

Degree programme	Type	Course
Advertising and Public Relations	PRO	4

Contact lecturer

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Group languages

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

Prerequisites

The student must have a Personal Social Security Number (NUSS), have enrolled in the course and have passed 120 ECTS, 60 of which must be from the first year, when applying for the call for applications. It is also necessary for the work placement agreement to be signed by the student, the degree coordinator and the company/institution before the placement begins. At the start of the academic year, the Department responsible for this subject will notify the Faculty of the teaching staff appointed as tutors.

Objectives

To promote student engagement with companies and institutions through hands-on experience, allowing the to carry out tasks closely aligned with the professional profile of their degree.

Learning outcomes

- CM33 (Create products, campaigns, or persuasive actions in compliance with the codes of ethics and the ethical principles of self-regulation for advertising and public relations activities.) Create products, campaigns, or persuasive actions in compliance with the codes of ethics and the ethical principles of self-regulation for advertising and public relations activities.
- CM34 (Adapt individual personality to the teamwork dynamics to enhance the excellence of results.) Adapt individual personality to the teamwork dynamics to enhance the excellence of results.
- CM35 (Incorporate the skills of adapting to the environment, initiative and proactiveness into professional practice.) Incorporate the skills of adapting to the environment, initiative and proactiveness into professional practice.
- KM35 (Identify the theoretical knowledge (communication, creativity, strategies, economics, sociology, psychology, and research) acquired from your degree programme while in a professional environment.) Identify the theoretical knowledge (communication, creativity, strategies, economics, sociology, psychology, and research) acquired from your degree programme while in a professional environment.
- KM36 (Recognise the functions of the different departments in an advertising and public relations agency.) Recognise the functions of the different departments in an advertising and public relations agency.
- SM31 (Apply the skills acquired from the degree programme (communicative, strategic, and creative) to the creation and development of products, campaigns, or persuasive actions.) Apply the skills acquired from the degree programme (communicative, strategic, and creative) to the creation and development of products, campaigns, or persuasive actions.
- SM32 (Apply the knowledge acquired about the attributions and tasks of the main roles in advertising and public relations to professional environments.) Apply the knowledge acquired about the attributions

and tasks of the main roles in advertising and public relations to professional environments.

Contents

Work placements in companies and public and commercial institutions.

For more information, please consult the \"Práctiques Externes\" section of the Faculty's website:

<https://www.uab.cat/ca/comunicacio/pratiques-externes-grau>

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Interships in companies and institutions	300	12	CM33, CM34, CM35, KM35, KM36, SM31, SM32

Internship stays in companies and institutions with agreements.

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	Weight	Hours	ECTS	Learning outcomes
Practicum report	30%	0	0	CM33, CM34, CM35, KM35, KM36, SM31, SM32
Academic tutor supervision	10%	0	0	CM33, CM34, CM35, KM35, KM36, SM31, SM32
Report issued by the company or institution	60%	0	0	CM34, CM35, KM35, KM36, SM31, SM32

At the end of the stay in the organization, the assessment will be carried out.

The assesment of the practical work will be obtained from the marks of three evidences:

1.- The preparation of a report on the practical work completed during their placement. The faculty-appointed practicum tutor will determine the specific format and content of the report to be submitted for evaluation. (30%).

It is recommended to consult the faculty's published guidelines on the final report:

<https://www.uab.cat/doc/informefinaldepracticum.pdf>

2. Assessment report from the tutor of the company or institution where the placement work has taken place. (60% of the final grade).

3. Supervisory duties by the Faculty tutor based on the student participation in supervision sessions (10% of

the final grade).

Students must attend a minimum of two supervision sessions with their assigned faculty tutor, one at the beginning and one at the end of the placement period.

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

To pass this course, students must obtain a final grade of 5 or higher.

Students must use the document templates (final report, organization's assessment document, etc.) provided by their assigned practicum academic tutor. They must also follow their specific instructions.

As a rule, the final report must be submitted to the academic tutor within a maximum of 10 calendar days after the end of the placement.

Students who fail to complete at least 2/3 of the agreed placement hours, or/and who do not obtain an assessment document from their placement tutor/company, will be marked as "not assessable".

This course, due to its own configuration, cannot be recovered.

For further information, students are recommended to consult the "Practicum Regulations", available on the Faculty's website:

<https://www.uab.cat/ca/comunicacio/pratiques-externes-grau>

Grade Review Procedure:

The grade review process is automatically triggered upon publication of final grades (either digital or on a notice board near the lecturer's office). From that moment, students have one week to request, by e-mail, a tutorial with the teacher responsible for this subject to review the final grade. No review requests will be accepted after the one-week deadline.

This guide is a general regulatory framework of the practicum. However, students should note that academic tutors may change each semester and differ between enrolment groups. The Departments manage the assignment of tutors and is subject to changes. For this reason, the list of tutors is not included in this annual guide. Tutor assignments will be published by the departments once determined.

Bibliography

Is not required.

Software

There is no specific program for this subject.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(PEXT) Pràctiques externes i pràcticum	1	Catalan/Spanish	Undefined	morning-mixed
