Internship 
Shape your future.

Internships are a great way to start your career in the industry. You can truly experience how a marketing organisation operates day-to-day and gain some useful contacts along the way.

JAMES SWANSON
BA Marketing Student 2013
Internships at the University of Stirling

The Stirling Internship Programme has been created to help businesses and organisations access the knowledge and skills of our students through offering paid internships during the holiday period. Many of the internships are with small to medium sized employers who are looking to recruit graduates on a full-time basis. This is a great opportunity to work for a growing business, who you never know may be a future Apple or Amazon!

Why Internships are important

Graduate employers look for more than just a good degree result. An increasing number of graduate jobs are secured through undertaking structured internships or demonstrating relevant work experience. Employers are looking for applications from students who have spent time developing transferable skills through employment experience as well as through other activities.

The Stirling Internship Programme has been created to help businesses and organisations access the knowledge and skills of our students who will work on a project or support a range of activities during the key holiday periods.

Undertaking an internship demonstrates your commitment to employability, providing you with opportunities to gain valuable work experience and training which will help your future graduate job prospects.

Six reasons why you should consider an internship

Become more employable: Boost your CV and stand out from the crowd in order to have an edge in the graduate job market.

Help fund your studies: Earn while you learn.

Network with employers: Make professional connections.

Test your career options: Internships can ease your transition into future careers and provide you with an insight into the sector.

Develop practical experience: ‘Real world’ business experience, enabling you to put theory into practice.

Develop transferable skills: Communication, team work, problem solving, decision-making, initiative, creativity and confidence building.

37% of top graduate recruiters expect their graduate positions to be filled by those who have worked in their organisation.*

More than 4/5 of the UK’s leading graduate employers are offering paid internships for students and graduates.*

*Source: High Flyers Research Ltd
Graduate Market 2014
Why did you want to do an internship?
I wanted to do an internship to boost the attractiveness of my CV and gain some valuable international work experience. Learning marketing theory is important; however the prospect of putting it into practice in the real business world was of great interest to me.

Who was the internship with?
The internship was with IMG Reliance in Mumbai, which is IMG’s head office in India. I worked in the Sports Marketing department.

What did you enjoy most?
A lot of my work was an individual research project. I presented my research to my line manager and the CEO of the organisation. Additionally, as IMG is involved with fashion and entertainment, I was given the opportunity to work at a national press conference, attend India’s most prestigious fashion show as well as attend numerous private parties in Mumbai’s most desirable locations.

What was the objective of the internship placement, how long was it?
The objective of my internship was to provide IMG Reliance with an in-depth analysis and critique of the tournament activity of five ATP 250 events. I had to recommend a social media, digital contest, sponsorship activation and events strategy plan for the 2014 Aircel Chennai Open.

The internship lasted six weeks.

What was it like?
I enjoyed researching an area I have considerable interest in and pulling together a large amount of research into a strategic plan of recommendations which the company can use for the 2014 edition of their event. Discussing my ideas on a daily basis with professionals in the industry was both interesting and beneficial to my knowledge of the industry.
How do you think it has helped towards planning your future career?

This internship will be very helpful towards planning my future career. Having an internationally recognised company like IMG on my CV will make me stand-out as a candidate. Additionally, it has given me insight into the industry and further understanding of how a head office functions. Through networking, I have also been able to acquire a number of contacts in the industry that may prove to be very useful in the future.

What new skills did it give you?

The internship has allowed me to improve my research skills as well as my understanding of social media, sponsorship activation and events delivery. It has also broadened my cultural awareness and communication skills through working in an emerging market.

Do you have any recommendations or advice to give other students?

I would highly recommend any student to undertake an internship, especially in an industry in which you wish to work in the future. It allows you to develop a further understanding of the business world and how your chosen sector really operates, as well as also allowing you to acquire important contacts.