UAB
Universitat Autònoma de Barcelona

Professional Practice

Code: 43191
ECTS Credits: 10

2025/2026

Degree	Type	Year
Marketing	PRO	1

Contact

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

Students must apply for an internship when registering for the Master's program.
The internship offer is a maximum of 15 places.

- The student's entrance grade for the Master's program or grade point average.
- Pass a personal interview with a member of the Master's committee (tutor).
- Fluent spanish/catalan/english in the case is required.

Objectives and Contextualisation

The curricular internship module aims to complement students' academic training through their integration into a real professional environment.

The specific objectives are:

- Apply the knowledge, skills and competencies acquired during the master's in professional contexts.
- Become familiar with teamwork dynamics, internal company communication, and decision-making processes.
- Develop transversal competencies such as responsibility, initiative, adaptability, and professional ethics.
- Explore professional interests and support career development planning.
- Enhance employability through a supervised formative experience within the field of the master's program.

Learning Outcomes

1. CA10 (Competence) Solve marketing problems in collaboration with marketing professionals on real projects.
2. KA13 (Knowledge) Indicate the theoretical knowledge required to solve business problems in the area of marketing.
3. KA14 (Knowledge) Determine sources of information and appropriate and rigorous research methodologies in the field of marketing.

4. SA11 (Skill) Demonstrate the ability to adapt and work in multidisciplinary teams to achieve common marketing objectives.
5. SA12 (Skill) Relate the results of the marketing actions implemented with the general context of the business organisation.
6. SA13 (Skill) Demonstrate the ability to adapt and work in multidisciplinary and diverse teams, promoting gender equality to achieve common marketing objectives.

Content

This module integrates students' curricular knowledge with an external internship. Students complete 250 hours of internship, equivalent to 10 ECTS credits, in a business organization under the supervision of a tutor at the company and the master's program.

The internship content covers the following topics:

- Business Intelligence: working with databases, data analysis, and report preparation.
- Business Communication: preparing and reviewing advertising materials, analyzing and monitoring advertising campaigns, and interacting with advertising media.
- Online Marketing: searching for information, updating and monitoring social media, website design and management, supporting AdWords campaigns, and networking.
- Client Management: supporting account teams, working with and updating client databases, segmentation techniques, preparing presentations, monitoring and controlling clients, and adjusting budgets.
- Market Research: searching for information, tabulating and analyzing data, and presenting reports.
- Marketing: information gathering, competitor analysis or benchmarking, indicator analysis, and marketing plan development

Each partner company develops a training plan that specifies the tasks to be completed by the student and that fit into one or more of the content areas listed above.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical activities	5	0.2	KA13, KA14, KA13
Type: Supervised			
Practicum	75	3	SA11, SA13, SA11
Type: Autonomous			
Autonomous work	160	6.4	CA10, KA13, KA14, SA11, SA12, SA13, CA10

The module's methodology is based on experiential learning in a professional environment, guided by two key figures:

- External tutor in the company: supervises assignments, supports the student, and evaluates their performance.

- Academic tutor or module coordinator: supports the process, validates the suitability of the program objectives, and provides academic oversight.

Curricular internships can come from two sources:

1) Offers managed and proposed by the Faculty/Master's program.

   What is the process?

- The master's program offers students internships from companies with current framework agreements with the Faculty.
- The student enters their information into the virtual campus database: admission grade, scope of basic training, interests, languages, schedule/availability, uploads their CV, and a link to their LinkedIn profile.
- Once selected by the company, the student contacts the coordinator, and Academic Management will prepare the specific agreement for the student.

2) Offers managed and proposed by the student (after validation).

   What is the process?

- The student conducts their own search for a curricular internship position (250 hours).
- After receiving the company's acceptance, they send the internship coordinator the phone number and email address of the company's contact person.
- The coordinator contacts the company to validate the Faculty's tasks and academic management, and prepares the framework agreement for the company and the specific agreement for the student (approximate processing time: 15 days).
- These internships are part of the maximum quota of 15 interns. In case of conflict, the first intern to obtain a place will be agreed upon, and the company's contact information will be provided to the coordinator.

Professional Internship Module Process:

Phase 1: Information session on the module for admitted students. (October)

Phase 2: Search for positions offered by the coordinator and students. (October-January)

Phase 3: Follow-up session and presentation of the available positions by the coordinator and/or students. (January)

Phase 4: Assignment of students to the available positions. (February)

Phase 5: Delivery of documentation to the student with an internship position. (February)

Phase 6: Start of the internship period. (February, March, or April).

Phase 7: End of the internship period. (April, May, or June).

Phase 8: Submission of documentation for module evaluation. <spanclass="jCAhz">(June)

Phase 9: Closing of the internship module.

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
Extern Sheet	60%	3	0.12	CA10, SA11, SA12, SA13
Student Report	40%	7	0.28	KA13, KA14, SA12, SA13

The evaluation of the internship module is based on:

- 60% The internship tutor's evaluation sheet: The company tutor prepares a report on the student based on the following criteria: the level of knowledge brought to the job, quantity and quality of tasks performed, skill and interest shown in the job, initiative and willingness to assume responsibility and leadership, as well as the acquisition of new knowledge.
- 40% The internship report prepared by the student: At the end of their internship period, the student will prepare a report detailing the work performed and the results achieved during this period.

Bibliography

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- Sánchez Vázquez, J.F. (2010):Liderazgo: teorías y aplicaciones. Publicaciones Universidad Pontificia, Salamanca.

- George, Alexander L. y Andrew Bennett (2005). Case studies and theory development in the social sciences. MIT Press, Cambridge, MA.

- Perry, Chad (2001). "Case Research in Marketing", Marketing Review, 1, 303-323.

- Triado, X. (2009), El aprendizaje en ciencias sociales mediante el uso de casos audiovisuales. Un instrumento de aprendizaje, motivación y mejora de la comprensión conceptual.

- Zabalza, Miguel Á. (2013): "El practicum y las prácticas en empresas : en la formación universitaria". Madrid, Ed. Narcea, cop. 2013

Software

- RCloud
- CRM
- Mail Marketing
- Excel
- PowerBI
- Microsoft 365
- CapCut
- Canva

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	Undefined	Undefined	morning-mixed