

1. BASIC DETAILS

Course	External Internship
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	YEAR 4
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish and English
Delivery Mode	On campus
Semester	First and second semester

2. INTRODUCTION

The External Internship course consists of students completing a **practical training period** in companies, public institutions or non-profit organisations. These are places in which students will be able to demonstrate the knowledge they have acquired and work on real cases. The aim is to place students in a learning environment within a real workplace, where they can build on and apply knowledge in an integrated manner, and to involve them in the reality of professional work. External internships are the best support for our students in their learning process of university education, as they receive guidance on how to acquire the skills that are appropriate for the professional practice.

Internships **are carried out in person**, in any case, regardless of the delivery mode in which students are doing the Bachelor's Degree. From a procedural point of view, students must prepare a professional CV, making use of both the training that they will find on the webpage of the internship course, and advice given by the career department in order to do so. They may also send their CV to any internships that they find on other internship search systems.

The company will carry out a selection process among any students who have made a request. When a student is selected by a company, they will then sign an agreement so that students can carry out their internship at the company. At all times, students will have an academic tutor (as well as a company tutor), who will ensure that the expected skills are acquired.

At the end of the internship period, students will submit a **Final Dissertation**, which will be part of the assessment process together with the report/questionnaire issued by the external tutor of the centre where the internship is carried out.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

- CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Transversal skills (CT, by their acronym in Spanish):

- CT1: Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.
- CT2: Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt
- CT3: Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.
- CT5: Analysis and problem-solving: Be able to critically assess information, break down complex situations, identify patterns and consider different alternatives, approaches and perspectives in order to find the best solutions and effective negotiations
- CT6: Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations
- CT9: Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

- CE04 - Ability to develop effective communications and activities for corporate and institutional audiences, combining consumer knowledge and large-scale analysis to make it possible to build and maintain the strong reputation and value of institutions, companies and bodies.
- CE05 - Ability to use necessary planning tools to foresee the challenges of organisations, companies and institutions around the world, responding to unexpected crises, integration processes and business decisions required to adapt to changes in global markets.
- Ability to understand and use planning and organisation techniques for any type of event or sponsorship, as well as the role of each of the actors involved and their specific function.
- CE07 - Ability to use production techniques to generate innovative and creative ideas in a professional advertising environment.
- CE15 - Ability to produce creative solutions to new consumer needs.
- CE16 - Ability to recognise the different digital business models and propose solutions in each of the virtual markets.
- CE21 - Recognise the different theories and processes of the cognitive and behavioural processes applied which are involved in the advertising process.
- CE23 - Ability to evaluate and contextualise the information provided by different sources and channels of a legal and social nature in order to select the essential (and, where appropriate, complementary) aspects that must be offered to audiences when carrying out campaigns.

- CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.
- CE28 - Ability to creatively solve problems by meeting the specific communication needs of advertisers.
- CE29 - Understand and take part in the work and creation processes of various professional profiles in the different scopes of advertising creativity.
- CE30 - Ability to use the necessary communication tools to carry out each job professionally, implementing the knowledge acquired in the preparation and production of a work portfolio.
- CE32 - Ability to identify and assess the needs of consumers, designing procedures, creating products and solutions with which to channel demand towards the offer of brands, applying the technical tools used in market surveys and taking these as a guideline in decision-making, respecting fundamental rights and equality between men and women.

Learning outcomes (RA, by their acronym in Spanish):

- RA1. Apply and integrate the knowledge and skills acquired throughout the Bachelor's Degree.
- RA2. Solve problems within the field of Communication.
- RA3. Demonstrate a high degree of autonomy and confidence in their own judgement.
- RA4. Be flexible and adapt to diverse situations, distinct audiences, unclear scenarios, etc.
- RA5. Develop people management skills, budgets and responsibilities.
- RA6. Develop skills and abilities that are only acquired through "action" and which are focused on attention to people.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB2, CB4, CB5 CT3, CT5, CT9 CE4, CE6	RA1. Apply and integrate the knowledge and skills acquired throughout the Bachelor's Degree.
CB2, CB4, CB5 CT1, CT3, CE4, CE23	RA2. Solve problems within the field of Communication.
CB2, CB4, CB5 CT1, CT9 CE15, CE28	RA3. Demonstrate a high degree of autonomy and confidence in their own judgement.
CB2, CB4, CB5 CT3, CT9 CE6, CE15, CE29	RA4. Be flexible and adapt to diverse situations, distinct audiences, unclear scenarios, etc.
CB2, CB4, CB5 CT7, CT9 CE21, CE32	RA5. Develop people management skills, budgets and responsibilities.
CB2, CB4, CB5 CT3, CT6 CE4, CE6, CE30	RA6. Develop skills and abilities that are only acquired through "action" and which are focused on attention to people.

4. CONTENTS

Internships carried out at institutions or companies in the field of advertising communication, where students are able to apply all the content and skills developed in the Bachelor's Degree, demonstrating a high degree of autonomy.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Collaborative learning.
- Project-based learning
- Simulation environment.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Type of learning activity (AF, by their acronym in Spanish)	Number of hours
Work placement in companies	145h
Tutorials	5h
TOTAL	150 h

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

Assessment system	Weighting
Internship tutor's report	70%
Student's Final Dissertation of the internship (Report & Reflective Journal)	30%

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

We recommend that you consult the resources below:

- Order of Official University Education: <https://www.boe.es/buscar/doc.php?id=BOE-A-2010-10542>
- External Student Internship Rules of Universidad Europea de Madrid
https://universidadeuropea.es/myfiles/pageposts/normativa-uem/normativa_practicas_academicas_externas.pdf?_ga=2.223442075.1811525089.1531503157-766879330.1517859887