

## 27649 - Internships I

### Syllabus Information

**Academic Year:** 2022/23

**Subject:** 27649 - Internships I

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 5.0

**Year:** 4

**Semester:** First semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

### 3. Assessment (1st and 2nd call)

### 4. Methodology, learning tasks, syllabus and resources

#### 4.1. Methodological overview

The learning process designed for this course is based on an active method, given that the student is integrated in a private or public organization to take an apprenticeship in it. The student becomes the agent of his/her own education through personal research, direct contact with reality and the experience with the work group where he belongs. This method is based on:

- A strong motivation in the learning process
- A growing difficulty
- The establishment of a bridge between academic theoretical abstraction and practical reality.
- The detection of errors
- The student's autonomy
- The acquisition of skills in the search for information

#### 4.2. Learning tasks

This 5 ECTS (125 hours) course is organized as follows:

**Tutorials** (5 hours). Meeting with the academic tutor and presentation of the work placement report.

**Working hours** (100 hours) adapted to the needs of the partner company and of the student.

**Autonomous work** (20 hours). The student will write a preliminary work placement report, an academic report and will present the academic report.

#### 4.3. Syllabus

There is no specific syllabus for this course.

#### 4.4. Course planning and calendar

Further information concerning the timetable, office hours, assessment dates and other details regarding this course, will be available on the website of the faculty <http://fecem.unizar.es>

#### **4.5. Bibliography and recommended resources**

There are no bibliographical sources for this course.