

INTERNSHIPS WANTED - Survey Shows Most Advertising and Marketing Organizations Don't Offer Internships

TORONTO, April 18, 2013 /CNW/ - For recent or soon-to-be graduates, internships can be a valuable bridge to a first job. But securing one of these opportunities may be easier said than done, a new survey by [The Creative Group](#) suggests. More than two-thirds (**67 percent**) of advertising and marketing executives interviewed said their agency or firm does not offer an internship program. Students who do manage to land coveted internships may receive more than just experience: Among companies that offer internships, **62 percent** provide compensation.

The national survey was developed by The Creative Group, a specialised staffing service for interactive, design, marketing, advertising and public relations professionals, and conducted by an independent research firm.

Advertising and marketing executives were asked, "**Which of the following best describes your company's internship program?**" **Sixty-seven percent** of respondents said their company does "not have an internship program."

Following is a breakdown of the results among the **33 percent** of executives who said their company offers an internship program:

Offer paid internships, and interns must prove they are		
	active students receiving course credit	59%
Offer unpaid internships, and interns must prove they are		
	active students receiving course credit	19%
Offer unpaid internships with no requirement of		
	student status	10%
Offer paid internships with no requirement of		
	student status	3%
Don't know/no answer		9%
		100%

In a separate survey of advertising and marketing executives, nearly one-third (**32 percent**) of respondents said the opportunity to identify new talent is the chief benefit to their business of offering internships. Receiving extra help on projects was the second most common response, cited by **29 percent** of those interviewed.

"As students graduate and prepare to enter the workforce, a lack of professional experience on their resumes can be a big obstacle to overcome with potential employers," said Alicia Brum, branch manager of The Creative Group. "Internships can address this challenge by providing an opportunity to explore various work environments, apply their skills in a business setting and build a professional network."

Brum added, "Students should ensure they are prepared when pursuing internships, as the process can be very competitive. While candidates may not yet have the work samples and experience to set them apart, presenting a positive 'can-do' attitude can go a long way."

The Creative Group offers five tips for landing a coveted internship:

- **Go ahead, jump the gun.** Get a leg up on the competition by starting your internship search early. Research organisations of interest, work with your university career center, scour job boards, and reach out to members of your personal and professional networks well before the school year ends.
- **Be prepared.** Most employers require a resume, cover letter and portfolio from internship applicants -- so make sure yours are in tip-top shape. In addition, have a business-appropriate outfit ready should you be called in for an interview.
- **Consider your options wisely.** While internships that pay well are attractive, it's also important to consider whether the position will provide exposure to a range of projects, people and experiences. The most valuable internships offer plenty of

opportunities to learn and acquire skills that support your professional goals.

- **Put yourself in their shoes.** Managers are stretched thin and appreciate those who listen actively, exercise sound judgment and don't require constant feedback. In your application materials and in interviews, emphasize your ability to take direction and work independently.
- **Demonstrate strong social skills.** Work teams communicate in many different ways today: via email, instant messaging, social media, conference calls and in-person meetings. Show you know how to collaborate effectively and professionally both online and off.

About the Survey

The national study was developed by The Creative Group and conducted by an independent research firm. It is based on more than 250 telephone interviews -- approximately 200 with marketing executives randomly selected from companies with 100 or more employees and 50 with advertising executives randomly selected from agencies with 20 or more employees.

About The Creative Group

The Creative Group (TCG) specialises in placing a range of highly skilled interactive, design, marketing, advertising and public relations professionals with a variety of firms on a project and full-time basis. More information, including online job-hunting services, candidate portfolios and TCG's award-winning [career magazine](#), can be found at www.creativegroup.com. Gain insights into the latest hiring and salary trends in the creative and marketing fields at <http://www.creativegroup.com/salarycentre>.

SOURCE: The Creative Group

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