



## Internship Placement Profile: 8-Week Internship in Barcelona Marketing

### Program Overview

This 8-week Internship program is designed for American university students seeking hands-on experience in a Barcelona-based marketing company. The internship will provide a comprehensive understanding of both traditional and digital marketing strategies, equipping students with practical skills and industry insights.

### 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 Marketing 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 marketing strategies using both traditional and digital approaches
  - ✓ Analyze market trends and customer behavior to create targeted campaigns
  - ✓ Manage and optimize social media platforms and digital advertising strategies
  - ✓ Collaborate with cross-functional teams to create cohesive brand messaging
  - ✓ Produce performance reports and provide actionable recommendations
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## Internship Breakdown

### Week 1 – Onboarding and Training

- Orientation to the company, its mission, and products/services
  - Introduction to the marketing team and current projects
  - Overview of company marketing strategies (traditional and digital)
  - Training on internal software and tools
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### Weeks 2–4 – Traditional Marketing Focus



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### **Tasks & Activities:**

- Assist in the creation of marketing materials (brochures, flyers, direct mail)
  - Conduct market research and competitor analysis
  - Support the planning and execution of events or trade shows
  - Participate in brainstorming sessions for advertising campaigns
  - Write and proofread content for print and broadcast ads
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## **Weeks 5–8 – Digital Marketing Focus**

### **Tasks & Activities:**

- Manage and schedule social media posts (Instagram, Facebook, LinkedIn, etc.)
  - Monitor engagement and gather analytics to measure performance
  - Assist in developing and executing email marketing campaigns
  - Work with the SEO team to create optimized website content
  - Develop PPC (pay-per-click) advertising strategies and track ROI
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## **Supervision and Mentoring**

- **Assigned Supervisor:** The student will have a designated supervisor to provide guidance, feedback, and weekly one-on-one check-ins.



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- **Mentor Meetings:** Bi-weekly mentor sessions to discuss challenges, goals, and progress.
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## Assessment and Feedback

- **Midpoint Evaluation:** Supervisor and student will complete a self-assessment and performance review.
  - **Final Evaluation:** Student will present a summary of their projects and key takeaways to the marketing 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:\*

### Guided Walking Tour of Barcelona's Historic Marketing District

- Explore the history of commerce and advertising in Barcelona.
- Visit Barcelona ACTIVA.

### Company Visit – Leading Barcelona-Based Advertising Agency

- Meet with executives and marketing directors.
- Learn about major successful marketing campaigns.

### Networking Event with Local Marketing Professionals

- Opportunity to connect with industry professionals.



- Q&A panel with successful marketing experts.

## **Workshop – Digital Marketing Trends and Tools**

- Hands-on session on social media strategies and analytics.
- Learn from industry experts about emerging trends in digital marketing.

*\*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