

| Degree programme                                   | Type | Course |
|----------------------------------------------------|------|--------|
| Audiovisual Communication and Advertising Contents | PRO  | 1      |

## Contact lecturer

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## Teaching staff

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## Group languages

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

## Prerequisites

Some companies/institutions require students to meet certain requirements. Some of the most common are: Catalan, Spanish, or English; knowledge of and familiarity with social media; and flexibility in working hours for carrying out the assigned tasks.

In order to manage the process with interested companies/institutions, students must submit an updated resume/CV. It is also recommended to have a portfolio that includes a summary of the main works.

## Objectives

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

## Learning outcomes

- CA11 (Independently carry out tasks related to the design, analysis and management of communication strategies in a professional environment in the field of audiovisual and advertising content.)  
Independently carry out tasks related to the design, analysis and management of communication strategies in a professional environment in the field of audiovisual and advertising content.
- KA22 (Recognise techniques and working methods that are used in the professional world to produce audiovisual and advertising content.) Recognise techniques and working methods that are used in the professional world to produce audiovisual and advertising content.
- SA18 (In a professional environment, apply the theoretical notions addressed in the master's degree, related to the design, planning and monitoring of an audiovisual and/or advertising project that may be

based on digital interactivity.) In a professional environment, apply the theoretical notions addressed in the master's degree, related to the design, planning and monitoring of an audiovisual and/or advertising project that may be based on digital interactivity.

- SA19 (Use the methodological techniques and tools addressed in the master's degree in a professional environment.) Use the methodological techniques and tools addressed in the master's degree in a professional environment.
- SA20 (Create proposals and communication strategies adapted to the specific characteristics of the professional environment where they are to be applied.) Create proposals and communication strategies adapted to the specific characteristics of the professional environment where they are to be applied.
- SA21 (Present communication action proposals in a professional environment.) Present communication action proposals in a professional environment.

## Contents

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

NOTE 1: Curricular internships, by definition, are not paid activities. Consequently, the responsible teaching team cannot be required to seek placements that include financial compensation, and a refusal of an internship placement on the grounds that it is unpaid will not be accepted. Exceptionally, some host companies/institutions, in accordance with their internal regulations or policies, may establish payment for the activity carried out during the internship.

NOTE 2: Completing a curricular internship does not imply or guarantee continuity with the company/institution where it was carried out; that is, it does not entail any commitment to subsequent employment.

## Learning activities and methodology

| Title              | Hours | ECTS | Learning outcomes                  |
|--------------------|-------|------|------------------------------------|
| Company internship | 220   | 8.8  | CA11, KA22, SA18, SA19, SA20, SA21 |

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.

Assignment process: The search for companies/institutions will be carried out by the responsible teaching team. At the same time, students may suggest internship options, which must be validated by the faculty.

Beforehand, students will be consulted about their preferences and interests, in line with their professional experience, in order to guide the search and subsequent assignment process.

After the assignment, the company/institution and the student must reach a binding agreement expressing consent from both parties.

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 |
|-------|--------|-------|------|-------------------|
|-------|--------|-------|------|-------------------|

|                        |     |   |     |                                    |
|------------------------|-----|---|-----|------------------------------------|
| Student's final report | 20% | 5 | 0.2 | CA11, KA22, SA18, SA19, SA20, SA21 |
| Company's final report | 80% | 0 | 0   | CA11, KA22, SA19, SA20, SA21       |

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.

Retake: According to Article 261 of the UAB Academic Regulations, courses based on external internships at companies/institutions are excluded from the resit process.

Not eligible for assessment: This applies when student does not complete the number of internship hours required by the course and in case, once the internship is over, student does not submit the personal report.

## 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.

## 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         |
|--------------------------------------------------|-------|----------|----------------|---------------|
| (PEXTm) Pràctiques externes i pràcticum (màster) | 99    | Spanish  | third semester | morning-mixed |