Member of Parliament (MP) in Westminster or their constituency office, and typically include constituent communication, research, administration and possibly - depending on the time-frame of the term - election campaigning. Other placements in the political arena may include NGO's involved in public policy, advocacy for social issues and fundraising.

PSYCHOLOGY & HEALTH RELATED ORGANIZATIONS

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

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.

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

- a) **Students wishing to undertake a placement involving contact with vulnerable populations must obtain an FBI background check prior to the arriving on the Program. Arcadia will provide a list of FBI approved organisations in the US who can assist in obtaining the background check with any placement offer.**

- b) **Also, some placements that involve contact with vulnerable populations may require a UK DBS Check. We will seek to advise you at the earliest possible stage if this is the case.**

PUBLIC RELATIONS

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 typically include fashion/lifestyle, music, entertainment (including casting and client management), business and non-profit sectors, to name a few.

Additional Resources

All applicants, including those using Arcadia's Placement Service, should review and utilise Arcadia's London Resume Guide.

Students interested in researching their own internship placement may also like to use our Guide to Searching for One's Own Placement, with the accompanying information handout for London Placement Providers and Interview Tips.

- [London Resume Guide](#)
- [Guide to Searching for One's Own Placement \(optional\)](#)
- [Information for London Placement Providers](#)
- [Tips for a Successful Placement Interview](#)