

CGU Stella Junior 2022
Mobility and training programme for students

PLACEMENT OFFER UDLO1J

INFORMATION ON THE HOST UNIVERSITY

Name of the institution	University of Lleida.
Address	C/ de Jaume II, 73, 25001 Lleida (Spain).
Telephone	+34 973 70 33 52.
Web	https://www.udl.cat/ca/en .
Short description	The main aim of the University of Lleida is the education of its students. We provide high standards of teaching with quality services throughout the university community that reach society beyond the campus gates. Students make up most of the UdL community, and our objective is to ensure that they enjoy the teaching and learning processes involved. They will thus be able to develop both at a professional and personal level by following other educational, cultural or leisure activities, and by participating in the UdL to keep it a lively, ever-improving educational institution.

INFORMATION ON THE PLACEMENT OFFER

Mobility	In-person.
Department	Business Administration (marketing area).
Description of the activities	Participate in ongoing content analysis of online travel reviews projects, as well as learn about the use of technology and its data analytics.
Working languages	Spanish.
Working place	Faculty of Law, Economics and Tourism .
Mobility period	To be agreed with the candidate. Between August and December 2022.
Length	21 calendar days.
Daily working hours	3 hours.
No. of placements offered	1.
Accommodation	No.

CURRICULAR PROFILE OF THE CANDIDATE

Required experience	Bachelor's degree in Marketing and Market Research Master's degree in Digital or Social Media Marketing (Tourism speciality).
Required skills	Knowledge about content analysis and online travel reviews, as well as technologies frequently used in its discipline: sentiment analysis.
Academic title	Master.