

TEACHING PLAN

MASTER OF SCIENCE IN MARKETING

Academic year 2024-2025

1. SUBJECT GENERAL INFORMATION

- Name: Internship
- Subject type : Elective
- Quarter: 1/2/3Q
- Credits: 8 ECTS
- Teaching language: English
- Coordinator of the subject: Alberto Lempira Guevara

2. PRESENTATION OF THE SUBJECT

Goals

This is an academic activity with the objective of applying and complementing the acquired knowledge of your academic training, enabling the skills that will best prepare you in your career, enhancing your employability and increasing your entrepreneurship skills.

Elective courses at the Academic Program

This is an elective course that enables acquiring a practical and professional perspective of the management of companies. It can be developed during the second or third quarter.

Learning outcomes

- Integrate theory and practice
- Develop professional skills
- Grow work habits and attitudes for job success
- Build a record of work experience.

3. ACCESS TO AN INTERNSHIP

There are three options:

1. BSM-UPF offers opportunities through Job Teaser: The student uploads its CV at Job Teaser and applies to internship offers curated by the Career Services from different companies.

Once the student is hired by a company, he/she communicates with the Career Advisor that will carry out all the process of the Internship Agreement using the platform Job Teaser.

2. The student finds an Internship experience outside of Job Teaser: Students can apply to any platform/site and be hired for an internship. Career services team will evaluate the opportunity and carry out the process of signing the Internship Agreement using the platform Job Teaser
3. Professional experience recognition: Those participants who accredit at least two working years' experience (in the same field of the Master) are eligible to exempt from carrying out the credits. Students proceeding for an experience recognition must follow these specific steps:
 - 3.1 Inform the Career Advisor of this election by email to get guidelines and templates about the required documents.
 - 3.2 Send to the Career Advisor a certificate of the work experience to be recognized, signed and stamped by the company to Career Services.
 - 3.3 Send to the Career Advisor a formal request addressed to the Academic Director.
 - 3.4 Once reviewed, these documents must be uploaded at eSecretaria and validated by the Academic Director.
 - 3.5 This elective course will be graded with the weighted average mark obtained from the rest of the subjects of the master's degree, including the TFM. So it will be the last grade to appear in the academic record

4. INTERNSHIP EXPERIENCE

Prepare yourself

Career Services offers diverse options to boost your employability and get ready to find an internship either digitally or in person (with one on one advice session, networking events or activities).

Find the Career Services area at eCampus, to see all the offering and access to the digital experience : with online videos named as Talent Tips, guidelines about the market and its trends, legal advice for international talent...). You can also access Job Teaser and other Opportunities Platform.

Book one on one sessions with your Career Advisor to define your strategy, prepare for your search, interviews and solve any kind of questions about career.

Signature of the agreement

Once the student is hired, there will be a three parties (University, Company and student) document to be signed, the Internship Agreement. The student must connect the Career Advisor with the company to start with the procedure.

UPF – BSM can only accept our own model as valid. It will be managed at Job Teaser platform by the Career Services. This document must be signed before the starting date by the three parties.

Responsibility as an intern

The Internship Agreement has to be respected, students are legally entitled to follow the internship terms and conditions about confidentiality and professional standards: punctuality, time investment and tasks/responsibilities.

Student will always respect the academic duties and responsibilities. They have to guarantee that the internship won't interfere with their Master requirements.

The noncompliance of any the internship requirements can be considered a breach of the internship agreement and may result in a failure in the internship subject.

Closure of the course

Once accomplished the 200 hours required, is required:

1. From the External Tutor: share a final report about the performance of the student during the internship. A template will be provided to support this process by Career Services.
2. From the student: a Student Internship Report reflecting on the experience and its outcomes (a template will be delivery to be used as a guideline) and a global evaluation of the experience by answering a survey that Career Services will send.
3. From the Academic Director/ Teacher: Evaluation of the Student's Report.

5. INTERNSHIP EVALUATION

Requirements for this elective to be graded

1. Valid Internship Agreement signed, or Documentation certified presented according to the dates during the academic year in which the subject is enrolled.
2. Respect to the Internship Agreement terms and return of all the equipment requested by the company on the established dates.
3. Submission of the Student Internship Report, on time and following the guidelines. The Student Report must be submitted before +30days of the ending date of the internship agreement and no later than September 1st of the Academic year.

Evaluation criteria

The final grade will result from:

- General evaluation and Company Report: 60%
- Student Internship Report: 40%