INFORMATION ON THE HOST UNIVERSITY

Name of the institution: University of Valencia.
Address: Av. dels Tarongers, S/N, 46022 València, València, (Spain).
Telephone: +34963828312.
Web: https://www.uv.es.
Short description: The University of Valencia is the outcome of more than five centuries of history that have led to the accumulation of knowledge and unique documentary treasures, making it one of the top Spanish universities. This significant effort has turned the University of Valencia into a modern, global university. It has become a leader when it comes to the application of new technologies, connected to important international scientific and teaching networks.

INFORMATION ON THE PLACEMENT OFFER

Department: Marketing and Market Research Department of the Faculty of the Faculty of Economics.
Description of the activities:
- Development and design of an experimental study in the tourism context, which combines the collection of biometric and cognitive data from the participants, through neuromarketing and virtual reality technologies.
- Analysis of the data obtained.
- Results writing.
Working languages: Spanish; Valencian; English.
Working place: Neuro Lab (Faculty of Economics, room 5P7B).
Mobility period: To be agreed with the candidate.
Length: 92 calendar days.
Daily working hours: 8 hours.
No. of placements offered: 1.

CURRICULAR PROFILE OF THE CANDIDATE

Academic title: Master.
Required experience:
- Work experience: Marketing Departments in tour operator and hotel companies.
- Marketing Departments in Neuromarketing companies.
Required skills:
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- Languages: English (B2), Spanish (native), Italian (B2) and Portuguese (C1).