

SYLLABUS

MASTER OF ARTS IN COMMUNICATION MANAGEMENT

7th Edition - Year 2024-2025

SUBJECT

Name: *Internship*

Type of subject: Elective

Quarter: ANNUAL

ECTs: 8 ECTS

Language of the subject: English

Subject Coordinator: Carles Roca

Subject teacher: Carles Roca

SUBJECT PRESENTATION

Objective of the subject

The goal of the internship is for students to extend their knowledge provided by the development of a project in the business world.

The subject within the curriculum

This optional subject is part of the subject **8. Professional internship** of the curriculum. It is done during the **first, second** and/or **third trimester**.

Competencies/Learning Outcomes

CE1. Apply theories and research methods in communication.

CE2. Identify the fundamental and differential components of the media industries (agents, assets, Organization) from an evolutionary perspective.

CE3. Plan and carry out communication strategies that adjust to the specific characteristics of different socio-political and cultural realities, combining global communication skills with local intercultural sensitivity.

CE4. Recognize the nature, operation and management of the modern Corporation, as well as its impact on the economy and society.

CE5. Apply the main concepts, theories and methodologies related to place or territory brands.

CE6. Show knowledge about new forms of transmedia narrative and develop transmedia strategies in different areas (fiction, non-fiction, branding) and in communication management studies.

CE7. Use the main concepts, theories and analysis methodologies related to social networks and digital communication.

CE8. Use the main concepts, theories and methodologies related to oral communication, communication in organizations and professions, interactive communication, sports communication and sponsorship and the psychology of the media.

CE9. Develop and defend a research project using quality, academic and professional criteria, which allows the evaluation of processes or products.

CE10. Defend a project with a practical and applied approach to communication management.

CE11 Analyze, reason and synthesize situations, from their most global vision to partial aspects, and reach unified conclusions.

CE12 Generate a positive impact on the audience regardless of their profile or size, through narrative tools.

CE13 Show conduct in accordance with principles of social responsibility and personal and professional ethics

CE14: Prepare strategic plans for internal and external communication.

IMPORTANT: During the internship period, the student's priority must be the MASTER and its activities within it. At no time should internships interfere with the development of learning and responsibilities as a student.

ACCESS TO THE INTERNSHIP

There are three ways to access internships:

A) Internships proposed by the UPF-BSM

1. The UPF-BSM allows companies to publish internship offers on the Jobteaser platform available to students.
2. The students upload their CV to Jobteaser and apply to the offers that interest them.
3. When the student is selected for a company, the student must notify the Careers department, which will contact the company to prepare the agreement.

B) Internships proposed by the student

1. The student finds a company where they wish to do an internship.
2. The student sends the name of the company's HR person to the Careers team.
3. The UPF-BSM contacts the company to prepare the agreement.

C) Internship Recognition

- Those participants who have and can prove experience of at least two years in the field may be exempt from taking the credits corresponding to professional practices.
- They must present a certificate signed and stamped by the company where the internship was carried out and present it to UPF-BSM Career Services together with a formal validation request addressed to the master's direction.

DEVELOPMENT OF THE INTERNSHIP

BEFORE THE INTERNSHIP

The student have the option to attend counseling sessions, CV workshops, LinkedIn workshops and sessions with companies that are organized related to their sector and that are managed by Career Services.

INTERNSHIP SIGNATURE

Once the internship has been agreed between a student and a company, an agreement will be signed between both parties. The procedures for signing the agreements are carried out by the PROFESSIONAL CAREERS department. All legal clauses related to the practice are contemplated in the Agreement.

DURING THE INTERNSHIP

During the internship period, Career Service may contact both the student and the external tutor. The idea is to validate the student's learning throughout the experience and ensure that the work topics are directly related to the nature of the Master's Degree.

PERMANENCE REGULATIONS

It is important to note that, once you have accepted an internship position, you cannot continue searching for alternative internships or withdraw later. Students are legally obliged to meet the requirements of the internship in terms of punctuality, time dedication and assigned tasks. It is essential that a high professional level is maintained and that the confidentiality of the projects on which one works is respected. Failure to comply with the internship requirements will be considered a breach of the internship agreement and may result in a failure in the internship subject, which will mean that the course cannot be completed satisfactorily.

ENDING OF THE INTERNSHIP

After completing the 200 hours required to pass this Master's activity, the following steps must be completed:

- a) By the external tutor: complete the **External Tutor Final Report** form where the student's performance will be evaluated throughout the internship.
- b) On the part of the student: complete the form **Evaluation of the student** where the student will evaluate their experience during the internship experience.

The evaluation forms will be sent by the career advisor through email.

INTERNSHIP EVALUATION

Evaluation requirements:

- Delivery of all the internship material requested by the company on the established dates.
- Delivery of the educational cooperation agreement signed by the company and the student on the same day that the internship begins, at the latest, or of the necessary documentation for validation during the first or second quarter of the academic year in which the subject is enrolled.

Evaluation system:

- General rating and company report: 60%
- Student report: 40%.

Final disposition: Failure to comply with the requirements established in the evaluation, lack of commitment to carrying out the practices or any action contrary to those included in the agreement will mean failure to approve the subject.