

### **Work Placement**

Code: 103151  
ECTS Credits: 12

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

### **Contact**

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### **Teaching groups languages**

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

### **Prerequisites**

The specific subjects that must be passed in order to be able to take the external placements are the following:

103133 Marketing and Document Management  
103134 Advertising and Public Relations Strategies  
103136 Theory and Structure of Public Relations  
103137 Theory and Structure of Advertising  
103142 Creative Processes and Techniques  
103144 Design in Advertising and Public Relations  
103146 Advertising Creativity  
103163 Organisational Communication  
104894 Technologies and Persuasive Communication  
104895 Written, Oral and Audiovisual Expression  
104899 Research Methods in Persuasive Communication

### **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 assessment will be carried out, once the placement at the company or institution has been completed, on the basis of the final report submitted by the student to the academic tutor and the assessment report provided by the organisation.

The placement mark will be obtained from the marks of three evidences:

1. The preparation of a work placement report drawn up by the student (30% of the final mark). The form of this document will be decided by the work placement 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. Assessment report drawn up by the company/placement centre tutor (60% of the final mark).
3. Supervision of the work placement tutor-teacher assigned by the Faculty (10% of the final mark).

The student will be required to have a tutorial with the person responsible for the subject, at the beginning or end of the placement.

As a measure to improve the teaching follow-up, a reduced monthly report may be requested, which will also have an evaluative nature and purpose, as well as other complementary documents such as a brief fact sheet on the data, characteristics and circumstances of the placement.

In order to pass this subject, a final mark of 5 or more must be obtained.

In order to be assessed, students must use the document models (report, company assessment document, etc.) indicated and/or expressly provided by their practicum academic tutor for each academic year. \*Students must follow their specific instructions.

As a general rule, the final report and the assessment document signed by the placement company must be submitted to the academic tutor within a maximum of 10 calendar days from the last day of the placement.

Students who do not complete at least 2/3 of the hours stipulated in the agreement, and/or who do not obtain an assessment document from their placement company/tutor, will be considered as non-assessable.

This subject, due to its own configuration, is not recoverable.

For further information, students are recommended to consult the "Pràcticum Regulations" and "Final Practicum Report", available on the Faculty's website.

#### Revision of grades:

The revision of grades is an automatic procedure that starts when the grade is made public (either posted on the tile next to the responsible teacher's office or by some other digital or analogue means). From this moment, students have one week to request, by e-mail, a tutorial with the teacher responsible for the subject to analyse the final grade. After one week from the date of publication of the mark, any request for revision of the mark will no longer be accepted.

This guide is a general regulatory framework for the practicum, but students should bear in mind that academic tutors may change each semester and may be different for different groups of students. The assignment of tutors for each semester and enrolment group depends on the departments with assigned teaching, which are responsible for publishing the names of the tutors for students to know. For this reason, as the teaching staff is diverse and changing, the teaching team cannot be included in this annual guide.

### 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.