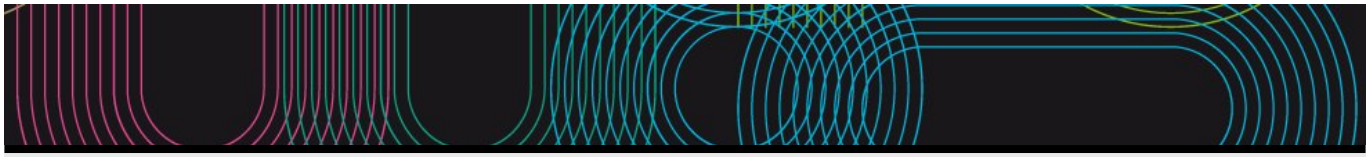

IDENTIFYING DATA				
Internships 1				
Subject	Internships 1			
Code	P04M176V01207			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Corbacho Valencia, Juan Manuel			
Lecturers	Corbacho Valencia, Juan Manuel Domínguez Pérez, Rebeca Garnil Rodríguez, Alberto Regueiro Bolaño, José Manuel			
E-mail	jmcorbacho@uvigo.es			
Web				
General description	(*)Preparación para a elaboración de prácticas e posterior inserción no mercado laboral			

Skills	
Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
B2	(*)Capacidade de liderado
B3	(*)Capacidade para a organización do traballo
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

Learning outcomes	
Expected results from this subject	Training and Learning Results
New	C19
New	B3 D4
New	B1 D5
New	
New	B2

Contents	
Topic	
Face a job interview at the oral and documentation level	Interview preparation The execution of the interview The post-interview
Practical application of microstrategies in digital platforms	Elaboration of proposals and application of the same in real surroundings

Preparation of a practice report	Memory planning and execution. Aspects to be addressed

Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	13	60	73
Systematic observation	2	0	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Seminars	Work-focused activity on a specific topic that will focus on microstrategies in digital platforms, job interviews and the practice report

Personalized assistance

Methodologies	Description
Seminars	The student can request and receive tutoring on topics related to this methodology

Assessment

	Description	Qualification	Training and Learning Results
Seminars	Resolution of activities related to the syllabus: personal interviews and optimization of professional profiles	80	B3 C19 D4
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	

Other comments on the Evaluation

The student must pass with the minimum grade (5 points out of 10 or equivalent) each of the assignments or exercises covered in each of the methodologies or tests.
It is necessary to submit and pass all the activities and works proposed to pass the subject.
Detection of fraudulent practices or code plagiarism will lead to suspension in the matter

Sources of information

Basic Bibliography

ESMERALDA DIAZ-AROCA, **COMO TENER UN PERFIL 10 EN LINKEDIN**, Ediciones Códice,
Álex Ochoa de Aspuru, **ACTITUD SALMÓN. Para emprendedores y pequeñas empresas: Cómo mejorar los resultados de tu negocio actuando a contracorriente**,
Juan Carlos Mejía Llano, **LA GUÍA AVANZADA DEL COMMUNITY MANAGER**, Anaya,
Pere Rosales, **Estrategia Digital**, Deusto,
Richard N. Bolles, **What color is your parachute? 2016**, Crown Publishing, 2016

Complementary Bibliography

Steve Dalton, **The 2-Hour Job Search: Using Technology to Get the Right Job Faster**, Ten Speed Press, 2012

Recommendations

Subjects that continue the syllabus

Social Media entrepreneurship/P04M176V01110

Subjects that are recommended to be taken simultaneously

Internships 2/P04M176V01208
Master thesis/P04M176V01206

Subjects that it is recommended to have taken before

Metrics analysis and effectiveness assessment in digital media/P04M176V01105
Crisis communication and digital reputation/P04M176V01104
Digital media planning/P04M176V01106
Strategic management of digital communication/P04M176V01102
Social media ecosystem and digital tools/P04M176V01101
Social Media entrepreneurship/P04M176V01110
Content strategies/P04M176V01103
Web and social media photography/P04M176V01109