



Fondazione Italia, in collaboration with the Italian Studies program at Chapman University, is soliciting applications from Chapman University students for new internships opportunities. These are non-paid internships associated with credit counting towards the Italian Studies minor and major (ITAL 490).

Fondazione Italia is a non-profit organization founded in 1998 for the purpose of promoting the teaching of the Italian language and culture across Southern California. The organization receives grants from the government of Italy in support of its mission, and it works in close collaboration with the Consulate General of Italy in Los Angeles and the Education Office at the Italian Consulate in San Francisco. The OC branch of Fondazione Italia operates on the Chapman campus on Saturday mornings.

Internship in Marketing Strategy (summer and fall)

Internship in Language Instruction (fall and spring)





Internship in Marketing Strategy

Terms/Positions: 1 position for two internships. The student must commit for two internship terms one in the summer and one in the fall.

Credits: 1 credit/40 hours in Summer 2017 plus 1 credit/40 hours in Fall 2017).

P/NP, req. ITAL 201 or higher

Paid: No

Description: The intern will analyze data, draft an improved marketing plan, and assist in its implementation. It is preferable if the intern communicates in Italian.

Learning outcomes: Understanding how to apply marketing strategies in a real world situation and interpreting the impact of how marketing strategies affect a business.

Responsibilities:

1. Analyze: Current marketing strategy, Google Analytics data from past campaigns, Google Analytics data for website traffic, past and current student feedback on how they found our school, research characteristics of local Italian and Italophile community vis-à-vis marketing approach, help create an anonymous feedback survey for current costumers.
2. Strategy Development: Propose marketing strategy for the next school year to include ideas for internet, social media and traditional promotional outreach.
3. Present and discuss marketing strategy with Fondazione Italia's Executive Director and Program Director.
4. Assist in the implementation of the marketing strategy and in the analysis of results (website traffic analysis, increase or decrease in enrollment, use of promotional coupons etc.).

Documentation due to faculty mentor: At the end of the course, the student will present a portfolio including: final strategic plan, a 3-page reflection paper on his/her learning experience in the areas of: Italian language school branding, promotion, and community outreach; Italian language promotion in Southern California; and Italian community building.

Faculty mentor: Dr. Federico Pacchioni (pacchion@chapma.edu).

How to apply: Send a letter of interest to Dr. Pacchioni via email. If selected, you will enroll through the Registrar as well as through the Career Center's portal.





Internship in Language Instruction

Terms/Positions: Fall 2017 (1 position), Spring 2018 (1 position)

Paid: No

Credits: 1 credit / 40 hours, P/NP, req. ITAL 201 or higher

Description: The intern will attend Saturday Italian language classes for children and observe instruction delivery, assist in creating new activities to deliver instruction and present new activity to students. Intern will be required to communicate only in Italian.

Learning outcomes: Understand how different pedagogical theories for language instruction delivery are practiced in the classroom. Understand how to create a lesson plan with a specific instruction objective, implement activity for delivery of instruction objective and determine if the activity was effective in teaching students.

Responsibilities:

1. Attend agreed upon number of Saturday morning classes to observe and assist language instructors.
2. From observations, determine with teacher a language learning objective (for example introduction of new vocabulary or phrase) to be reached with students and create an activity to do with students to teach learning objective.
3. Test out activity directly with the students and evaluate if it was effective or not.
4. Intern will also be responsible for assisting in organizing and preparing students for the Holiday show.

Documentation due to faculty mentor. At the end of the course, the student will present a portfolio including: lesson plans developed and tested (a format will be provided), a 3-5 page paper reflecting on his/her development as a language teacher, and Holiday show plan and debrief.

Faculty mentor: Dr. Federico Pacchioni (pacchion@chapma.edu)

How to apply: Send a letter of interest to Dr. Pacchioni via email. If selected, you will enroll through the Registrar as well as through the Career Center's portal.

