

**Catholic University of the Sacred Heart - Milan  
Franklin University Switzerland - Lugano  
Forum-Nexus Program  
Undergraduate Division**

**Course Syllabus**

<b>MKT 311-INTP Internship in Social Media &amp; Digital Marketing</b>
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**Course Description**

An internship is an applied academic experience conducted under faculty supervision. It provides students the opportunity to build upon, apply, and assess the concepts developed through their classroom curriculum and to further their professional growth through meaningful real-world job experience.

Internships give students a head start in their careers, showing future employers they have initiative and experience and are ready for the workforce. Internships also help focus career interests and offer exposure to potential career paths that the classroom environment cannot.

The Forum-Nexus Internship Program provides students with an opportunity to work for Forum-Nexus Study Abroad and earn 3 credits for their experience. The internship involves 150 hours and is completed in Europe, as part of the itinerary of the Forum-Nexus Ultimate Summer in Europe program. Part of the 150 hours may be completed before or after the program.

Designed for students interested in gaining experience in the digital aspects of marketing, advertising, social media, public relations, or general communications, the Forum-Nexus Social Media & Digital Marketing Internship provides an inside look at the digital marketing and social media campaigns, strategies, and advertising tactics of the educational travel industry as well as in Europe in general. During the program, students in this internship course will assist with Forum-Nexus communications to current students as well as prospective students, involving social media in particular. The Intern will gain experience and insight first-hand while traveling through Europe.

The **specific tasks** to be performed include:

- Studying and reporting on social media and digital marketing trends in France, the Netherlands, Switzerland, Italy, and Spain.
- Creating digital marketing content for platforms such as Instagram, LinkedIn, TikTok, and Facebook
- Assisting with content scheduling, posting, engagement tracking, and performance analysis.
- Developing influencer marketing proposals suitable for a Gen Z and Millennial audience.
- Studying GDPR regulations and applying privacy-compliant marketing practices.
- Writing reflective reports on digital marketing practices observed in different cultural contexts.
- Drafting blogs and social posts based on travel experiences and professional visits.
- Identifying key marketing campaigns used in the travel and study abroad industries and building a digital campaign proposal for Forum-Nexus
- Writing, reporting on, and assessing the professional visits in the program for social media, including visits to corporations and international organizations

**Course Requirements**

The internship course will not meet as a regular class; however, the following course requirements must be met to earn course credit:

1. Perform job requirements in a professional manner.
2. Maintain regular and prompt attendance, as agreed upon with supervisor.
3. Submit regular reports reflecting on the experiences as an intern and documenting the various activities, tasks and knowledge gained.
4. Maintain an internship journal that facilitates retention of specific events and provides a basis for retrospection.
5. Spend time as appropriate with the assigned faculty member and site supervisor(s).
6. Write and submit a paper at the end of the program in which you assess the internship experience, discuss items learned, and relate observations and experiences to concepts learned in class. The emphasis should be on observation, analysis, and evaluation of the experience, organization, and industry rather than on a detailed description of tasks and duties. If you worked in a team, you might discuss the team dynamics and how this affected job performance. The paper should include a 2-page Executive Summary that describes the highlights of your internship experience. The papers should be approximately 7 pages, including the Executive Summary. Proper grammar and composition are required, as the ability to communicate effectively is critical in business.
7. Obtain a performance evaluation from your immediate supervisor.
8. An internship is a professional experience and students will be held to a professional standard with respect to organization, content, and writing of both the weekly reports and the final paper.
9. Failure to complete the internship and/or required submissions will result in a fail (F) for the final grade. A student's grade will be based upon the following:
  - a. Performance evaluation completed by the supervisor
  - b. Activity journal submissions
  - c. Executive summary and final paper
10. A site supervisor will be assigned to each intern. The supervisor's role is to:
  - a. Provide daily supervision.
  - b. Assign and train students in their job tasks and responsibilities.
  - c. Complete a written evaluation of the intern's performance at the end of the internship.
11. The internship involves 150 hours and is completed in Europe, as part of the itinerary of the Forum-Nexus Ultimate Summer in Europe program. Part of the 150 hours may be completed before or after the program.
12. By successfully completing the internship and its requirements the student will earn 3 academic credits.

### **Components of Final Grade**

Successful completion of assigned duties	40%
Activity journal submissions	30%
Final paper	20%
Participation in performance evaluation	10%

### **Suggested Final Paper Essay Questions**

Students should answer **ONE** essay question in the final paper:

1. How has GDPR reshaped the social media marketing strategies of companies operating in Europe?
2. Compare and contrast influencer marketing trends in two European countries visited during your internship.
3. What challenges do digital marketers face when promoting across different European cultures and languages?
4. Analyze the ethical considerations of using AI and automation tools in social media marketing.
5. How do data privacy concerns impact consumer trust and digital engagement strategies in Europe?
6. Evaluate the role of storytelling in building brand communities on social media platforms.
7. Discuss the importance of authenticity and transparency in digital marketing to Gen Z audiences.

### **Grading Scale**

93-100 %	A
90-92.9 %	A-
87-89.9 %	B+
83-86.9 %	B
80-82.9 %	B-
77-79.9 %	C+
73-76.9 %	C
70-72.9%	C-
67-69.9 %	D+
63-66.9 %	D
60-62.9 %	D-
Below 60 %	F

### **Academic Integrity**

The Forum-Nexus program places a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.