

Internship Program

Multimedia Communication





tech global
university

Internship Program
Multimedia Communication

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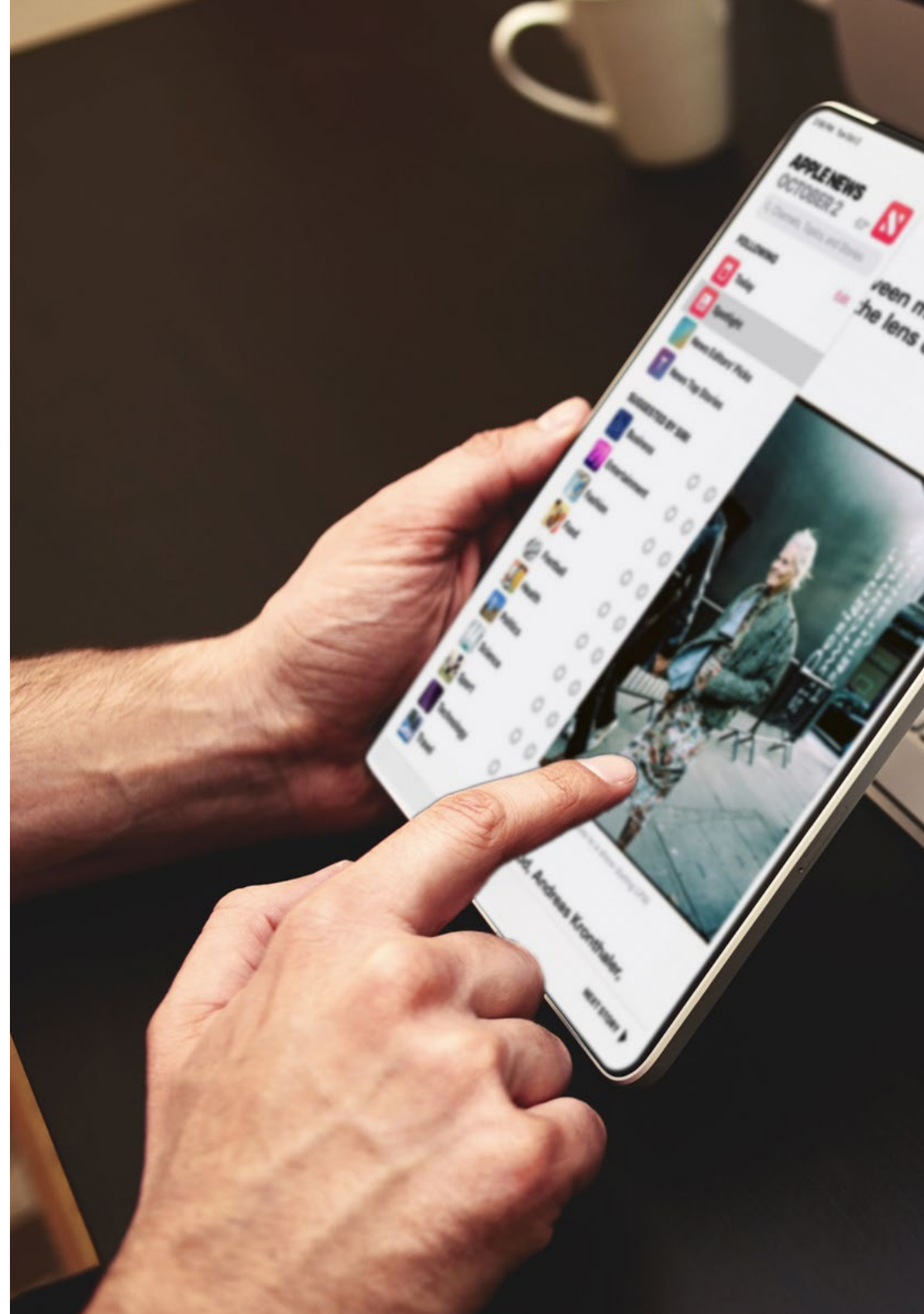
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01 Introduction

In a society characterized by the wide conjunction of platforms and social networks, companies must adapt to the integration of multiple channels to reach their users in a more effective way. For them, their managers must be updated and manage the most cutting-edge work strategies related to Multimedia Communication. That is why TECH provides a practical and exclusive program, where students will acquire skills directly in an intensive and rigorous stay. During the 3 weeks of the study program, participants will receive guidelines and tutorials from the best experts. They will gain all the business skills necessary to propel their careers to excellence, mapping out the best corporate communication plans.

“

Enroll in this Internship Program and become an expert in Multimedia Communication through an intensive academic stay of 120 hours"





In the 21st century, corporate communication can in no way be separated from the multimedia approach due to the growing digitalization and changes in customers' information consumption habits. In this new context, visual, auditory and written elements are combined as never before, making it possible to generate messages in more attractive and emotional ways that companies must know how to exploit properly. In addition, interactivity and instant feedback are essential to understand the needs of the public and adjust corporate strategies in an agile and effective way.

However, keeping abreast of all these innovations and the tools that facilitate their management is complex for business managers and entrepreneurs. They are increasingly demanding programs that are tailored to their needs, allowing them to acquire skills without a heavy course load. Despite their needs, these professionals are more often than not faced with programs that give more weight to theoretical study and do not provide them with a process of self-improvement.

TECH solves this problem by offering a unique program whose development will take place in a 100% practical way. This approach implies that students will be hosted by prestigious companies, for 3 weeks, to strengthen skills in a direct way, using the latest tools and work trends.

Throughout this Internship Program, participants will be accompanied by experienced tutors. They will contribute their own skills and will strengthen the student's mastery of complex concepts and tasks. Thus, at the end of this stay, which is divided into intensive days until 120 hours are completed, the graduates will have all the professional attributes to undertake a first level praxis in the field of Multimedia Communication.

02

Why Study an Internship Program?

Nowadays, in an increasingly digitalized and creative context, Multimedia Communication is a mandatory approach for companies. Therefore, many corporations are betting on leaders and managers who are up to date on the most avant-garde strategies and the tools that facilitate their implementation. TECH; based on these demands, has configured a unique academic experience. Through it, students will gain professional skills in a 100% practical way, through an intensive and rigorous 3-week stay.



A comprehensive academic experience in which you will acquire skills from the corporate dynamics of a company with extensive experience in the use of the latest Multimedia Communication strategies"

1. Updating from the latest technology available

The students of this training will acquire multiple competencies for the management of complex tools for the development of a company's corporate image, the design of its communication plan or the informative routines to support its reputation. They will also analyze how to integrate several of them in a comprehensive manner to give their projects a professional and excellent finish.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

With this academic modality, TECH offers all its students a unique opportunity to break with conventional academic standards. To do so, first of all, it relies on specialists with a distinguished background who will tutor the entire process, incorporating complex tasks, tools and concepts throughout all the activities integrated in the practical stay.

3. Entering first-class Communication Management environments

As part of its strategy for students to acquire first-rate practical skills, TECH has arranged professional internships in prestigious companies. These centers, prepared to make use of the most up-to-date communicative codes and the latest digital trends, will provide an academic experience that will undoubtedly stimulate students to reach their full potential.



4. Putting the acquired knowledge into daily practice from the very first moment

The academic market is plagued by educational programs that are poorly adapted to the daily work of managers and entrepreneurs. To make matters worse, they require long hours of teaching, not very compatible with professional life. TECH distances itself from them through this 100% Internship Program where, in 3 weeks, students will be able to achieve an exhaustive mastery of the most avant-garde work methodologies in the Multimedia Communication sector.

5. Expanding the Boundaries of Knowledge

In order to expand the limits of the professional careers of its students, TECH has coordinated the development of the program with companies of international prestige. Thus, each of the participants will have the opportunity to carry out their training in a personalized manner, without geographical limitations.



You will have full practical immersion at the center of your choice"

03 Objectives

Thanks to this 100% hands-on learning model, students will be trained to manage, plan and develop any multimedia communication project. In other words, this university program will update their skills and allow them to make use of platforms, software and sophisticated tools like no other academic program. Thus, they will be able to implement the most advanced praxis in their daily work contexts.



General Objectives

- Master the most innovative techniques and devices for the transmission of information through digital media
- Incorporate into daily work the methods used by top professionals in the communication and business sector
- Enhance communication skills in digital communication environments, using the language appropriately and adapted to each medium





Specific Objectives

- Properly contextualize media systems and in particular the global communication structure
- Differentiate of the fields of advertising and public relations and their processes and organizational structures
- Develop the ability to analyze, process, interpret, elaborate and structure digital communication
- Analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- Approach and integrate the development and structuring of digital communication.
- Use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- Deepen the use of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- Encouraging creativity and persuasion through different media and communication media
- Determine the features, forms and processes of advertising languages and other forms of persuasive communication
- Explore the structure and transformation of today's society in terms of the features, forms and processes of Advertising Communication and public relations
- Deepen in the fundamentals of advertising and the agents involved in the advertising creation process
- Recognize the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
- Identify the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements



Do not wait any longer and boost your professional practice through this program that will allow you to directly develop greater creativity and mastery of digital communication tools"

04 Educational Plan

This Internship Program consists of a practical stay in companies distinguished for their advanced use of the latest Multimedia Communication strategies. These corporations will open their doors to students for 3 weeks, thus establishing a unique opportunity in the educational market to acquire skills without having to go through tedious periods of theoretical updating.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the competencies necessary in the business sector, and which are oriented towards specific training for the exercise of managerial activity and leadership.

In this way, TECH makes available to all graduates of this program an unparalleled experience, where they can update their skills in a direct way. In addition to providing close contact with leading professionals in the field and the development of skills for the management and leadership of projects in accordance with the most urgent demands of this area of work.

The practical teaching will be carried out with the active participation of the students performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Multimedia Communication in the business sphere (learning to be and learning to relate).



Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Communication in the Digital Environment	Plan SEO and web 2.0 focused writing.
	Develop a content strategy based on <i>storytelling, corporate blogging or other social media strategies</i> .
	Manage social networks based on the company's online reputation criteria.
	Extract useful information from media such as YouTube or social networks for the development of new content.
Written, television and radio communication	Plan the documentation and steps prior to the actual writing of content
	Improve written texts through the use of specific tools for this purpose
	Write scripts with television language and narration.
	Handle voice-over and expression techniques for multimedia pieces.
	Produce pieces with specific television creativity techniques.
	Use scripts and radio language in voice-over pieces
Corporate Identity	Take advantage of the improvisation techniques of radio broadcasting for the creation of multimedia pieces.
	Enhance the corporate image and identity through the multimedia pieces created.
	Follow corporate guidelines in terms of social responsibility and reputation to create multimedia pieces in line with the corporate philosophy.
	Manage a strategic communication plan to face unforeseen situations that may arise in daily work.
The Fundamentals of Graphic Design	Create multimedia advertising pieces with methodological principles of the creative process.
	Design the accompanying creativities for the multimedia pieces to be produced.
	Use the main graphic retouching and image editing programs or tools.
	Collaborate in the planning of creative campaigns
	Offer support in the composition of creatives, adapted to different digital formats.

05

Where Can I Do the Internship Program?

With TECH Technological University you will have the opportunity to carry out an avant-garde practical internship in a company that has diverse results in the implementation of Multimedia Communication. The choice of these centers has been a thorough process where the strengths of these institutions have been identified and the relevance of their professional team has been verified. Thus, by enrolling in the program, the members of the student body will have access to highly trained and specialized corporate leaders.

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You are closer to being able to get the skills you need to lead Multimedia Communication initiatives in the business sector. Don't miss out on this exclusive TECH opportunity”





The student will be able to do this program at the following centers:



V3rtice Comunicación

Country: Spain
City: Madrid

Address: C. de la Alameda, 22, 28014 Madrid

Online and offline advertising and communication agency

Related internship programs:
Multimedia Communication



Actitud de Comunicación

Country: Spain
City: Madrid

Address: Calle del Buen Suceso, 32, 28008 Madrid

Communication agency founded in 2004 by professionals with more than three decades of experience.

Related internship programs:
Multimedia Communication
-Research in Communication: New Topics, Media and Audiences



Inercia

Country: Spain
City: Madrid

Address: Fuencarral 45, Planta 3, Oficina 10, 28004 Madrid

Communication and cultural production company specialized in music

Related internship programs:
Multimedia Communication



Tu destino viajar

Country: Spain
City: Madrid

Address: Urbanización El Romeral, 22B, 28500 Madrid

Travel agency specialized in tailor-made trips

Related internship programs:
Multimedia Communication
-Social Media Management: Community Manager

06 General Conditions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General Conditions of the Internship Program

Le condizioni generali dell'accordo di tirocinio per il programma sono le seguenti:

1. TUTORIAL: durante il Tirocinio agli studenti verranno assegnati due tutor che li seguiranno durante tutto il percorso, risolvendo eventuali dubbi e domande che potrebbero sorgere. Da un lato, lo studente disporrà di un tutor professionale appartenente al centro di inserimento lavorativo che lo guiderà e lo supporterà in ogni momento. Dall'altro lato, lo studente disporrà anche un tutor accademico che avrà il compito di coordinare e aiutare lo studente durante l'intero processo, risolvendo i dubbi e aiutando a risolvere qualsiasi problema durante l'intero percorso. In questo modo, il professionista sarà accompagnato in ogni momento e potrà risolvere tutti gli eventuali dubbi, sia di natura pratica che accademica..

2. DURATION: il programma del tirocinio avrà una durata di tre settimane consecutive di preparazione pratica, distribuite in giornate di 8 ore lavorative, per cinque giorni alla settimana. I giorni di frequenza e l'orario saranno di competenza del centro, che informerà debitamente e preventivamente il professionista, con un sufficiente anticipo per facilitarne l'organizzazione.

3. NON-ATTENDANCE: in caso di mancata presentazione il giorno di inizio del Tirocinio, lo studente perderà il diritto allo stesso senza possibilità di rimborso o di modifica di date. L'assenza per più di due giorni senza un giustificato motivo/ certificato medico comporterà la rinuncia dello studente al tirocinio e, pertanto, la relativa automatica cessazione. In caso di ulteriori problemi durante lo svolgimento del tirocinio, essi dovranno essere debitamente e urgentemente segnalati al tutor accademico.

4. CERTIFICATION: lo studente che supererà il Tirocinio riceverà un certificato che attesterà il tirocinio svolto presso il centro in questione.

5. EMPLOYMENT RELATIONSHIP: il Tirocinio non costituisce alcun tipo di rapporto lavorativo.

6. PRIOR EDUCATION: alcuni centri potranno richiedere un certificato di studi precedenti per la partecipazione al Tirocinio. In tal caso, sarà necessario esibirlo al dipartimento tirocini di TECH affinché venga confermata l'assegnazione del centro prescelto.

7. NOT INCLUDED: il Tirocinio non includerà nessun elemento non menzionato all'interno delle presenti condizioni. Pertanto, non sono inclusi alloggio, trasporto verso la città in cui si svolge il tirocinio, visti o qualsiasi altro servizio non menzionato.

Tuttavia, gli studenti potranno consultare il proprio tutor accademico per qualsiasi dubbio o raccomandazione in merito. Egli fornirà tutte le informazioni necessarie per semplificare le procedure.

07 Certificate

This private qualification will allow you to obtain a **Internship Program in Multimedia Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Internship Program in Multimedia Communication**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**

Accreditation: **4 ECTS**





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