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# “CURSO DE PRÁCTICAS EN MADRID”

INTERNSHIPS IN MADRID 2015

These internships are designed to introduce students to Madrid’s rich culture, life and business environment. Internships offer the unique opportunity to experience the Spanish work environment and further become immersed in life in Madrid. This experiential learning will be combined with a seminar to ensure the best experience with the program.

## ACADEMICS & INTERNSHIPS

The internship and academic seminar will count for a total of 3 credits. Students spend ten hours each week at the internship site. During the first half of the semester, they have one session per week in class and during the second half they meet in small groups according to the internships area of concentration and give presentations about their site. At the internship site students will be supervised by a professional in the chosen field.

The classes will deepen understanding of the structure of the Spanish workplace. An interdisciplinary approach will emphasize the historical, political and economic perspectives of the labor market. The seminar will explore workplace topics such as the role of Spanish women, the effect of immigration, social service and the fast changes taking place in Spain in the last 20 years.

The seminar acts as a processing tool for the internship. Students discuss cross-cultural communication problems; examine coping strategies and solutions and study community characteristics and comparisons between Spanish and American work environments. A syllabus is available upon request.

# Internship Placements

The areas indicated broadly categorize the sort of activities you may be doing at the internship sites, rather than the sector those companies or institutions are in. This rule, however, is of complicated application in many cases. This results in areas that do have to do more with the commercial sector.

## TOURISM/ENTERTAINMENT

Duties: Spain is a country which has many tourists, many visitors who stay for some time, and a general interest in night entertainment. This means a significant part of the economy hinges on companies within these sectors. Students are taught how these companies function and what the goals are by rotating between the departments. They contribute to the website and social media optimization, help develop promotional materials and receive and attend to visitors and guests. Students will support activities carried out by the team and learn network building. In addition to these tasks, advanced Spanish students will do translations in both languages.

## JOURNALISM

Duties: Students are taught how the newspaper functions by rotating between the departments. They will assist in marketing projects, proofreading and in the webpage. Students will be exposed continually to new tech skills, providing support to social media efforts. In addition to these tasks, advanced Spanish students will do translations in both languages. Students with advanced Spanish may have the opportunity to publish articles or sections in the on-line or even print version of the newspapers.

## Culture

Duties: Students organize and lead visits at the cultural centers, rotate between the departments, assist in the website and social media optimization, assist in organizing exhibitions as well as cultural and institutional events, gather information on the Internet, prepare communication tools such as newsletters, updating the website and project platform, databases, etc. Students prepare and submit news releases, search for press clippings and help plan, promote and attend events. In addition to these tasks, advanced Spanish students will do translations in both languages.

## ADVERTISING/MARKETING

Duties: Students are taught how the companies function by rotating between the departments. They will learn all about networking and put it into practice. These internships are job shadowing positions tailored to the students' interests and skills. In many cases interns will assist in developing new marketing plans. They will also learn the specifics of company culture. They attend organizational meetings and special events, help with event logistics, contribute to the website and social media optimization, do research and data collection. The research involves researching competitors, finding reports, doing industry research or Googling for hours trying to find information. In addition to these tasks, advanced Spanish students will do translations in both languages.

The marketing interns will support the development and execution of online and social media strategies as well as various marketing campaigns promoting events. Furthermore, they will assist in preparing marketing materials. Assignments may include research writing, preparation of pins, web and video projects. Interns will acquire hand on experience in media relations, digital marketing research, writing and editing, project management and correspondence.

## COMMUNICATIONS CONSULTANCY

Duties: Students rotate between the departments, attend meetings, assist in website and social media optimization, brainstorm, make blogs, do writing (Power Point and Word) such as write slides on industry trends, executive summaries and create marketing documents. Students assist in planning and coordinating events and meetings, in compiling and presenting statistics and in producing slide presentations. In addition to these tasks, advanced Spanish students will do translations in both languages.

## EDUCATION

Duties: Students shadow the English language teachers and assist as language, conversation and cultural assistants working directly with the children. After the initial classes, students are in charge of organizing the class focusing on oral skills. They plan special activities for different occasions such as Fall, Halloween, Thanksgiving, Winter, Christmas, Spring and prepare written materials for the children, in addition to making lesson plans. Furthermore, they attend all Teachers' Meetings with the Director of the School.

## COMMUNICATION/SOCIAL MEDIA

Duties: The world of corporate communications has undergone a revolution with social media, on-line visibility, etc. Many new and consolidated companies are providing services to companies, institutions and other parties regarding their 'online standing'. Many of these are eager to have interns, who can be trained in specialized software and techniques, and help out companies that are making their way in the new market. Interns here, therefore, can expect to gain as much experience from start-up business management as they are from corporate communications. For many of these companies, English is a requirement.

## Political & Social Work

Duties: Students will collaborate in different departments, assisting in computer databases, marketing projects, analyze the website and contribute to the website and social media optimization. Students do research, write case studies for reports, and create support materials such as charts and graphs. In addition to these tasks, advanced Spanish students will do translations in both languages.

## HEALTH

Duties: Students organize and teach English to the medical laboratory staff at Hospitals, including doctors, nurses and administrative personnel. They rotate between the departments, attend meetings, and assist in website optimization. In addition to these tasks, advanced Spanish students will do translations in both languages.

## Examples of Potential Internship Sites for Students:

(It is important to note that the students are not guaranteed a place in the company they want and that some of the internship sites have language or field of study requirements that are not noted)

### *PICCELL WIRELESS*

[www.piccellwireless.com](http://www.piccellwireless.com)

PicCell Wireless provides local phone services to visitors, allowing them to avoid hefty roaming charges by either renting a local phone, or getting a local plan for their own phone number.

### *ATENEO DE MADRID*

[www.ateneodemadrid.com](http://www.ateneodemadrid.com)

The Ateneo de Madrid is a private cultural institution located in the capital of Spain, which was created in 1835 as Scientific, Literary and Artistic Ateneo. It has been a reference meeting place for the intellectual life of Madrid and Spain. Writers, politicians and artists have used its library and discussed in its meeting rooms or café.

### *CENTRO SEFARAD-ISRAEL*

[www.centrosefarad-israel.es](http://www.centrosefarad-israel.es)

The Center Sefarad-Israel was established in response to the commitment assumed by the Ministry of Foreign Affairs and Cooperation, the Autonomous Community of Madrid and the Madrid City Council to create an institution that would serve the following objectives:

- Further the study of the legacy of Sephardic culture as an integral, living part of Spanish culture;
- Foster a better understanding of Jewish culture;
- Promote the development of the ties of friendship and cooperation between Spanish and Israeli societies.

The Center also aims to become a communal space and meeting place for Jewish communities and organizations in Spain and around the world. This communal space for Jews, Israelis and Spaniards will promote awareness of the rich historical Sephardic legacy and the political, economic, social and cultural reality of Jewish communities in today's world, both in Israel and in Spain.

## ABC

www.abc.es

Spanish newspaper *ABC* is the oldest Spanish newspaper of national interest. It has a traditional, royalist, political approach. Among its identity highlights the format: stapled editing and page size, *arrevistado*, and opinion pieces on the third page, generically called "La Tercera". *ABC*, as a leading brand information reaches its 660,000 (according to EGM \*) readers and users with a new design in its print edition, a major refurbishment of its website [www.abc.es](http://www.abc.es) and unique applications for iPad, iPhone and mobile devices and its wide range of KYM. *ABC* was founded in Madrid on January 1, 1903. *ABC* is an open opportunity: in Fall 2014 a student successfully published an article (<http://www.abc.es/estilo/gente/20140416/abci-jones-copas-bursatiles-201404141754.html>). Requires a high level of Spanish and is directed towards students with experience in Communications and Media

## AGENCIA EFE

www.efe.com

This is the number one news agency in Spanish and fourth in the world, with over seventy years of experience supporting its impartiality, its power, its credibility and immediacy. A multimedia information company with a global network of journalists, where more than three thousand professionals from 60 nationalities working 24 hours a day from more than 180 cities in 120 countries and four editing tables in Madrid, Bogotá, Cairo (Arabic) Rio de Janeiro (Portuguese), to offer its products to customers in five continents. Requires a high level of Spanish and is directed towards students with experience in Communications and Media

## MADRIDEASY –

www.madrideasy.com

MadridEasy is a student housing company that has spent the last 18 years providing housing for students and young professionals from all over the world. They offer individual rooms, entire apartments, student residents and even host families for their clients and they pride themselves on offering a wide variety of services to each student.

## *ACCEM*

[www.accem.es](http://www.accem.es)

Accem is an NGO that is dedicated to improving the life conditions of people who are in the most vulnerable positions in our society, especially refugees, migrants and people who are on the fringes of society. They are focused on protecting the human rights and freedoms of the marginalized in society. They are specialized in the right to asylum and migrations while focusing on effective and complete refugee and migrant integration into Spanish society.

## *BLOMEYER Y SANZ, S.L.*

[www.blomeyer.eu](http://www.blomeyer.eu)

Blomeyer y Sanz, established in 2004, is one of the leading providers of European Union research and evaluation services in Spain. It aims to make the working of the European Union institutions, their policies, funding programs and individual projects more transparent.

Their clients include both European Union and International Institutions as listed below.

- European Parliament
- European Commission
- European Investment Bank
- Committee of the Regions
- European Police College
- European Fisheries Control Agency
- European Patent Office
- United Nations Development Programme

## FUNDACIÓN ESPERANZA Y ALEGRÍA

[www.fundacionesperanzayalegria.org](http://www.fundacionesperanzayalegria.org)

The Hope and Joy Foundation has projects in India, Peru, and in Spain. Their main mission is to provide education to under-privileged populations. They provide food security, medical care, sanitation programs and more in communities with the goal of bettering the education in those communities. In Spain, specifically, the foundation works on various projects to alleviate the situation of families in need. They try to cover the basic needs of people in poorer communities, especially where food is concerned, and encourages education in order to provide opportunities for the future.

## COLEGIO PÚBLICO ARQUITECTO GAUDÍ

[www.colegioarquitectogaudi.com](http://www.colegioarquitectogaudi.com)

Arquitecto Gaudí is an elementary public school in Madrid. Students will work under the supervision of the English teachers as conversation assistants in the English classes, especially designed for 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> grades of elementary education (children ages 9-11). Arquitecto Gaudí Public School has recently developed an innovative project, Development of Foreign Language Skills, *Fomento del Inglés* in Spanish, to strengthen the children's communication proficiency in English.

## 360 CS

[www.360cs.es](http://www.360cs.es)

360 CS is a consulting firm that helps entrepreneurs, small business owners, freelance workers and more with the development of their businesses and projects. They offer a variety of services including: accounting, product management, labor management, tax advising, and more. They aim to be the one-stop-shop for any small business to stay organized and well informed.

## FUNDACION CAROLINA

[www.fundacioncarolina.es](http://www.fundacioncarolina.es)

The Carolina foundation was founded in 2000 as an institution for the promotion of cultural relations and cooperation in educational and scientific materials between Spain and other countries in the Organization of Ibero-American States. Through its programs, the Foundation drives the internationalization of the Spanish universities



strengthening of the American continent. Also, it develops real public diplomacy by projecting the cultural, scientific and economic potential of the Ibero-American States.

## *ASOCIACIÓN PARA LOS DERECHOS HUMANOS DE ESPAÑA*

[www.apdhe.org](http://www.apdhe.org)

APDHE dedicates itself to defending Human Rights in all aspects and in all places. They aim to help those whose Human Rights are not being recognized in Spain. They work to fight unjust and illegal discriminations against women, other races and cultures, immigrants, disabled people and senior citizens.

## *JUNQUERA ARQUITECTOS*

<http://www.junqueraarquitectos.com/>

Junquera Architects has been developing projects in diverse areas of architecture since it was founded in 1973. They have worked for private institutions like Telefonica, Caja Madrid, Real Club Celta de Vigo, Public Universities all over Spain, Spanish Government offices, and much more. This office offers a fully comprehensive look into the business of architecture on both small and large scales.

## *REVISTA DE OCCIDENTE*

<http://www.ortegaygasset.edu/publicaciones/revistadeoccidente>

This magazine was founded in 1923 by José Ortega y Gasset and from its beginning was one of the most innovative publications in the world of artistic and literary creation. Because of this it played a fundamental role in the spreading of the Spanish and European culture to the entire Hispanic world. The magazine's primary areas of interest are the Humanities and Social Sciences and it currently publishes 11 editions per year.

## *GOBERNA*

[www.ortegaygasset.edu/goberna](http://www.ortegaygasset.edu/goberna)

Goberna is a school of politics and government run by the Fundación Ortega y Gasset y Marañón that focuses on the politics and governments of Latin America. They offer not only masters programs but also consulting services to many government offices throughout Europe.

## *MEGALABS*

[www.laboratoriosmegalab.com](http://www.laboratoriosmegalab.com)

Megalabs is one of the major laboratories for clinical analyses in Madrid. Students can participate in various duties including client management, while rotating among departments.

## *COOKING IDEAS*

<http://www.cpccookingideas.com/>

Cooking Ideas is a consulting firm that specializes in lifestyle and gastronomy. For more than 25 years they have been collaborating in the development of strategies of communication, public relations and marketing with all types of businesses. They manage the communication and marketing for many different types of companies and pride themselves on the diverse and creative events that they plan for their clients.