

1. BASIC INFORMATION

Course	Internship
Degree program	Sports Marketing Master Degree
School	Physical Education School
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English / Spanish
Delivery mode	Campus based / Online
Semester	It can be done during the whole course
Academic year	2020/21
Coordinating professor	Ricardo García-Viana

2. PRESENTATION

The internships will be carried out in companies and institutions related to the contents of the master, especially - but not only - in the world of sports: sports clubs, sports companies, marketing and communication agencies, federations, etc. The functions carried out will be related to the contents of the master in areas such as sponsorship, image and communication, or directly to marketing and sports advertising.

In the first phase of the process, students will have an interview with the internship tutor to learn about the process and resolve doubts or questions related to the subject in order to meet the expectations of the students.

The assignment of practices will depend on the type of position. In which there is a demand greater than the places offered, these will be awarded by file (course notes) or by the needs of the company (Curriculum Vitae). On the other hand, there will be a number of practices for all students in the program, but they can also provide the contact of companies that interest the program director, as well as the GOE, so that they can get in touch with them and streamline the process.

The duration of the internship is 150 contact hours, and can be extended to a maximum of 6 months. All this will be supervised by a tutor in the company and an internship coordinator at the School, who will

monitor the performance of the student during their stay, offering feedback to the student on their performance and focusing on areas for improvement and positive aspects in the that the student stands out.

The internship period will conclude with the individual preparation by the student of a practical report. This document will consist of a report on the programming of the activities and responsibilities assumed in the internship period, together with a deep reflection on their experience. The memory of practices will be delivered at the end of the practices. It must be uploaded to the teaching platform on the indicated date. Said memory will be corrected by the coordinator of the School assigned to each student, and may be previously reviewed by the Tutor of the Organization, without this being necessary.

In the final part of this document, the content of the practice report appears as an annex to it.

3. COMPETENCES AND LEARNING OUTCOMES

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competences	Learning outcomes
BS1, BS2, BS5, TS1, TS3, TS6, SS5, SS11, SS18, SS25, SS26	LO1
	LO2
	LO3
BS3, BS4, TS5, SS2, SS6, SS12, SS22	LO4

4. CONTENT

The following are the main content areas that are embedded in the module:

- Professional practices in companies and institutions related to the contents of the Master
- Main types of companies or institutions: sports clubs, federations, sports content start-ups, marketing agencies, sports marketing agencies, sports events, other related.
- Explanation of different case studies in sports environments including various business areas of Real Madrid and other case studies.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Presentation of the internship course and learning guide
- Performance in the professional centre
- Offer and selection of internship candidates
- Guardianship from an academic and professional point of view
- Upload of the practice report
- Evaluation

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Hours
Directed work and problems solving	6 h
External internships	144 h
TOTAL	150 h

Online mode:

Learning activity	Hours
Directed work and problems solving	6 h
External internships	144 h
TOTAL	150 h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Company's evaluation through the official career development questionnaire	50%
Internship report	50%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Offering internships via virtual campus	October 2020-December 2021
Implementing internship	October 2020-December 2021
Uploading internship report	June / December 2021

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

- Official regulation for university studies: <https://www.boe.es/buscar/doc.php?id=BOE-A-2010-10542>
- Official master regulations for the Universidad Europea de Madrid. RD 1393/2007
http://universidadeuropea.es/myfiles/pageposts/normativa-uem/reglamento_oficiales_master_universitario.pdf?_ga=1.55612719.589459876.1385107601

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.