

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

During this course, the student should:

1. be familiar with the professional world.
2. Develop the practices in an efficient way.
3. Clearly inform about the development of the internship and the acquisition of the expected competences through a report of the external internship.
4. To be able to self-evaluate.

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

The contents depend on the place where the internship is carried out.

Methodology

Students carry out the professional task assigned by the internship center under the supervision of the company tutor.

Throughout the stay, students will have tutorials with the company tutor and at least one with the tutor assigned by the Faculty.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Tutorials	21	0.84	7, 2, 4, 6, 5
Type: Autonomous			
Stay at the institution	270	10.8	1, 7, 2, 3, 4, 6, 5, 9, 8

Assessment

The grade for the internship will be obtained from the grades of three evidences.

1. The elaboration of an internship report. The form of this report will be decided by the internship tutor assigned by the Faculty.

As a guideline, it is advisable to consult the indications set by the Faculty on this report: <https://www.uab.cat/doc/informefinaldepracticum.pdf> (10 % of the final grade).

2. Evaluation report drawn up by the internship tutor of the company / internship center (80 % of the final grade).

3. Self-assessment report prepared by the student (10 % of the final grade).

Assessment Activities



Title	Weighting	Hours	ECTS	Learning Outcomes
Internship report	100%	9	0.36	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.

Software

The subject does not require any specific software.