

WORK PLACEMENT January – May
Company placement / Internship - a part of the International Marketing Programme

The International Marketing Programme

The International Marketing Programme is an education for those who want an education in Business Administration with a special emphasis on Marketing, and International Business. The main subject of the programme is Business Administration (including Marketing plans, Branding, Marketing Strategy, Consumer Behaviour, Accounting, Marketing Communication, etc.) Other subjects are Informatics, Economics, Law, Research theory, and Statistics. Most of the subjects have an adapted profile towards a future professional role as a marketing person.

Work placement

The work placement will be planned and agreed upon both by the company and the Director of the Marketing Programme at Halmstad University, in cooperation. The main object of the in-company training periods is to put into practice the theories taught at the university. The students will be given the opportunity to become familiar with a company and its professional environment.

The work placement period is planned to be in the period middle **January** to middle **May** (including opportunity and time to write an examination paper and a company report). The company and the student can decide to make adjustments of the time period if needed. However, the two last weeks of the period cannot be later than mentioned, and the total work-load should as a minimum equal ten weeks full time work (minimum of 300 hours in the company, and the students will use 100 hours to write the report). During the work placement period the trainee remains a member of Halmstad University and is monitored by a tutor/coach of the staff, in accordance with the conditions agreed upon by both parties. The student is insured by Halmstad University during the period.

Objectives

The trainee should

- take an active part in the sales and/or marketing department's daily work
- become familiar with the organisation and its management
- write an examination paper and a company report

Content

The work project should be beneficial to both the company and the trainee. The trainee should receive guidance

from a member of the marketing staff.

Example of assignments from previous years:

- analyses of marketing opportunities
- positioning of new products
- competitor analysis
- marketing plans

- limited projects in market research

Organisation/Process

- Signature of Placement Agreement
- The company defines the assignment, which preferably should be negotiated with the trainee beforehand
- During the placement the company should provide the means necessary for the trainee to reach the objectives defined.
- The trainee is monitored by a tutor of Halmstad University (School of Business & Engineering)
- The company assesses the achievements of the trainee and his/her adaptability
- The trainee submits a report containing conclusions, observations and suggestions
- At the end of the placement he/she gives a formal presentation

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