

# Internship Program

## Multimedia Communication



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Internship Program  
Multimedia Communication

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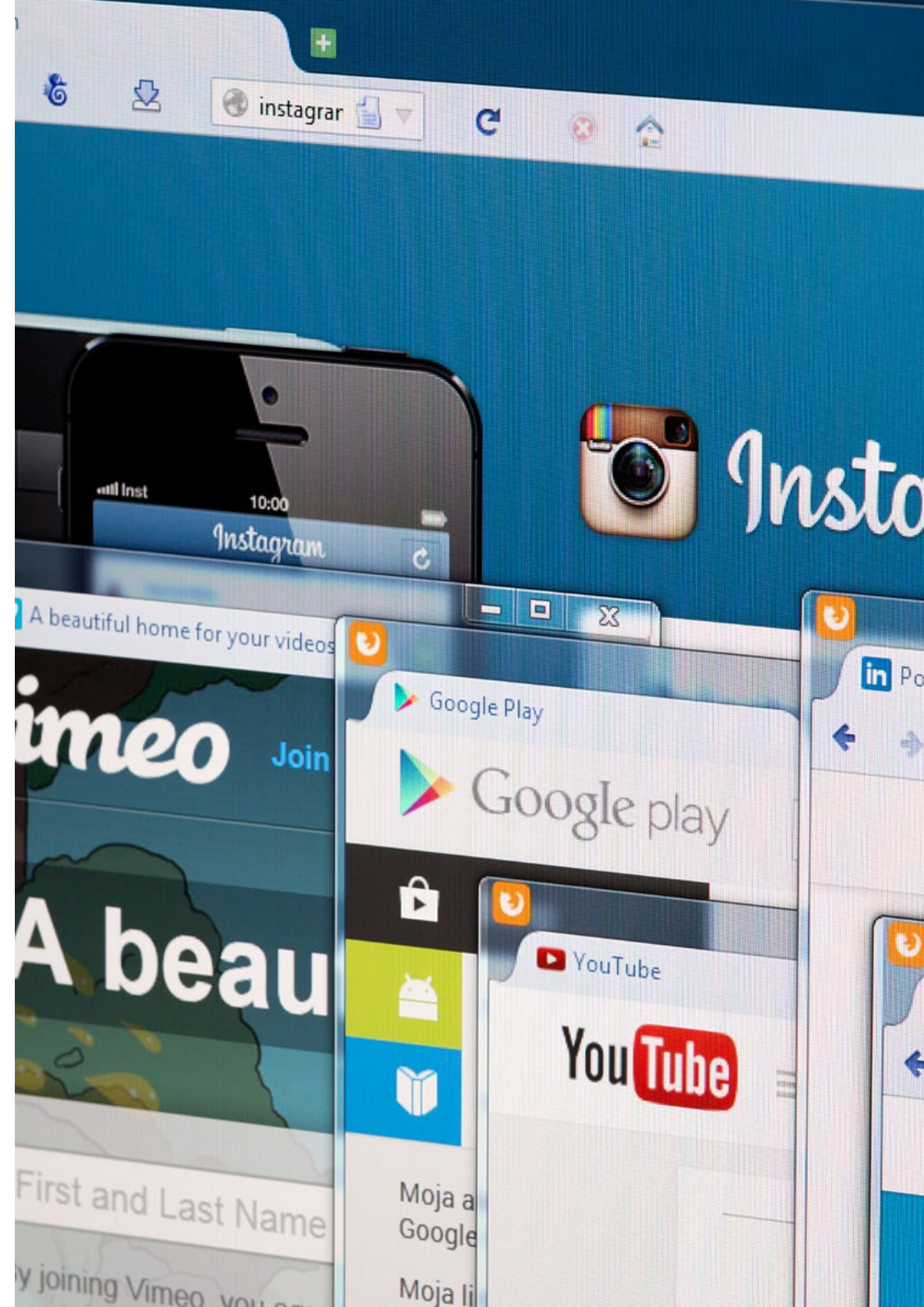
# 01

## Introduction

Communication has undergone a dizzying evolution in recent years with the development of new technologies and the emergence of online media, aspects that have not only influenced the ways of informing, but have given the journalistic profession a diverse, broad and attractive nuance. That is why the professional in this field must have a versatile profile and know the different areas, so as to be able to adapt his or her work to the demands of the sector and society. And the best way to achieve this is through practice, an opportunity that TECH offers with this program. The students will be integrated into a professional and dynamic team for 3 weeks, getting to know the reality of journalism in a highly competent workplace.

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*You are facing a 100% practical, intensive and very useful experience for the development of your professional career in the communication sector”*





Given the continuous evolution of communication towards more and more dynamic and easily accessible formats, it is necessary for multimedia professionals to be aware of the latest developments and strategies in this field. Nearly 60% of the world's population actively consumes content on social networks, showing how important it is for brands of all kinds to be able to develop an appropriate strategy, supported by the practical knowledge of the professionals who develop and execute it.

For this reason, TECH has prepared this program. This is a 3-week stay distributed in 120 hours in a large company in the communication sector, where the professional will be able to be part of a team and actively participate in the projects they are developing.

In this way, they will be able to work on perfecting their skills and acquire work experience that can later be included in their resume. In addition, you will be accompanied at all times by a tutor who will ensure that you can get the most out of the practical period with total guarantee. An excellent opportunity that only this academic institution can offer you.

# 02

## Why Study an Internship Program?

The mastery of new technologies has become key in Multimedia Communication. Thus, the speed of creation of new social networks, platforms, management programs or equipment for the realization, force professionals to constantly adapt. For this reason, TECH has created this Internship Program, which offers graduates the excellent opportunity to be able to update their skills in a leading company in the field of communication. Thus, during 3 intensive weeks, the professionals will be able to enter a first class professional environment, where they will be tutored by specialists in this field in constant transformation. In this way, they will be able to integrate into their daily practice, the latest advances in the field of Multimedia Communication, from the hand of real experts in the field.



*TECH offers the possibility of joining a leading company in the communication sector, where you will be able to develop yourself in the current journalistic reality”*

### **1. Updating from the latest technology available**

New technologies mark the pace of Multimedia Communication, so it is necessary that professionals are aware of the latest developments in this area. For this reason, and with the aim of bringing the communicator closer to this technology, TECH has designed this Internship Program, where the graduate will be able to enter a prestigious company in this sector. In this way, they will have access to the latest technology used in this field.

### **2. Deepening from the experience of the best professionals**

During 3 intensive weeks, the professionals will work side by side with specialized professionals in the world of communication. This will lead them to see firsthand what are the working methods used today, the tools, devices and equipment used, as well as the skills needed to become an excellent professional in Multimedia Communication. All this will be possible thanks to the accompaniment, during this process, of real experts.

### **3. Entering first-class environments**

In its maxim to offer quality programs within everyone's reach, TECH carries out a rigorous selection process of all the communication companies available for the Internship Program. This is the first step to guarantee excellence to the professionals who enter this program. Thus, you will be able to acquire the learning you need to boost your career with the best specialists in this field.



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

TECH seeks to respond to the needs of communication professionals. For this reason, this program moves away from strict theory to offer a 100% practical stay where the graduates will be able to develop activities that will allow them to prosper in a sector that requires constant updating of techniques and working methods. All this, in just 3 weeks, in a reference company that will lead to professional growth.

#### **5. Expanding the Boundaries of Knowledge**

In the selection of companies to carry out the Internship Program, TECH takes into account the range of possibilities that are open to the professionals who carry it out. These entities have an excellent team of professionals with experience in national and international communication coverage. This will give the professionals a broad view of their possibilities within the communication sector.



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

# 03

## Objectives

This Internship Program has been developed by TECH specifically for the graduates to acquire the necessary knowledge that will allow them to carry out an adequate multimedia communication, using the most advanced digital tools in the sector. In addition, you will also acquire the necessary skills to manage successfully in different branches of the area and know in depth the radio, television, digital and written communication.



### General Objectives

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- ♦ 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 sector
- ♦ Enhance communication skills in digital communication environments, using the language appropriately and adapted to each medium







## Specific Objectives

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- ♦ Have the ability to adequately contextualize the media systems and in particular the global communication structure
- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Be able to 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
- ♦ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- ♦ Have the capacity and ability to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Have the capacity and ability to take advantage 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
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the fundamentals of advertising and the agents involved in the advertising creation process
- ♦ Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements



*TECH requires its students to set very high goals, so that the satisfaction at the end of the practical period is even higher”*

# 04

## Educational Plan

This Internship Program has been designed by TECH with the objective that the communication professional can develop their professional skills and competencies in the multimedia sector through active work in a prestigious company. It will be developed over 3 weeks, from Monday to Friday with 8 consecutive hours, in which at all times will be accompanied by an assistant specialist, who will guide you through the stay and ensure that the previously established planning is met.

In this training proposal, the activities are aimed at the development and improvement of the skills necessary for the provision of multimedia communication, and are oriented to the specific training for the exercise of the activity, in any company in the information sector, whether offline and online, which requires excellent professional preparation.

It is, therefore, a great opportunity to increase your knowledge and perfect your work skills by actively participating in communication teams that are currently working on large projects. In addition, you will be able to make use of the most modern and sophisticated tools and software in the area, acquiring a command of them that will allow you to develop individually after the end of your stay.

In addition, this practical period will allow the graduates to complete a minimum number of hours in a large company in the communications sector. This experience can be included in their personal resume and will serve as a distinguishing feature in any personnel selection process.

The students will actively participate by performing activities and procedures related to each area of competence (learning to learn and learning to do), with the support and guidance of the teachers and other classmates to facilitate teamwork and multidisciplinary integration as transversal competencies for the practice of Communication (learning to be and learning to relate to others).



*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
<b>Communication in the Digital Environment</b>	Plan SEO and web 2.0 focused writing
	Develop a content strategy based on storytelling, corporate blogging or other social media strategies
	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
<b>Written, television and radio communication</b>	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
	Take advantage of the improvisation techniques of radio broadcasting for the creation of multimedia pieces
<b>Corporate Identity</b>	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 deal with unforeseen situations that may arise in day-to-day work
	Create multimedia advertising pieces with methodological principles of the creative process
<b>The Fundamentals of Graphic Design</b>	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?

For each Internship Program TECH carries out an exhaustive control of the companies that volunteer to host the graduates and requires them to comply with a series of strict criteria in order to guarantee an enriching and highly participative stay. This is the only way the professionals can be confident that, by joining this program, they will be able to work actively, and not just as a mere spectator, in the different projects that are being developed in the company during the practical period.

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*A unique opportunity to perfect your skills as a communication professional in a great company and with a very experienced team"*





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



journalism-communication

### V3rtice Comunicación

Country	City
Spain	Madrid

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

Online and offline advertising and communication agency

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**Related internship programs:**  
Multimedia Communication



journalism-communication

### Actitud de Comunicación

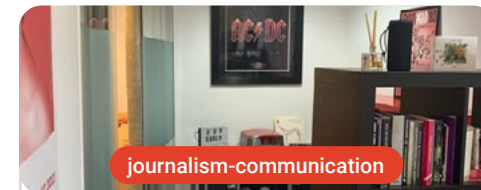
Country	City
Spain	Madrid

Address: Calle del Buen Suceso, 32,  
28008 Madrid

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

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



journalism-communication

### Inercia

Country	City
Spain	Madrid

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

Communication and cultural production company specialized in music

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**Related internship programs:**  
Multimedia Communication



### Grupo Fórmula

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

**Related internship programs:**

- Graphic Design
- People Management





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*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology”*

# 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 entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the 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

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 06 Certificate

This **Internship Program in Multimedia Communication** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The diploma issued by TECH will reflect the grade obtained in the test.

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**



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Internship Program  
Multimedia Communication

# Internship Program

## Multimedia Communication

A man with a beard, wearing a dark blue suit, white shirt, and dark tie, is shown in a professional setting. He is holding a black mobile phone to his ear with his right hand and looking down at a laptop screen. The background is blurred, suggesting an office environment. The image is overlaid with a large, diagonal orange and white graphic element.

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