

External Work Placements

Code: 42438
ECTS Credits: 9

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

Some companies present requirements to the students. Some of the most common requirements are: Catalan, Spanish or English, social media, schedule flexibility when it comes to filming sessions

Objectives and Contextualisation

The aim of this module is to develop the learned abilities of the master in a professional field.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Lead interdisciplinary teams in varying environments.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.

Learning Outcomes

1. Apply knowledge of audiences in the design and management of audiovisual and advertising products.
2. Apply the analysis models for audience surveys, web analytics and testing of audiovisual and advertising products.
3. Apply validated models to evaluate interactive communication and social networks in the audiovisual and advertising sector.
4. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
5. Continue the learning process, to a large extent autonomously
6. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
7. Lead interdisciplinary teams in varying environments.
8. Seek out information in the scientific and technological context and learn practical ICT skills.

9. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
10. Take decisions and accept responsibility for their consequences.

Content

The contents of the subject "External Internship" vary among the different students. Students develop this subject in different companies, so the learned contents vary. At the beginning of the academic year, the students deliver a resume with their abilities, lacks and specific interests to develop their internship in a real company.

Methodology

The students do an internship of 220-250 hours following the curricular practices model. In the signing of the agreement, the student has specific information about the schedule. The internships are developed in the second semester.

IMPORTANT NOTE: The curricular practices are not paid *per se*. Some companies offer the possibility of paying the student, but many other companies do not offer payment to the intern student.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Company internship	220	8.8	1, 2, 3, 8, 6, 10, 9, 4, 5, 7

Assessment

The evaluation consists of a final report that is developed by the student about his or her internship in the company and a final report by the company about the internship of the student

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Company's final report	80%	0	0	1, 2, 8, 6, 10, 9, 5, 7
Student's final report	20%	5	0.2	1, 2, 3, 8, 6, 10, 9, 4, 5, 7

Bibliography

This subject has no common bibliography for all the students.