**Screening internship company Creative Business**

**PROFILES 2 | 2025-2026**

Graduation year Creative Business | NHL Stenden University

This form needs to be filled in completely and digitallyby the studentand **not by the internship company**.  
  
 **Send the screening to:** [**internship.cb.cmp@nhlstenden.com**](mailto:internship.cb.cmp@nhlstenden.com)

Incomplete forms will not be accepted and processed.

**Conditions internship company**

1. A minimum of 1 day a week to work on your academic assignments;
2. A minimum of 2 days off per month; (possibility of longer holidays and/or spreading of leave days, always in agreement with the company)
3. It must be a company in the creative industry or embedded creativity;
4. Working online is not allowed. You are allowed to work hybrid with a division of 50/50 (including your study day).

**Chosen graduation PROFILE**  
*\*Please mark your PROFILE*

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| * Media Business Manager | | * Media Content Specialist | * Media Marketing Specialist | * Media Producer |
| **Internship job title** |  | | | |

**Personal student information**

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| **Student name** |  | **Student number** |
| **Stream** *\*Please select your stream* | Regular / Fast Track | **NHL Stenden e-mail** |
| **Private address** during your internship (include street, postal code, city, and country of residence) |  | |
| **Phone number** |  | |

**Internship company information**

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| **Company name** |  | |
| **Address** (street, postal code, city, country) |  | |
| **Phone number** |  | |
| **Link website** |  | |
| **Company internship supervisor name** |  | **Internship supervisor e-mail** |
| **Position internship supervisor** |  | **Phone number**  **internship supervisor** |

**PROFILES 2 Semester 1 2025-2026**  
  
**Start date: 1st of September 2025, end date 1st of May 2026 (8 months)**

Fixed end date: 1st of May 2026, even if you start later than the 8th of September 2025 .

(last starting moment of P1 is on Monday the 8th of September 2025, 5 working days later than the start of the semester.  
  
**N.B.: After you set the start and end dates, these can only be adjusted after approval from the**

**student counselor (and the company).**

**Required components**

1. **Description of your Internship organization**

*Please answer the following questions in your own words:*

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| What kind of organization is it? |  |
| What is their core business? What products and/or services do they offer? |  |
| What is (/are) the location(s), size, and number of employees? |  |
| Describe the department in which you will work. |  |
| What does the department do regarding your **PROFILE**? |  |

*\*Please mark the type of your company*

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| **Company in the creative industry**  (media applications are their core products and services) | Yes / No | *Please indicate which sector:*   * Publishing houses * Radio, television, streaming services, podcasting * Film, documentaries, series * Gaming (AAA games, mobile, independent) * (Pop) Music (artist management, label management, venue management) * Digital media (web, social media, interactive media) |
| **Company with embedded creativity**  (other economic domain and/or social context where media applications are conditional for the products and services for clients) | Yes / No | *Please specify these media applications, the department and number of employees (specialists) in the department:* |

1. **Application to the company**

*Give a brief report of your application, include the following aspects:*

* With whom did you speak?
* What is their position in the company?
* What issues were raised during the conversation?
* Have you discussed **days off and salary**?
* What will you earn per month?
* How many days off will you get in total? (possibility of longer holidays and/or spreading of leave days, always in agreement with the company)

1. **Internship tasks and activities & connection to PROFILE**

How will you pass the learning outcomes of your PROFILE? Will you do this with tasks and activities connected to your role at the company or by doing an (extra) assignment? In case you cannot prove a learning outcome sufficiently with your (day to day) tasks, think about how you aim to pass this learning outcome.

*We understand that this might be adjusted later, but please try to specify the activities that contribute to passing the learning outcomes. (Tip: check the learning outcome descriptions below)*

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| **Description of learning outcome** | **Connected internship tasks and activities** | **Possible deliverables** | **Additional activities related to the learning outcome** |
| **1.** |  |  |  |
| **2.** |  |  |  |
| **3.** |  |  |  |
| **4. RESEARCH**  (N.B.: research method needs to be different than the method used in Profiles 1) | *How are you going to support your organization with research?* |  |  |
| **5. PERSONAL LEADERSHIP** |  |  |  |

1. **Supervision during the Internship**

* Explain who your company internship supervisor will be (name, function, highest educational achievement, relevant experience in your field, extent of experience with Bachelor level interns);
* Explain how the feedback and feedback moments will be regulated;
* Include a picture of your internship workplace.

**Appendix 1**

**SHORT PROFILE DESCRIPTIONS**

**Profile: Media Business Manager**

*Learning outcomes: Media Management (3), Media Business (4) and Media Marketing (5)*

As a Media Business Manager you explore value creation opportunities within a dynamic market environment. These opportunities have an impact on the organization’s business model and performance. Your role as a media business manager may involve proposing feasible strategies and setting strategic directions for marketing activities, aligning project management in creative environments (planning, organizing, leading, controlling) with strategic objectives, advising on how to balance economic value with societal impact (in relation to topics such as sustainability, diversity and ethics), etc.

**Profile: Media Marketing Specialist**

*Learning outcomes: Media Marketing (5), Media Content (6) and Media Concepting (7)*

As a Media Marketing Specialist you'll be actively involved in setting up innovative and engaging marketing campaigns. Your role will typically involve creative concepting within a marketing context, often with external partners, working for clients outside the media environment. Your focus lies in designing and/or operationalizing strategic marketing plans by creating media concepts that resonate with target audiences. These concepts are rooted in well-researched insights about media content. Your role involves analyzing media trends, audience behavior, and competitive landscapes. You'll have a strong focus on content marketing, but your expertise also extends to other marketing strategies. Furthermore, while operational tasks are important, the Media Marketing Specialist also considers strategic aspects, ensuring that products align with broader organizational goals.

**Profile: Media Producer**

*Learning outcomes: Media Management (3), Media Business (4) and Media Production (8)*

As a Media Producer you play a vital role in bringing media projects to life for your clients, often as part of a larger team. This position does not necessarily require you to take on the operational aspect of a production (e.g. operate a camera – although you may also be doing this); instead, your responsibilities typically include setting up and managing efficient production processes, ensuring the successful realization of media products and services. You make use of market analyses, trend research, and audience insights to improve production decisions, thus aligning production requirements with business objectives. In this way, you contribute to optimizing value creation and ensuring the organization's success in the media industry.

**Profile: Media Content Specialist**

*Learning outcomes: Media Content (6), Media Concepting (8) and Media Production (8)*

As a Media Content Specialist you focus on the entire media production life cycle, often working within media production companies or creative agencies. You contribute to the development of promising media concepts tailored to specific target audiences. These concepts draw from well-researched insights about media content and market dynamics. While your primary focus is on content creation, you also contribute to the overall strategic direction of media projects, ensuring they align with the organization's goals. For this, you bring your expertise regarding the production process into play. When presenting your ideas to clients, you provide a production bible that outlines how to bring these concepts to life.

**Appendix 2**  
**8 LEARNING OUTCOMES, LEVEL C**

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| **LO 1** | | **PERSONAL LEADERSHIP** |
| **Level C** | The student shows personal leadership within the creative industry. | * Demonstrates empathy by keeping an eye for different interests and (ethical) values of others and placing these in the context of a broader national and international culture. * Positions him/herself in relation to one or more organizations in the creative industry, keeping in mind his/her own qualities and values. * Analyses his/her own position within the creative industry by proactively entering into dialogue and asking for feedback from experts in the industry. |

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| **LO 2** | | **RESEARCH** |
| **Level C** | The student independently designs and conducts methodologically sound research, the results of which are used within the Creative Business work field | * Identifies and translates a complex issue within the Creative Business into a concrete research question * Designs a research plan and implements this plan methodically * Makes decisions based on the results that are relevant, meaningful, and valuable for the issue within the field of Creative Business * Reports the research process and results in a convincing, critical, and comprehensible manner |

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| **LO 3** | | **MEDIA MANAGEMENT** |
| **Level C** | The student plans, organizes, directs, and independently monitors creative processes and/or projects in a multidisciplinary environment, in order to contribute to the achievement of organizational objectives. | * Describes, with the aid of management data, information, and literature, how management actions/interventions and realized (prototypes of) media products contribute to the achievement of the organization’s objectives. * Supports management actions/interventions and realized (prototypes of) media products based on relevant insights about sustainability, diversity, ethics, and financial and legal aspects. * Makes a well-founded consideration between the interests of internal and external stakeholders. |

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| **LO 4** | | **MEDIA BUSINESS** |
| **Level C** | The student independently advises an organization within the creative industry about new ways to optimize value creation. | * Based on own research, analyses relevant developments within the sector and on a macro-economic level, actively responds to these developments and converts them into ideas/opportunities for an organization. * Provides appropriate insight into the financial impact of strategic decisions and the impact on other relevant business aspects. * Explains how the advice contributes to achieving strategic organizational objectives. |

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| **LO 5** | | **MEDIA MARKETING** |
| **Level C** | The student designs an innovative, distinctive, and effective strategic marketing (communication) plan and makes recommendations for implementation. | * Independently carries out market research, analyses the marketing environment of the client based on self-selected, context-dependent models. * Formulates strategic points of departure for the client based on these research results. * Based on the analysis of the environment and the strategic starting points, designs a measurable, (financially and legally) substantiated and distinctive operational marketing plan, responding to or taking account of relevant social developments |

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| **LO 6** | | **MEDIA CONTENT** |
| **Level C** | The student contributes to the (further) development of a media concept or product and/or the broader (social) discussion about it by sharing his/her own, well-founded insights regarding media content. | * Makes recommendations based on his/her own well-founded vision on the meaning and experience of media content with regard to an issue in the field of concept development, production and/or marketing for a client or other interested parties. * Explains how these recommendations relate to current developments in the field of form and content of media expressions and innovative developments regarding the meaning and experience of media. * Is able to provide a substantive contribution to the social debate on the meaning and experience of media. |

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| **LO 7** | | **MEDIA CONCEPTING** |
| **Level C** | The student independently creates a promising media concept that is aimed at a meaningful media experience of a specific target group for a client or other interested parties. | * Presents and evaluates the entire concept and process, using common concept documents and in an appropriate presentation form. * Directs the development process and includes input from various stakeholders. * Comes up with new insights in an organization, presents innovative media concepts and justifies these in a clear way. * Evaluates the design choices with respect to business, legal, social, ethical and sustainability issues and justifies the meaningful experience, with a view to further development of the content and/or service. |

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| **LO 8** | | **MEDIA PRODUCTION** |
| **Level C** | The student independently or in a team sets up a self-chosen production process and justifies this to (possible) clients and other stakeholders. | * Sets up the entire production process effectively and creates relevant process documents. Takes regulations, finances, technical and social developments into account. * Realizes media products and services and justifies his/her choices. * Experiments in a responsible way to raise productions to a higher and more innovative level. * Independently selects a situation and creates a media product for this situation. |

**Appendix 3  
OVERVIEW PROFILES**

A diagram of a media marketing

Description automatically generated

A red and blue boxes with text

Description automatically generated