

External Work Placement

Code: 43968
ECTS Credits: 9

2025/2026

Degree	Type	Year
Journalism and Digital Content Innovation	OB	0

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

The subject does not have prerequisites.

Objectives and Contextualisation

The module allows applying the knowledge acquired in the subjects of the Master's degree on innovation in digital content in a professional environment with supervised internships in companies and institutions related to communication and journalism.

The main objective of the external professional internships is for the student to become involved as a strategic agent in the company, carrying out specific studies or developing innovative informational products that are relevant to the journalistic organization.

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Analyse and evaluate trends in the digital narration of information companies, and be able to propose alternatives for the construction of the story in a digital and interactive context.
- Apply knowledge and experience through the development of a professional routine for journalistic production.
- Design, create and develop digital strategies oriented to the positioning of journalistic content.
- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.
- Work in teams in a coordinated and collaborative manner and demonstrate skills for contributing to interdisciplinary teams.

Learning Outcomes

1. Effectively communicate a message, identifying the audience targeted by the journalism product.
2. Evaluate the impact of the news content produced and propose thematic areas and production and management lines for news content that are suited to the news company's audiences.
3. Identify applied-research problems within the area of digital news narration.
4. Identify the structural elements of communication policies and media regulations by evaluating and managing different information sources.
5. Know and distinguish between the tools for collecting, organising and analysing information that are useful in solving a research problem.
6. Know new trends in the use of technological tools to organise information and integrate these into an innovative routine for producing journalism.
7. Participate in multidisciplinary teams in a coordinated, strategic way, and define action and work-distribution plans that are consistent with the objective set.
8. Plan the gathering and processing of information and documents needed to implement a project and construct theoretical or conceptual frameworks.
9. Present applied research projects coherently, clearly and in line with specific parameters.
10. Problematising, using the methodology and structure of a scientific paper, the transformations of the media environment within the information society.
11. Reflect on the social and ethical responsibilities involved in developing and applying research methods for a problem of importance in journalism.
12. Relate specific concepts for making creative and responsible decisions that fit in with tasks and the work environment.
13. Understand work dynamics in an editorial team or journalism production laboratory that take a fresh approach to news content.
14. Use different tools for managing, analysing and organising information with the aim of creating different news products.
15. Use the tools and concepts acquired to solve problems in their practical development environment.
16. Work independently and with self-discipline, under the specific guidance of a tutor.

Content

Internships in companies and public and private institutions.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Academic tutorials	1	0.04	3, 10, 16
Type: Supervised			
Realization of external professional practices	220	8.8	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14
Type: Autonomous			
Elaboration of works/reports	4	0.16	2, 13, 9, 11, 16

The professional internship comprises a total of 220 hours. Students are required to attend two mandatory tutorials with their academic tutor: one at the beginning of the internship period and another at its conclusion.

Upon completion of the internship, students must submit a final report detailing the tasks performed, the knowledge and skills acquired, and a personal reflection on the overall experience.

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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Internship Final Report	25	0	0	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14
Progress report of the tutor in the company	30	0	0	2, 13, 5, 6, 15, 4, 3, 7, 8, 10, 11, 12, 16, 14
Realization of external professional practices	40	0	0	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14

Assessment takes place after the internship has concluded and is based on two documents: the final report submitted by the student to their academic tutor and the evaluation report issued by the host organization (such as a media outlet, company, or institution).

At the outset of the internship, students are required to attend an initial tutorial with the subject coordinator. To pass the course, students must achieve a final grade of at least 5 out of 10.

Students are required to use the official templates (final report, host organization evaluation form, etc.) provided or indicated by their academic tutor for the current academic year. They must also follow any specific guidelines communicated by their tutors.

As a general rule, both the final report and the evaluation document signed by the host organization must be submitted to the academic tutor within 10 calendar days following the last day of the internship.

Students who do not complete at least two-thirds of the total internship hours specified in the agreement, or who fail to obtain a positive evaluation from their host organization, will be deemed non-assessable.

Due to the nature of this subject, it is not eligible for reassessment.

Bibliography

Without bibliography.

Software

There is no specific software for this subject.

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	second semester	morning-mixed