Course: Start Document

credits: 3

Course code	CIVB26DOC
Name	Start Document
Study year	2026-2027
ECTS credits	3
Language	English
Coordinator	C. Mesegué Terradas

Modes of delivery	Action learning Assignment Individual supervision International work placement Practical / Training Problem-based learning Project-based learning Work placement
Assessments	Start Document - Other assessment

Learning outcomes

Upon successful completion of this course, the student is able to:

1. Describe and analyse the internal organisation, products/services, customers and competitors of the work placement company applying marketing theories and models
2. Describe their daily duties and connecting these with professional competences
3. Set up a research proposal including the description of the marketing issue of your company assignment using the SMART model, MQ, MRQ, RQs

Content

By the end of the course, you will have an understanding of the company in which you are carrying out the internship, be able to explain its context, explain the marketing issue and set up a fitting research proposal with the goal of gaining insight to solve the marketing issue.

Included in programme(s)

Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

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