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Pacific Licensing Studio

Bangkok, Thailand

Application due: January 21, 2020



UVA Independent Global Internship



UNIVERSITY
of VIRGINIA

INTERNATIONAL
STUDIES OFFICE



Applications
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21

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[Pacific Licensing Studio](#) (PLS) is a brand management and consumer products licensing agency, focusing on Asian solutions for intellectual property. A sustainable consumer products licensing business relies critically on a formula that works for all parties – downstream licensee, upstream principal and the agency in between managing the business on behalf of both clients – we focus on implementing this formula, and managing the balance between the parties to the betterment of all stakeholders. PLS aspires to be the best regional brand management and licensing agency, providing full-service, customized and intuitive business solutions to our clients.

Watch this video (made by previous UVA intern Marcos Ripoll-Bunn) for an introduction to the field of consumer products intellectual property licensing:

<https://www.dropbox.com/s/itzhr9642gjvlqk/PLS%20Licesing%20101%20FINAL.mp4?dl=0>

Internship title:

- Marketing and Social Media Intern

Description of position:

- The intern will be engaged in a variety of marketing-related projects involving both PLS's clients and PLS's own corporate branding and communication platforms. A significant portion of the projects (though not necessarily all) will involve social media and digital marketing. The specific projects will be determined in late Spring.
- The intern will be central to the development and execution of key marketing campaigns on behalf of our clients, which is at the core of our mission. The intern can expect to develop strong inter-cultural skills working with people from across the region, as well as business diplomacy, since as an agent we are 'in between' the licensors and licensees, so we're constantly "wagging the dog" in either or both directions.

Preferred qualifications:

UVA requirement: All candidates must be in good academic and disciplinary standing.



- PLS is looking for a highly motivated, independent, self-initiating student who enjoys and has a knack for marketing (but needn't only be coming from a business/marketing background). Most importantly, the student **MUST** be extremely knowledgeable and comfortable with all primary social media platforms and those students who can point to specific relevant experience (academic or professional) in the digital/social media space will have a meaningful advantage.

Language:

- English is the only required language; Thai is helpful although not required.

Dates and timings:

- Summer 2020, exact dates between May-August to be determined
- Minimum length- 8 weeks

Number of positions offered:

- One

Support:

- Intern will receive a stipend of \$1,000 USD/month

Pre-internship preparation requirements:

- PLS will provide the intern with preparatory materials once specific projects are identified, and he/she must complete a thorough review of all materials on www.pacificlicensing.com (including reading the full blog) and study of information on www.licensing.org to better understand our business.
- Interns must discuss their interests with PLS leaders prior to their arrival in Thailand. Technical skills development may be required in advance of arrival.
- Student interns will be encouraged to engage in self-study of Thai in the Spring semester if not familiar with the language. Workshops will be held in the Language Lab in March and language-learning resources will be made available.

Additional information:

- If under their care, students must have their parents/guardian's permission to apply for this position before submitting an application.



Previous interns' reflections:



Working in Bangkok, Thailand at Pacific Licensing Studio has been an incredible experience professionally and culturally. As an intern, I was given responsibilities to lead my own marketing and business development projects. I also contributed weekly in strategy meetings with senior management related to e-commerce development. The high level of autonomy and high-profile projects provide valuable experience, while living in the most interesting city in South East Asia. Working at PLS is a once in a lifetime chance to work in Asia, the fastest growing market in the world, and learn cross-cultural soft skills that are increasingly relevant today.

~MARCOS RIPOLL-BUNN (Summer 2019)

I love this internship, the people here and this country! It is a precious opportunity to explore the Southeast Asian market and improve digital marketing skills. I believe it opens the door to the New World and will guide me to be a global talent.

EVA LINHAO ZENG (Summer 2017)