UO GlobalWorks
Marketing, PR & Advertising Internships in China
Administered by the Global Studies Institute

Internship Description
The Marketing, PR & Advertising program offers students opportunities to work with professionals in one of the fastest growing consumer markets in the world. It is projected that in 4 years, over 700 million people will be watching video content online, which means that demand for online marketing will continue to increase. Internship placements could be in: Shanghai, Beijing, & Shenzhen. Each internship provides chances to:

- Manage social and other media campaigns.
- Create programs to increase brand value of companies.
- Plan corporate award events.
- Research market trends and competitor analysis projects
- Be apart of projects that introduce and establish western brands in China.

Qualifications:
- Strong attention to accuracy, details, and organizational skills.
- Interest in China-trends, popular culture, market trends, etc.
- Good interpersonal skills and the ability to work on a team.
- Strong communication skills, both verbal and written.
- Familiarity with software related to creating digital & social media.

Students must intern for a minimum of 30 hours per week, for a total of at least 240 hours for an 8-week internship. This will earn 8 internship credits.

Course Description
In addition to 8 internship credits, students will enroll in a 1-4 credit Intercultural Communication online course. This course is designed to provide ongoing support to students who do internships abroad. Students will observe, explore and investigate the core cultural values in their host country during the internship, conduct comparison in the differences between their host and home country, and develop critical thinking skills and culture learning strategies. Some of the topics discussed in this course include: attitudes toward time, space, age, gender and authority, different views on self/others, conflict styles and culture shock.

A weekly assignment for the online course includes: reading assignments, group discussions and/or a weekly journal. The number of enrolled credits will determine the course workload. It will begin one week before your internship begins and end one week after completion.
Eligibility
To be eligible for the GlobalWorks internships, candidates must be enrolled at the UO as a degree-seeking undergraduate or graduate student and be in good academic standing (minimum GPA of 2.75).

Program Dates and Deadlines
Application Deadline ........................................ March 10, 2016
Program Start Date* ........................................ June 30, 2016
Program End Date*........................................... August 27, 2016

*These dates are tentative and will be confirmed shortly.

Estimated Expenses – Beijing and Shenzhen
Tuition, Housing, and Program Fee................................. $6,095
International Travel* ........................................ 1,500
Food* (8 weeks)................................................... 800
Local Transportation* .......................................... 200
Personal Expenses* ............................................. 800
Total Estimated Expenses* ..................................... $9,393

Estimated Expenses – Shanghai
Tuition, Housing, and Program Fee................................. $6,395
International Travel* ........................................ 1,500
Food* (8 weeks)................................................... 800
Local Transportation* .......................................... 200
Personal Expenses* ............................................. 800
Total Estimated Expenses* ..................................... $9,695

*Projected expenses are estimates only; this budget is for a very modest standard of living. Students should count on spending at least the above amounts during the program.

Questions? Please contact:
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