

Información del Plan Docente

Academic Year	2018/19
Subject	27667 - Internships
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	10.0
Year	4
Semester	Annual
Subject Type	Optional
Module	---

1.General information**1.1.Aims of the course****1.2.Context and importance of this course in the degree****1.3.Recommendations to take this course****2.Learning goals****2.1.Competences****2.2.Learning goals****2.3.Importance of learning goals****3.Assessment (1st and 2nd call)****3.1.Assessment tasks (description of tasks, marking system and assessment criteria)****4.Methodology, learning tasks, syllabus and resources****4.1.Methodological overview**

The learning process designed for this course is based on an active method, given that the student is integrated in a private or public organization to take an apprenticeship in it. The student becomes the agent of his/her own education through personal research, direct contact with reality and the experience with the work group where he belongs. This method is based on:

A strong motivation in the learning process

A growing difficulty

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The establishment of a bridge between academic theoretical abstraction and practical reality.

The detection of errors

The student's autonomy

The acquisition of skills in the search for information

4.2.Learning tasks

A range of activities will be offered to the student to help him/her achieve the expected goals:

Tutorials and presentation of the work placement report.

Working hours adapted to the needs of the partner company and of the student. Individual work: The student will write a preliminary work placement report, an academic report and will present the academic report.

4.3.Syllabus

4.4.Course planning and calendar

This subject is worth 10 ECTS credits, which amounts to 250 hours for the student. The distribution of the schedule will be the following:

Activity: Work in the firm where the apprenticeship is done: 190 hours

Activity: Meetings with the academic tutor: 12 hours

Activity: Writing of the preliminary work placement report, of the academic report and its presentation: 48 hours

TOTAL: 250 hours

4.5.Bibliography and recommended resources

There are no bibliographical sources for this subject