

CGU Stella Junior 2022
Mobility and training programme for students

PLACEMENT OFFER ULE03J

INFORMATION ON THE HOST UNIVERSITY

Name of the institution	University of Leon.
Address	Campus de Vegazana S/N 24007 León (Spain).
Telephone	+34987293564.
Web	www.unileon.es .
Short description	The Universidad de León (ULE) is a young and active public HEI, which has had an interest in international education since its beginnings in 1979. Its two campuses serve 13,000 students with a varied range of degrees. ULE is a founding member of the Santander Group and the Compostela Group of Universities. ULE entered the ECTS second extension bid and was one of the first Spanish universities able to show a consistent information package in full accordance with the EU patterns. Enrolled in international exchange programs since 1987, it sends yearly 440 students to EU destinations and 120 to non-EU academic institutions.

INFORMATION ON THE PLACEMENT OFFER

Mobility	In-person.
Department	Economy and Business Management.
Description of the activities	<p>The objective of these activities is to enhance the training and skills of young researchers.</p> <ul style="list-style-type: none"> • Exchanging of skills in research. • Collaborating in research activities applied to tourism marketing. • Knowledge will be shared and sober skills related to Big Data and Neuromarketing will be worked on. • Explaining the investigations carried out with EEG, eye-tracker, GSR Theoretical training on the cognitive and emotional processes analysed with each of the techniques. • Training in the use of data analysis software in Consumer Neuroscience.
Working languages	Spanish and English.
Working place	Faculty of Economics and Business Studies. Campus de Vegazana.
Mobility period	Within the indicated period. September 2022.
Length	15 working days.
Daily working hours	From 10.00h to 13.00h.
No. of placements offered	1.

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CURRICULAR PROFILE OF THE CANDIDATE

Required experience	Neuromarketing with EEG, eye-tracker, GSR Artificial intelligence or image/text analysis.
Required skills	To have a certain knowledge for designing experiments, data recording and statistical study of them, statistical knowledge.
Academic title	<ul style="list-style-type: none">• Degree.• Master.