

### Work Placement

Code: 103151  
ECTS Credits: 12

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

### Contact

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### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Prerequisites

None.

### Objectives and Contextualisation

See Catalan version and go to: <https://translate.google.es/?hl=ca#view=home&op=translate&sl=ca&tl=es>

### Competences

- Demonstrate ethical awareness as well as empathy with the entourage.
- Demonstrate knowledge of management theories in the management of advertising companies and organisations.
- Demonstrate knowledge of the legislation developed in the field of social communication.
- Demonstrate knowledge of the professional and economic structure of the medias business system.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Develop autonomous learning strategies.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.

### Learning Outcomes

1. Apply the codes of ethics and ethical principles of self-regulation governing the advertising profession.
2. Demonstrate ethical awareness as well as empathy with the entourage.
3. Develop autonomous learning strategies.
4. Identify the difference between conventional and non-conventional media in the advertising system.
5. Recognise and distinguish the professional profiles and functions of the different subjects that play a role in advertising activity.
6. Recognise the role of the different departments in an advertising and public relations agency (creativity, media, marketing, sales, customer service, etc.).
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

8. Use advanced technologies for optimum professional development.
9. Use technological instruments for the composition and editing of graphic messages.

## Content

See Catalan version and go to: <https://translate.google.es/?hl=ca#view=home&op=translate&sl=ca&tl=es>

## Methodology

See Catalan version and go to: <https://translate.google.es/?hl=ca#view=home&op=translate&sl=ca&tl=es>

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Internship	0	0	1, 7, 2, 3, 4, 6, 5, 9, 8

## Assessment

See Catalan version and go to: <https://translate.google.es/?hl=ca#view=home&op=translate&sl=ca&tl=es>

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Intership	100%	300	12	1, 7, 2, 3, 4, 6, 5, 9, 8

## Bibliography

Castellbanque, Mariano (2006). *Perfiles profesionales de publicidad y ámbitos afines*. Barcelona: UOC:

Tibbs, Andy (2010). *Advertising : its business, culture and careers*. New York: Routledge.