

27649 - Internships I

Syllabus Information

Academic Year: 2020/21

Subject: 27649 - Internships I

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: ---

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
- 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

This course (5 ECTS: 125 hours) includes the following learning tasks:

- Tutorials (6 hours). Meetings with the academic tutor.
- Report on the internship experience (24 hours). The student will write a preliminary report, an academic report and will present the latter.

- Work in the firm (95 hours). Working hours adapted to the needs of the partner company and of the student.

4.3.Syllabus

There is no specific syllabus for this course.

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources

There are no bibliographical sources for this course.