

Professional Practice

Code: 43191
ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Marketing	OT	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Teachers

Rosalía Gallo Martínez

Prerequisites

The student must apply for an internship place when he/she formalize the Master enrollment . The Master has available a maximum of 20 internships. Admission to this module is determined by:

- G.P.A.
- Overcoming a personal interview with a member of the master committee.

Objectives and Contextualisation

1. **Know business reality through his/her integration into a project.**
2. **Discover the reality of a market or sector and solve real problems.**
3. **Support and contribute to business work.**

Competences

- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Develop management and leadership skills.
- Generate innovative, competitive ideas and solutions.
- Lead processes of innovation in marketing.

Learning Outcomes

1. Develop management and leadership skills.
2. Display the ability to make a high-quality diagnosis of current business situations.
3. Generate innovative, competitive ideas and solutions.
4. Set and efficiently solve a real problem in a professional context.

Content

This module integrates curricular student skills with the completion of a work placement. The student performs 250 hours of internship (10 ECTS) in a business organization under the supervision of your company tutor and guardian of the master.

The content of the professional practices conform to the following topics:

- Business Intelligence: Working with database, data analysis and supporting reports.
- Commercial Communication: creating and review advertising material, analysis and monitoring of campaigns and relations with mass media.
- Online marketing: search for information, updating and monitoring of social networks, web design and control, support for Google AdWords campaigns and networking.
- Customer Management: Support account teams, work and update customer database, segmentation techniques, making presentations, monitoring and control of customer and budget adjustments.
- Market research: searching for information, tabulation and analysis of data and reporting presenciacions.
- Marketing: finding information, competitive analysis and benchmarking analysis, and developing marketing plans.

Each partner company designs its training plan specifying the tasks to be developed by the student and fits in any of the above mentioned content.

Methodology

Intership Process:

Stage 1: Information session for the student addmitted. (October)

Stage 2: Create and design the internship places (coordinator)

Stage 3: Information session, internships presentation and appointment preferences of the students (January)

Stage 4: Internship allocation in accordance with GPA. (coordinator)

Stage 5: Notify internship allocation and prepare agreement documentation. (January)

Stage 6: Documentation delivery. (February)

Stage 7: Starting period of the internships (February, March or April).

Stage 8: Ending period of the interships (April, May or June).

Step 9: Documentation delivery for the assessment. (June)

Step 10: Closing the internship course.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical activities	5	0.2	
Type: Supervised			
Practicum	75	3	
Type: Autonomous			
Autonomous work	160	6.4	

Assessment

The evaluation is based on:

1. 60% the evaluation sheet for the external tutor: The external tutor makes a report of the student attending the following criteria- level knowledge contributed to the job, quantity and quality of the work performed, skill and shown interest in the performance of work, initiative and willingness to take responsibility and leadership as well as the acquisition of new knowledge.
2. 40% The internship report of the student: Student completion of their internship report or perform a memory where the work performed and results achieved during this period is detailed.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation	40%	7	0.28	1, 3
Evaluation	60%	3	0.12	2, 1, 3, 4

Bibliography

- Cardona, P. y García-Lombardía, P. (2005), *Cómo desarrollar las competencias de liderazgo*. Ed. EUNSA, Colección Libros IESE, Barcelona.
- Castro Calvín, J. (2009). *El Factor liderazgo y los activos intangibles en las organizaciones*. Servicio Editorial de la Universidad del País Vasco. Bilbao
- Sánchez Vázquez, J.F. (2010): *Liderazgo: teorías y aplicaciones*. Publicaciones Universidad Pontificia, Salamanca.
- George, Alexander L. y Andrew Bennett (2005). *Case studies and theory development in the social sciences*. MIT Press, Cambridge, MA.
- Perry, Chad (2001). "Case Research in Marketing", *Marketing Review*, 1, 303-323.
- Triado, X. (2009), *El aprendizaje en ciencias sociales mediante el uso de casos audiovisuales*. Un instrumento de aprendizaje, motivación y mejora de la comprensión conceptual.
- Zabalza, Miguel Á. (2013): "El practicum y las prácticas en empresas : en la formación universitaria". Madrid, Ed. Narcea, cop. 2013