London Sample Internship List – Marketing

INDUSTRY DESCRIPTION

Marketing is the process of communicating the value of a product or service through positioning to customers. 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.

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 guarantied 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.)

Betty Barclay	Betty Barclay is an international womenswear manufacturer and wholesaler, exporting to over 60 countries worldwide. The headquarters are in Germany, but excellent opportunities exist in London to be part of a global organisation within the fashion industry.
British Water	British Water is the trade association for the water industry supply chain, representing the industry collectively to government, regulators, other institutions, customers and the media. Recognised as the voice for the industry, British Water is able to ensure that the message gets through where the representations of a single, commercial enterprise would invariably fail to register.
D&D London	Glamour, inspired food and impeccable service are D & D's trademarks. Stylish and unique, each venue will impress. From a high profile film premiere to a private dinner, the formerly owned Conran group of restaurants provides an experience as well as the flexibility that will help guarantee the success of the event.

Engage Research	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 & innovation - testing & 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.
ESPN	ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. Placements with the Marketing team involve working on a multitude of projects across the EMEA region, including updating company literature, managing databases, updating ESPN Online Resource Center, distribution of merchandising, assisting the running of pan-European events and competitions to promote ESPN's presence in EMEA and drive tune in and brand awareness.
Metafour	Metafour is a software Development Company that specialises in the logistics and travel industries. They produce package software solutions for these industries, delivered over the Internet (private cloud) as Software as a Service.
Metropolis	Metropolis Studios in London is the largest independent recording, mastering and production facility in Europe, offering unrivalled services for the Music, Film & TV industries.
Marie Curie Cancer Care	Marie Curie Cancer Care is one of the UK's largest charities. It was established in 1948 – the same year as the NHS – and marked its 60th anniversary in 2008.
Marriott Hotels	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.
TNS Global	TNS is the world's leading market insight and research Company. TNS use leading-edge quantitative and qualitative research to help turn their knowledge into commercial gold for their clients. Clients come to TNS to launch new products, revitalise brands, maximise in-store opportunities and plan their market strategies for years to come.

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:

Marketing Campaigns – Market Research & Data Analysis – Sales/Marketing Presentations – Production of Editorial Copy – Website Development – Search Engine Optimisation – Business Development – Events Support – Creation of Promotional Materials – Social Media Development- Office Administration

TRANSFERABLE SKILL SETS

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 additions skills and abilities that will be of benefit to their personal and professional development. Transferable skills sets include but are not limited to:

Strong Interpersonal Skills - Good Oral & Written Communication Skills - Numeracy & Analytical Ability – Creativity & Imagination – Influencing & Negotiation - Teamwork – Organisation - Business & Commercial Acumen – Research - Presentation