



# National HEI Consortium

Consorzio Nazionale degli Istituti di Istruzione Superiore



## Hosting Organization description

UCAM is a Catholic University that offers official European accredited Undergraduate, Postgraduate, Ph.D./Doctorate, Vocational and Languages programmes.

The University has more than 15.000 students between the campuses of Murcia (Spain), Cartagena (Spain) and Montevideo (Uruguay).

It Is the University of Sport in Europe with 22 professional teams and about 80 Olympians.

Characteristics: low student to teacher class ratio, personal tutoring, education centered on ethical and personal values, practical teaching methods, modern labs and state of the art equipment.

Web: [www.ucam.edu](http://www.ucam.edu)

## Location(s) of work-placements

International Marketing Office, Vice-rectorate of International Relations, Communications and IT

## Field(s) of internship

Marketing, public relations, advertising, communication, sales, market research, international accounting.

## Detailed tasks of trainee

Reception and support of foreign students, online and telemarketing, advertising and marketing materials: help in defining content and approach media, assist marketing manager for Italy and other countries, assist agents, receive and resume or elaborate project proposals, market analysis.

## Skills&Competences required

Resourceful, innovative and proactive character.

Good planning skill, resourceful, independent and results oriented.

Graduates must have relevant Diploma/Degree in Marketing, Communications, Public Relations or Business related subjects.

Must speak fluent English

Knowledge of social media, e-marketing, advertising, public relations, public speech, in business development.

**National HEI Consortium (Ref.Number 2014-1-IT02-KA103 003131)**  
**diretto da Mine Vaganti NGO; supportato da In Progress.**



# National HEI Consortium

Consorzio Nazionale degli Istituti di Istruzione Superiore



Be able to work and communicate in a multicultural environment.  
Feel comfortable in an institution proud of his catholic values.

## **Learning Outcomes expected**

Knowledge about International education market: actors, procedures, materials, fairs; Spanish university system, Online and telemarketing  
How work and interact with educational adviser/agents;  
Benchmarking technique.  
Other knowledge and skills related with international marketing, educational market and interpersonal relations.