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# What is a Communications Placement and how is it offered at Birmingham Business School?

The Communications Placement module is an innovative way to ensure that our second year to final year students have the opportunity to take the business communications theory and practical skills they have learnt and put them into practice in the workplace. This ensures continued development in public relations, business communications, or in various marketing communications roles whilst benefitting the organisation providing the placement.

**You are invited to set a Communications Placement. Read on...**

## **The Placement**

The students undertake a 100 hour placement for a PR agency, or Communications department within an organisation of any sector. **The work they do for you can take a variety of formats, offering your organisation support in key areas of development such as marketing, publicity, media engagement, events, internal communications projects, podcasting, communications related research etc.**

Please note the work should not involve advertising.

The placement can be arranged with the student in a single block period, or over a continuous period outside of university term times. This is decided directly between the company/organisation and the student when agreeing the placement, making sure that hours agreed do not conflict with their lecture timetable. Shortly before the end of the project, the student will provide you with an outline the work/research they have carried out, inclusive of outcomes/benefits derived. You will be asked to verify this. Whilst payment is not mandatory, we encourage employers to make their own decision on whether to offer a paid or unpaid placement based on the work and deliverables agreed.

## **The Assessment**

The students are not assessed on the work they do for you, that belongs to you and the student. They are assessed upon the critical thinking skills they will develop while reflecting on what they have learnt both professionally and personally through a series of activities which includes keeping a diary, and writing a reflective report. This assessed element is kept private, and not released to the organisation, as we encourage students to explore in depth what they have learnt about themselves and the world of communications-based work.

## **Schedule of Activity**

- Companies can **promote** placements through the Business School any time from October 2010 – July 2011
- Students apply to the companies during this period
- Companies meet with students before July 2011 to agree the placement, the work involved and the deliverables required by the company
- The students can carry out their placements anytime between: October 2010 and September 2011

## **To Submit a Placement**

If you decide that your organisation could benefit, please fill in the placement submission form provided, making sure that you complete this in detail to include:

- The type of organisation, the nature and focus of its activities.
- The remit of the communications placement, for example: press release writing, event projects, social media assistance, podcast or webcast projects, internal communications development.  
**NB:** it should not include advertising.
- The key outcomes of the placement, for example: a pro-active publicity campaign.
- The timescales for the placement with your project. For example, will it be intensive – something where the 100 hours could be completed within say 2- 4 weeks? Or would you plan for it to be completed over a day per week?
- Level of support offered to the student, for example will they be mostly self directed or working to a supervisor or part of a team?
- The number of students you will be taking for a placement. Is it an individual placement or would you like a project team of between two or three? This can work well, particularly if an event is planned.

## **To propose a Communications Placement:**

Please download and complete the placement submission form from:

[www.business.bham.ac.uk/industry/communications-placements.shtml](http://www.business.bham.ac.uk/industry/communications-placements.shtml) and return to: [H.Westwood@bham.ac.uk](mailto:H.Westwood@bham.ac.uk)