

Academic Year/course: 2022/23

## 27667 - Internships

### Syllabus Information

**Academic Year:** 2022/23

**Subject:** 27667 - Internships

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

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

**ECTS:** 10.0

**Year:** 4

**Semester:** Annual

**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 10 ECTS (250 hours) course is organized as follows:

**Tutorials** (10 hours). Meeting with the academic tutor and presentation of the work placement report.

**Working hours** (200 hours) adapted to the needs of the partner company and of the student.

**Autonomous work** (40 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, classroom, office hours, assessment dates and other details regarding this

course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://fecem.unizar.es/>)

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

There are no bibliographical sources for this course.