

# Praktikumsbericht

Auslandspraktikum

## Angaben zur Person und zum Praktikum der/des Studierenden

Studienfach: Kommunikationswissenschaft

Bachelor/Master/Staatsexamen: Bachelor

Praktikumszeitraum: 02/01/2024 – 01/05/2024

Praktikumsort: Kopenhagen, Dänemark

Praktikumsinstitution: OUR SHIFT

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## 1. Interview, Preparation and Housing

I am a student in Communication Science in Bachelor program. Within the study plan, we are supposed to do two mandatory internships in different fields, e.g. journalism, public relations, digital media and media and market research. Since I have already had two mandatory internship experience, at the same time, I was doing my Erasmus semester in Oslo, Norway. The Scandinavian aesthetics always attracts me, and from this reason, I tried to look for an opportunity in fashion industry, especially in Copenhagen, Denmark.

As a student, who doesn't study in Denmark, finding an internship was a bit hard for me. One of the reasons is that the Danish companies would prioritize the local students who need the internship to be converted to study credits. Also, because of this, most of internships there are unpaid. Another thing is that the students, (me as an example of being a non-EU citizen), need to apply for a specific visa for doing internship in Denmark. Luckily the process didn't take very long, which took me one month to get my CPR-Number (Personal Identification Number).

My internship journey at OUR SHIFT began months before the actual start date. I sent the application in August and got the interview invitation at the beginning of September. I only had one round talk with the creative director, where i showed my creativity on social media area. Thus, i got the job offer at the same day after the interview.

Arranging accommodation was challenging. I would say it was as difficult as finding a WG in Munich. I transitioned to my then-boyfriend's house for a few weeks, after which I found short-term rentals in student housing through connections. Usually when you find a room in a shared flat in the Copenhagen city area, the rent is between 5000-7000 kroner (650-950 Euro), but the

deposit is sometimes as high as six months' worth. This seems to be an unwritten rule, which I personally find outrageous. Also, it is possible to obtain a room by applying for student accommodation. I was looking through the organisations called Housing Foundtaion Copenhagen as well as KKIK (Kollegiernes Kontor i København). Remember to apply in advance. Besides, Facebook groups is another way to find an accommodation, as in Scandinavia, the popularity of facebook usage is very high.

## 2. Internship, a typical working day

Throughout my internship, I was tasked with key responsibilities that evolved as I grew more adept. In my typical working day as a Social Media Specialist at OUR SHIFT, it often began with a team meeting to discuss content performance and brainstorm sessions for upcoming campaigns, followed by content creation and data analysis, ensuring each day was varied and educational.

After syncing with the marketing team, I shift my focus to media research, scouring for trends and actionable insights that could inform our next campaigns. As well as communicating with my marketing colleagues to see if there are any recent promotional needs for specific products, or newsletters, or promotions.

My afternoons are mostly spent developing content strategy and creation, working closely with designers to ensure our content resonates. Once the content has been finalised, I need to start conceptualising the script for the video shoot at a later stage. Overall, I still have a lot of autonomy in my work.

In addition to this work, I juggle a variety of communication and administrative duties. For example, during events such as the Copenhagen Fashion Fair, I was presenting our edgy designs, wearing cool ponchos and walking around like a model (see the picture below), reflecting the dynamic spirit of our brand.

The social environment at OUR SHIFT was vibrant and supportive. I had regular interactions with mentors and colleagues who were eager to share their knowledge and experiences. This not only enhanced my professional skills but also enriched my understanding of the global fashion industry. Team outings and company-sponsored events further facilitated networking, creating lasting professional connections.

### 3. Social life & Daily Life in Copenhagen – I call it “Hyggeligt”

I am an extrovert person so it is not so hard for me to make new connections here in a new city. Though Scandinavians are relatively cold and usually have social distance, it is quite good thing for me frankly speaking. At first I was not very getting used to it. However, I myself became a bit « introvert » and sometimes I even needed this time to stay alone. Anyhow, I still made some Danish friends and others from different cultural background.

In Danish, there is a word « hyggeligt » that describes a lifestyle. Living in Copenhagen provided a fantastic backdrop to my internship experience. The city's rich history, combined with its modern, sustainable lifestyle, was captivating. I spent my weekends exploring local museums, cafes, and participating in community events, which helped me develop a well-rounded perspective on Danish culture.



### 4. Living Cost and Finance

Managing finances was a crucial aspect of my internship. Copenhagen can be expensive, but with guidance from colleagues, I learned how to manage daily expenses effectively. My average living expense per month was maximal about 12000dkk (1600 Euro), including housing, transportation, social and groceries. Living in Copenhagen, my desire to shop has

even diminished. Shopping at local markets and utilizing student discounts helped me keep costs down while enjoying what the city had to offer. Meanwhile, with the help with the scholarship offered by LMU reduced my financial burden. I am grateful to the scholarship a lot.

## **5. Internship and Study**

This internship has helped me to apply what I have learnt in the real world. The practical experience helped me to consolidate what I have learnt and clarify my career aspirations, i.e. to do something creative in the field of digital marketing or to do PR work in the fashion industry.

All in all, it has greatly influenced the focus of my studies and encouraged me to take more courses on sustainable business practices and digital marketing strategies.

## **6. Conclusion**

Overall, the internship at OUR SHIFT exceeded my expectations. It challenged me to step out of my comfort zone and embrace new concepts and techniques. The biggest takeaway was learning the importance of adaptability and proactive problem-solving in a fast-paced industry. My advice for future interns is to actively seek feedback and view every task as an opportunity to learn and grow.