

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	WORK PLACEMENTS		
Type:	Curricular Internships	ECTS credits:	12
Year:	4	Code:	7644
Teaching period:	Eighth semester		
Area:	Work placement		
Module:	Development and practical application of knowledge gained		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	300		

SUBJECT DESCRIPTION

Las prácticas en empresas son una asignatura a desarrollar en el último curso de los estudios del Grado en Marketing

La duración mínima de las prácticas de empresa será de 298 horas.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for analytical, synthetic thought applied to business decision-making.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to organise a company's sales activity striving for quality as a key to the achievement of a competitive marketing advantage.

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to organise and plan for the purposes of marketing and business management.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

To be able to apply relevant IT knowledge to the field of marketing and market research.

To have a strong commitment to ethics at work.

Capacity for interdisciplinary teamwork.

An ability to learn independently.

Specific skills

To develop effective oral and written communication skills.

To be able to manage quantitative and computer tools for decision-making applicable to marketing and for effective presentations.

To be able to put knowledge into practice.

To be able to design and manage projects.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

To be able to orientate products and services developed by a company as a means of bettering society.

To be able to develop an advertising strategy according to a company's products and services.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
300 hours	0 hours