

1. BASIC INFORMATION

Course	External Student Work Experience
Degree program	Master Degree in Marketing
School	Faculty of Social Sciences and Communication
Year	1
ECTS	6 ETCS
Credit type	Mandatory
Language(s)	English
Delivery mode	Internships are 100% in-person
Semester	S2
Academic year	24-25
Coordinating professor	Gloria Morcillo
Professor	Gloria Morcillo

2. PRESENTATION

External academic internships play an important role in the training of Higher Education students.

In addition to being an additional training element of the curriculum, they provide students with the opportunity to apply the knowledge and skills acquired in a real learning environment, to get in touch with their future profession and to have the first opportunities to enter the labour market.

3. LEARNING OUTCOMES

Knowledge

- KNWL1. Knowing the different functional areas of the company and the key and strategic decisions of marketing and communication of the companies and the professional profile of the experts in the area.
- KNWL2. Understand the details of the functions and multimedia communication skills of companies in marketing, potential customers, geographic regions and productive sectors on the Internet and social networks.

Skills

- SKILL2. Manage relationships with all stakeholders in marketing and business strategy in organizations.
- SKILL3. Could work as part of a team.

- SKILL4. Apply the new advanced concepts of marketing and communication, using Internet tools and new technologies in coherence with the global marketing strategy of the company.
 - Apply and experience the knowledge acquired.
 - Prepare a professional CV adapted to the needs of the position.
 - Conduct effective job interviews.
 - Work in a team in a real environment and on real projects.
 - Integrate as support staff in commercial and marketing projects.
 - Demonstrate communication skills in the presentation of projects.
 - Analyze data obtained from marketing research and prepare reports.
- **Competences**
- CBTF2. Use complex analytical tools to analyze big data in order to predict, simulate and optimize or test results (e.g. advanced techniques for market segmentation and product positioning, CRM, Google analytics, etc.).
- CBTF4. Detect and evaluate business opportunities, as well as the ability to design and implement marketing plans in line with the company's corporate and competitive strategies.
- CBTF5. Design products based on the analysis of market opportunities and the company's capabilities, creating a healthy and sustainable portfolio of products, based on the application of advanced marketing techniques.
- CBTF8. Ethical-social competence. Show ethical behavior and social commitment in performance of professional activities, as well as sensitivity to inequality and diversity.

4. CONTENT

Internships in centres organised by the University. This activity gives students the opportunity to apply and experience the knowledge acquired during the Master's degree and confirm the feasibility of their actions and skills in a real environment.

The internships can be undertaken in a company pertaining to any sector and in decision-making areas related to marketing and communication, and even in other non-profit institutions or public companies that are in the process of planning marketing campaigns or active brand creation and management.

This will all be supervised by both a tutor and an internship coordinator who will be responsible for monitoring the student's performance during the internship.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Collaborative learning
- Problem-based learning
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Academic tutorials	4
External Student Work Experience	146
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Student's external work placement report	40
External work placement tutor's Report	60

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

7.1. Comments

- Students must complete the external academic internship report. It will consist of a report on the programming of the activities and responsibilities assumed during this period in the company or the institution. This report will then be presented to the tutor and to the group of students taking part of the program and will be assessed.
- External academic internships may be undertaken from the second quarter of the Master's Degree, provided that they are compatible with class attendance and the completion of in-person activities.
- Internships are 100% in-person.
- Students who choose the online modality will undertake their internship following the same procedure of incorporation to external internships (in accordance with the needs of the companies and the student's availability), and the same monitoring methodology: they will have an academic tutor (in addition to the company coordinator), who will guarantee skills acquisition.

8. SCHEDULE

N/A

9. BIBLIOGRAPHY

N/A

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main activities are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.