

MANAGEMENT AND BUSINESS ADMINISTRATION STUDY PROGRAMME'S REQUIREMENTS FOR INTERNSHIP INSTITUTIONS

Branch of Marketing and Global Business

When choosing an internship place, it is recommended to evaluate the suitability of the internship place by taking into account three aspects¹: 1) the specifics of the company / organization; 2) the specifics of the department of the company / organization where the internship is to be performed; 3) the specifics of the functions / activities / tasks to be performed during the internship.

1) In terms of the specifics of companies and organizations, students are allowed to select from:

- Any business enterprises;
- Non-profit enterprises and organizations whose activities are at least partly related to marketing, market research, trade / commerce, individual marketing areas (advertising, public relations, etc.) Or consulting on the above issues, or enterprises that perform any marketing functions or projects related to marketing;
- Public institutions and organizations that carry out any marketing functions or related projects (e.g. market research, organizing public relations campaigns, advertising, communicating through interactive, social marketing / communication channels, etc.).

2) In terms of the specifics of divisions of enterprises and organizations, students are allowed to select from:

- Marketing units, divisions or departments (including e-marketing, m-marketing, interactive marketing, direct marketing, etc.);
- Sales units, divisions or departments (including e-commerce, international trade, merchandising);
- Units, divisions or departments in charge of public relations / communication / communication with clients / general public / audience;
- Units, divisions or departments of goods / services / brands / market segments;
- Customer service / customer management units, divisions or departments;
- Market research units, divisions or departments;
- Customer / sales / marketing data analysis units, divisions or departments;
- New product / service / brand development units, divisions or departments;
- Pricing units, divisions or departments;
- Logistics / merchandise delivery units, divisions or departments, etc.

3) In terms of the specifics of activities and functions performed during the internship (at least 3/4 of the total internship time must be allocated for these activities), students shall select from:

- Functions / responsibilities performed during the internship related to marketing or its individual activities (branding, advertising, public relations, customer service, etc., as well as everything listed in section "2"):
 - Planning and implementation of strategies, implementation control, analysis and presentation of results;
 - Planning and implementation of individual marketing campaigns, implementation control, analysis and presentation of results;

¹ N.B. Names, terms, activities may differ from those listed, but the essence must remain the same. (For example: the internship may be performed not in the company's marketing department, but by participating in a marketing project group, or in the absence of a separate marketing department in the company – by holding the position of marketing manager, assistant manager, marketing assistant, etc.)

- Creation, testing, improvement and development of individual marketing solutions (new products / services / brands, advertising media, press releases, websites, etc.), analysis and presentation of results;
- Search and selection, negotiation for marketing partners (advertising companies, media planning companies, public relations companies, market research companies, media companies, etc.);
- Activities / functions related to market research or individual stages of the market research process (analysis of the marketing situation and formulation of research objectives, development of research tools, execution of various research, processing of results, analysis and presentation, etc.);
- Activities / functions related to sales or individual stages of the sales process (search for potential customers, introduction of (new) goods / services to the existing or potential market, sale / negotiation of goods / services, sales control, analysis and presentation of sales results, etc.);
- Customer service activities / functions;
- Activities / functions related to training of the company's customers / employees, professional development in marketing (all the items listed in section "2").

Additional information. Depending on the title and content of the study programme (Marketing and Global Business), it is recommended that during the internship it could be possible to link it with the specifics or problems of foreign markets, consumers, cultures, global business, etc. (e.g.: The internship is performed in a foreign company, international market, working with foreign clients, communicating in a foreign language, in an international team, etc.).

Branch of Business Management

Students in the field of business management can perform internships in various areas of activity in both profit and non-profit companies / organizations where business organization is carried out, i. e. business development and management processes.

The Intern's activities should include (where possible) the implementation of tasks in various business development and management processes.