UAB
Universitat Autònoma de Barcelona

Work Placements

Code: 42438
ECTS Credits: 9

2025/2026

Degree	Type	Year
Audiovisual Communication and Advertising Contents	OT	0

Contact

Name: María Desamparados Huertas Bailén

Email: amparo.huertas@uab.cat

Teachers

Marta Narberhaus Martinez

Gemma Gómez Bernal

Teaching groups languages

You can view this information at the of this
document.

Prerequisites

Some companies/institutions require certain qualifications from students. Some of the most common
requirements are: Catalan, Spanish or English, having knowledge and familiarity with social networks, having
flexible hours for the completion of assigned tasks.

Objectives and Contextualisation

Develop the knowledge, skills, and competencies acquired in the master's program in a professional
environment.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis
  of audiovisual and advertising sector industries.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist
  audiences.
- Continue the learning process, to a large extent autonomously.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Lead interdisciplinary teams in varying environments.
- Seek out information in the scientific and technological context and learn practical ICT skills.

- Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
- Take decisions and accept responsibility for their consequences.

Learning Outcomes

1. Apply knowledge of audiences in the design and management of audiovisual and advertising products.
2. Apply the analysis models for audience surveys, web analytics and testing of audiovisual and advertising products.
3. Apply validated models to evaluate interactive communication and social networks in the audiovisual and advertising sector.
4. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
5. Continue the learning process, to a large extent autonomously
6. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
7. Lead interdisciplinary teams in varying environments.
8. Seek out information in the scientific and technological context and learn practical ICT skills.
9. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
10. Take decisions and accept responsibility for their consequences.

Content

Students undertake this subject in different companies/institutions. For this reason, the knowledge, skills, and practices vary depending on the receiving entity.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Company internship	220	8.8	1, 2, 3, 8, 6, 10, 9, 4, 5, 7

Students undertake a 220-hour internship, following the model of curricular internships, between the months of March and July. In each case, a specific agreement is signed with the host company/institution, which includes all the information regarding its development. This agreement specifies the schedule for the external internships.

NOTE: Curricular internships are not paid activities. However, it may happen that a host company/institution, due to its own regulations or internal policy, is required to compensate for the activity.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Company's final report	80%	0	0	1, 2, 8, 6, 10, 9, 5, 7
Student's final report	20%	5	0.2	1, 2, 3, 8, 6, 10, 9, 4, 5, 7

The evaluation consists of a final report that is developed by the student about his or her internship in the company (20%) and a final report by the company about the internship of the student (80%)

This subject doesn't provide for the single assessment system.

Bibliography

Due to its particular characteristics, this subject lacks a common bibliography for all students.

Software

This subject does not request common software for all the students.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PEXTm) Pràctiques externes i pràcticum (màster)	1	Spanish	third semester	morning-mixed