



PERSONA CIÈNCIA EMPRESA  
UNIVERSITAT RAMON LLULL

## Master in International Marketing & Sales Management Internship

<b>Credits:</b>	6 ECTS
<b>Lecturer:</b>	Dra. Mar Guitert
<b>Campus:</b>	IQS School of Management (Barcelona)

### BRIEF DESCRIPTION AND JUSTIFICATION

Professional Career Department support students to do one internship during their Master. An internship is an opportunity to take a closer look at a company for a short time. Students can find out more about a job, about the organization's culture, and whether it suits you or not. All of the experience that students gain during an internship is valuable for making decisions about their career and for their future.

There are several reasons for doing an internship:

- Gain valuable work experience
- Have an advantage in the job market doing CV
- Transition into a future professional job
- Networking opportunities to the future
- Apply Master courses' knowledge
- Gain self-confidence

Professional Career Department help students with tailoring CVs, cover letters and applications.

### COMPETENCIES

**Customer-Oriented (CT2):** Students should be able to show the skills to identify and meet customer needs.

**Ethic, Social and Environmental response (CT3):** Upon completion of the master, students will identify and face any ethical or social responsibility dilemma in the global Market by applying personal ethics and organizational values.

**Well-informed decisions (CE1):** Students will be able to identify their informational needs in order to minimize organizational risks choosing the best research or technical sources.

**Strategic thinking (CE2):** Students will be able to understand the changing environment and market opportunities, define strategies, and evaluate their impact.

**Brand Management (CE3):** Students will be able to apply the international brands' principles of creation and management

**Digital Campaigns (CE6):** Students will be able to develop strategies and campaigns for mobile devices applications, as well as in social networks.

**Planning (CE7):** Students will be able to transform strategies into objectives, actions, and terms. They will be able to define the appropriate resources to achieve the objectives efficiently and identify the monitoring tools to take corrective actions.

**Digital Strategy (CE8):** Students will be able to manage and apply autonomously online communication tools and digital metrics (digital analytics) for the efficient development of digital marketing strategies

#### **Course content:**

On average the internship runs at least twelve weeks half-time within Semester Two of the academic year (usually between January, 15<sup>th</sup> and September, 15<sup>th</sup>) with student's working twenty hours per week (at least 165 hours). Other possibilities can also be considered usually (between November and September, 15<sup>th</sup>).

IQS SM, the Company and the Student sign an internship agreement (it is not an employment contract) regulating the stay of a student in a company for a fixed period.

It is written by IQS School of Management according to the parameters defined by the company.

#### **Internship procedure**

Students access to the virtual campus site, 'Moodle', to find an internship. This site provides students with lots of information regarding the internship, hints and tips for searching, items you should take care of during preparation, execution and finalizing of the internship. Professional Career Department receives offers and descriptions of internship vacancies, and they will be placed on the Moodle site. Students will be encouraged to have a talk with Professional Career Department about their Internship planning in order to receive advice and suggestions of CV and company interviews.



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## EVALUATION

Evaluation methods	Weight (%)	Competencies
Student report	50	CT2, CT3
Company assessment	50	CT2, CT3
<b>Total weight</b>	<b>100%</b>	

## EVALUATION

The evaluation of the course will comprise the qualifications obtained in the student report (50%) and the assessment of the company (50%). The contents of the student's report will be the following (between 4,000 and 6,000 words):

- 1) Objective
- 2) Job description
- 3) Functional dependence
- 4) Project or/and activities developed
- 5) Positive and negative aspects to emphasize on experience (organizational culture, personal experience, peer relationships, integrating the company,...).
- 6) Conclusions

The assessment of the company is a confidential report with 15 items that they send directly to professional careers.

### Learning outcomes

After completion of the internship the students are at least expected to be able to:

- Apply knowledge and skills acquired during the Master.
- Execute professional skills better.
- Work independently and with a feeling for the organization.
- Expand the professional network.
- Other specific personal learning outcomes according the type of the company.