

Work Placement

Code: 103151
ECTS Credits: 12

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

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 a self-learning and self-demanding capacity to ensure an efficient job.
- 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 media's business system.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.
- Manage time effectively.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- 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. Consider how gender stereotypes and roles impinge on the exercise of the profession.
3. Critically analyse the principles, values and procedures that govern the exercise of the profession.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Explain the explicit or implicit code of practice of one's own area of knowledge.
6. Identify the difference between conventional and non-conventional media in the advertising system.
7. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
8. Manage time effectively.
9. Recognise and distinguish the professional profiles and functions of the different subjects that play a role in advertising activity.
10. Recognise the role of the different departments in an advertising and public relations agency (creativity, media, marketing, sales, customer service, etc.).
11. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
12. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
13. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
14. Use advanced technologies for optimum professional development.
15. 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

The student develops the professional task assigned by the practice center under the supervision of the company's tutor.

Throughout the stay, the student will maintain mentorships with the company's tutor, and with the academic tutor via a blog.

Once the stay is finished, you will need to attend the final tutoring with the academic tutor

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	11, 6, 10, 9
Type: Autonomous			
Stay at the institution	270	10.8	1, 11, 6, 10, 9, 15, 14

Assessment

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

1. The internship report prepared by the student (30% of the final grade) 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>
2. Evaluation report drawn up by the internship tutor of the company / internship center (60 % of the final grade).
3. Evaluation report drawn up by the Faculty tutor (10 % of the final grade).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Company tutor report	60%	0	0	12
Faculty tutor report	10%	0	0	12
Internship report	30%	9	0.36	3, 1, 4, 11, 5, 8, 6, 7, 13, 12, 10, 9, 15, 14, 2

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.