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Internship Placement Profile: 8-Week Internship in Barcelona Communication

Program Overview

This 8-week Internship program is designed for American university students seeking hands-on experience in Communications. The internship will provide a hands-on understanding of both corporate and media communications, equipping students with skills in public relations, content creation, and digital storytelling.

Language

- English (basic knowledge of Spanish helpful, but not required)

Internship Structure

- **Duration:** 8 weeks
 - **Location:** Barcelona, Spain
 - **Work Schedule:** 6-8 hours per day, Monday to Thursday. The schedule for an 8 hours per day placement would be 9:00 AM – 5:00 PM Mon-Thurs with a 1-hour lunch break. If your placement is fewer hours per week, your schedule would be adjusted accordingly.
 - **Total Hours:** 180-240
 - **Academic Credits:** To receive transfer credit, you must obtain pre-approval from your home institution. Start by asking your study abroad advisor at your home institution for details, and feel free to [contact ASA](#) with any questions.
 - **Requirements:** Please see Requirements list at end of this document
 - Unpaid
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What Students Will Gain

- Deeper understanding of the Communications industry and workplace in Spain
- Global awareness and intercultural sensitivity
- Practical skills in communication, research, project planning, and event support
- Increased self-confidence, clarity of purpose, and professional growth
- See also: Learning Objectives

Learning Objectives

By the end of the internship, students should be able to:

- ✓ Develop and implement strategic communication plans for different audiences
 - ✓ Write and edit press releases, articles, and corporate content
 - ✓ Assist in media relations and event coordination
 - ✓ Manage internal and external communications, including social media and newsletters
 - ✓ Analyze communication metrics and generate reports for performance evaluation
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Internship Breakdown

Week 1 – Onboarding and Training

- Introduction to the company, its services, and key clients
 - Overview of corporate communication and media strategies
 - Training on communication tools (CRM, media monitoring software, content management systems)
 - Team introductions and assigned mentor
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Weeks 2–4 – Traditional Communication Focus



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Tasks & Activities:

- Assist in drafting press releases and media kits
 - Develop corporate communication materials (newsletters, reports, speeches)
 - Support in event planning and execution (press conferences, client meetings)
 - Conduct media monitoring and draft press coverage reports
 - Research industry trends and compile insights for communication strategies
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Weeks 5–8 – Digital & Social Communication Focus

Tasks & Activities:

- Assist in managing the company's social media platforms
- Create and schedule content for online brand engagement
- Draft blog posts and digital articles on industry topics
- Support in internal communication strategies (employee engagement campaigns, intranet updates)
- Track social media and web analytics, preparing performance reports

Supervision and Mentoring

- **Assigned Supervisor:** The student will have a designated supervisor providing guidance and weekly feedback.
 - **Mentor Meetings:** Bi-weekly mentor sessions for personal and professional growth discussions.
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Assessment and Feedback

- **Midpoint Evaluation:** Supervisor-student review to assess progress and make adjustments.
 - **Final Evaluation:** Student presents key learnings and contributions to the communication team.
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Complementary Learning Activities

To enhance your internship experience and provide broader insight into your field, the program will include 2-4 activities outside of work hours that complement your internship. Examples include:*

Visit to a Media or Public Relations Agency

- Meet communication professionals and learn about real-world PR strategies.
- Case study discussions on managing brand crises and reputation.

Guided Tour of Barcelona's Media Landscape

- Visit key media institutions and historic communication centers.
- Learn about the evolution of journalism and public communication in Spain.

Networking Event with Communication Experts

- Connect with professionals from PR, corporate communication, and digital media.
- Engage in a Q&A panel with communication strategists.



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Workshop – Storytelling & Digital Communication Trends

- Learn techniques for effective corporate storytelling.
- Hands-on session on writing for digital audiences and optimizing content for engagement.

**Example activities shown here. Activities may vary based on availability.*

Requirements

- Minimum GPA 2.70 (Applicants with GPA between 2.60-2.69 will be considered on a case-by-case basis)
- 19 years of age, by the time the program starts
- Must have completed at least 2 semesters (minimum 24 credits) at a U.S. or Canadian college, university, or community college before the program starts
- Résumé or CV
- Cover Letter describing your motivation and interest in this specific placement (1-2 pages)
- Unofficial transcript from your college or university
- [Internship Questionnaire](#)
- Optional for GPA 2.70 or higher: Academic or professional recommendation letter
- Required for GPA 2.60-2.69: Academic or professional recommendation letter