UO GlobalWorks
Marketing, Public Relations, and Advertising in Tokyo
Administered by the Global Studies Institute

Internship Description
The Marketing, Public Relations, and Advertising in Tokyo internships offers opportunities to work overseas in Japan with companies and organizations such as The Japan Times, AIG, GE, BCBG MAXAZRIA GROUP, Audi, and many more. This program is in partnership with Temple University in Japan.

A strong interest in Japan and the desire to immerse oneself in the culture are a must. Language abilities range from little-to-none, all the way up to advanced, business-level skills. Internships provide opportunities to:

• Collaborate on content creation for online publications.
• Copy-editing, proofreading, fact-checking, and general editorial contributions.
• Assist with promotion on social media and forming marketing strategies.
• Research target client and market information.
• Learn about conducting industry interviews, consumer focus groups and event planning.

Qualifications:
• Strong interest in digital & social media, and online journalism.
• Interest in Japan-related trends and news.
• Strong attention to accuracy, details, and organizational skills.
• Familiarity with software related to creating digital & social media.
• Language requirements vary depending on the internship.

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. The time spent on the course is estimated to take less than 2 hours.
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 12, 2016
Program End Date*: ............................................. August 8, 2016

*These dates are tentative and will be confirmed shortly.

Estimated Expenses
Tuition and Program Fee ........................................ $3,347
International Travel* ............................................ 1,500
Housing and Food* (8 weeks) ................................ 3,300
Local Transportation* .......................................... 300
Personal Expenses* ............................................. 800
Total Estimated Expenses* .................................... $9,247

*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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