

Quick guide B-COM Internship Modules

Students from the bachelor Communication Science programme have the option to take on an internship in their 3rd year elective space (5th semester). There are two internship modules available: a 15 EC internship reflection module and a 15 EC internship assignment module. Students can choose to take on either only the 15 EC internship reflection module and perform an internship during one quartile. Or students can choose to take on both, 15 EC internship reflection module, combined with the 15 EC internship assignment module, extending their internship to a period covering one semester.

Note: It is not possible to only take on the 15 EC internship assignment module

Scheduling of the internship module(s)

If you are interested in doing a B-COM internship, but you also want to take on a minor module in Psychology, then (in the case the Psychology minor is offered in the 2nd quarter.) your semester schedule could look like this:

Semester 5 (September / January):

- Quarter-1: B-COM internship reflection module
- Quarter-2: B-PSY minor module

Depending on the educational quarter in which the (exemplary) B-PSY module is offered, this could also be in reversed order.

If however, you are interested in taking on an internship for the whole semester, then you will take on both B-COM internship modules, resulting in below schedule:

Semester 5 (September / January):

- Quarter-1: B-COM internship reflection + assignment module
- Quarter-2: B-COM internship reflection + assignment module

Please note that there is no sequential order of the reflection and assignment module. During the whole semester you will be present in the organization performing internship activities as well as elaborating your assignment.

Content of the internship modules

B-COM internship reflection module (15 EC): This module is aimed at your activities as an intern in the organization. We want you to report in advance your expectations of the internship period, by formulating learning goals in a preparation report. These learning goals will be divided into: personal, academic and content related learning goals. While performing your internship tasks, you will keep track of your internship activities, in order for you to be able to reflect on the set learning goals in your internship report. Within the B-COM internship reflection module, you will also spend some time on reflecting towards your future career as a communication professional. A sorting task, developed by the education, will help you arrange your thoughts as well as those of a limited number of employees of the internship organization. Once completed, you are able to compare your own perceptions of your future career as a communication professional, with the perceptions of some of the employees of the internship organization.

B-COM internship assignment module (15 EC): Organizations are always looking for fresh thoughts, competitor benchmarks or new (out-of-the-box) ideas. During the B-COM internship assignment you are able to elaborate on an assignment that is defined in consultation with the internship organization. The content and final product of the assignment should really be of benefit to the organization. Therefore there is much freedom for students in determining the scope of the assignment. As a starting point, you will present a proposal of the assignment, in which you outline the scope of the assignment as well as the (systematic / academic) approach towards carrying out the assignment. At the end of your internship you will report about the executed assignment and present and advice or recommendations to the internship organization.

Finding an internship

Based on interests and personal motives, students are encouraged to find their own internship. If you have your interests and motives lined-up, you may want to contact organizations of your interest, apply on available vacancies of organizations or send open applications to organization in order to show your interest for an internship position. Networking is the key-word here. Make sure for example that your Linked-In account is up and running, because many professionals from a variety of interesting organization present themselves there.

There are of course also internship vacancy websites or organization who act as a mediator in connecting students to an internship host organization. The latter may become more interesting if you are looking for an internship position in overseas countries such as: Australia, Japan or China etc.

Note: Some internship recruitment agencies may ask fees for their services. Depending on the services they will or can offer, these fees can add-up to a substantial amount

Requirements for internship organizations

Organizations who will host a bachelor Communication Science student must meet two basic criteria. First, the organization must be of reasonable size, to ensure that a student can actually act as an intern and learn from the experience of co-workers in the organization. In other words, you don't want to find yourself solitary behind a desk with no co-workers in sight. Therefore we expect that students aim at internship organization or a department within an organization in which 10 or more employees are working.

Apart from the size aspect, it is of course important that the internship host organization is involved in activities related to the domain of Communication Science. Many of our students take on an internship at a communication consultancy agency or online / digital marketing agency. These are typical examples of organizations involved in communication activities for multiple clients in various branches. On the other hand you may also be interested in larger multinational organization or brands. In that case, these organizations may have departments related to (online) customer support services, marketing or public affairs, which can be of interest to you.

Finally, if you will take on the B-COM internship assignment module as well, the internship host organization must also be receptive for an intern conducting such an internship assignment next to his or her internship tasks. The division into 15 EC internship and 15 EC assignment, does not entail that students need to spend 50% of their time on the internship assignment. In practice, this will be less, because, while performing internship tasks, students will also most likely observe activities and/or gain knowledge that is related to the internship assignment.