

Trainee	Last name(s)	First name(s)	Date of birth	Nationality¹	Sex [M/F]	Study cycle²	Field of education³
	Pallino	Pinco	30/10/1997	Italy	M	EQF Level 7 (Master of equivalent)	0414 (Marketing and Advertising)
Sending Institution	Name	Faculty and/or Department	Erasmus code⁴ (if applicable)	Address	Country	Contact person name⁵; email; phone	
	Università degli Studi di Verona	Business Administration	I VERONA 01	Via Cantarane 24, 37129, Verona	ITALY	Mobilità Internazionale (Roberta Casalini) relazioni.internazionali@ateneo.univr.it + 39 045 802 85 30	
Receiving Organisation /Enterprise	Name	Department	Website	Address & Country	Size	Contact person⁶ name; position; e-mail; phone	Mentor⁷ name; position; e-mail; phone
	Borussia Dortmund GmbH & co.	Marketing	https://www.bvb.de/	Rheinlanddamm 207/209, Dortmund, 44137, Deutschland	<input type="checkbox"/> < 250 employees <input checked="" type="checkbox"/> > 250 employees	Dr. Ivana Schmitt HR Employee i.schmitt@bvb.de + 49 03 456 78 88	Dr. Hans Briegel Web Marketing h.briegel@bvb.de + 49 03 456 66 89

Before the mobility

Table A - Traineeship Programme at the Receiving Organisation/Enterprise	
Planned period of the mobility: from [day/month/year] 03/12/2023 to [day/month/year] 02/03/2024	
If applicable, planned period of the virtual component (blended mobility): from [day/month/year] to [day/month/year]	
Traineeship title: Web Marketing and Retail	Number of working hours per week: 38
Traineeship in digital skills⁸: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Detailed programme of the traineeship (including the virtual component, if applicable):	
<p>The traineeship will focus on online marketing and advertising processes for the team's official sportswear and the preparation of 2019/2020 season's campaign. More specifically the trainee will take care of various tasks, concerning:</p> <ul style="list-style-type: none"> - Search Engine Marketing & Search Engine Optimization; - Market research; - Copywriting & editing; - Social media management; - Creation and dissemination of trend topics in web communication; - Organization of promotional events. 	
Knowledge, skills and competences to be acquired by the end of the traineeship (expected Learning Outcomes):	
<p>The trainee will eventually learn to manage different tools and techniques normally used in marketing & advertising branch (social media communication, search engines, copywriting, database applications, etc.)</p> <p>The trainee will also learn to how work within a team and co-workers and to cooperate with the different departments and companies involved in marketing & advertising strategies/activities (graphic & web designers, stylists, suppliers, etc.).</p> <p>Finally, the trainee will improve the knowledge of both English and German languages.</p>	
Monitoring plan:	
<ul style="list-style-type: none"> - Weekly meetings with the Supervisor; - Monthly online meetings with the academic tutor. 	
Evaluation plan:	
<ul style="list-style-type: none"> - Monthly report to the Responsible person; - Final interview and report with/by Supervisor & academic tutor. 	

Type of activity to be carried out during the mobility: Training Research Research for thesis

The level of **language competence**⁹ in English [*indicate here the main language of work*] that the trainee already has or agrees to acquire by the start of the mobility period is: A1 A2 B1 B2 C1 C2 Native speaker

Table B - Sending Institution

Please use only one of the following three boxes:¹⁰

1. The traineeship is **embedded in the curriculum** and upon satisfactory completion of the traineeship, the institution undertakes to:

Award 12 ECTS credits (or equivalent) ¹¹	Give a grade based on: Traineeship certificate <input checked="" type="checkbox"/> Final report <input type="checkbox"/> Interview <input type="checkbox"/>
Record the traineeship in the trainee's Transcript of Records and Diploma Supplement (or equivalent).	

2. The traineeship is **voluntary** and, upon satisfactory completion of the traineeship, the institution undertakes to:

Award ECTS credits (or equivalent): please indicate the number of credit ...	
Give a grade: Yes <input type="checkbox"/> No <input type="checkbox"/>	If yes, please indicate if this will be based on: Traineeship certificate <input type="checkbox"/> Final report <input type="checkbox"/> Interview <input type="checkbox"/>
Record the traineeship in the trainee's Transcript of Records and Diploma Supplement (or equivalent).	

3. The traineeship is carried out by a **recent graduate** and, upon satisfactory completion of the traineeship, the institution undertakes to:

Award ECTS credits (or equivalent): Yes <input type="checkbox"/> No <input type="checkbox"/>	If yes, please indicate the number of credits:
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Accident insurance for the trainee

The Sending Institution will provide an accident insurance to the trainee (if not provided by the Receiving Organisation/Enterprise): Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> (Insurance position n. 404984200 Axa Assicurazione SpA)	The accident insurance covers: - accidents during travels made for work purposes: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> - accidents on the way to work and back from work: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
The Sending Institution will provide a liability insurance to the trainee (if not provided by the Receiving Organisation/Enterprise): Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> (Insurance position ITCASC21677 Chubb European Group SE. Please take note that medical and paramedical activities are not included: see Section 3, Art. 7, clauses 12-13)	

Table C - Receiving Organisation/Enterprise

The Receiving Organisation/Enterprise will provide financial support to the trainee for the traineeship: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If yes, amount (EUR/month): 400 €/month
The Receiving Organisation/Enterprise will provide a contribution in kind to the trainee for the traineeship: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please specify: monthly tickets for public transportation	
The Receiving Organisation/Enterprise will provide an accident insurance to the trainee (if not provided by the Sending Institution): Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	The accident insurance covers: - accidents during travels made for work purposes: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> - accidents on the way to work and back from work: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
The Receiving Organisation/Enterprise will provide a liability insurance to the trainee (if not provided by the Sending Institution): Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
The Receiving Organisation/Enterprise will provide appropriate support and equipment to the trainee.	
Upon completion of the traineeship, the Organisation/Enterprise undertakes to issue a Traineeship Certificate within 5 weeks after the end of the traineeship.	
The Receiving Organisation/Enterprise guarantees that the traineeship is compliant with the local and national labour laws.	
The Receiving Organisation/Enterprise is interested in signing a collaboration agreement with the University of Verona to host further interns in the future: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	

By signing this document, the trainee, the Sending Institution and the Receiving Organisation/Enterprise confirm that they approve the Learning Agreement and that they will comply with all the arrangements agreed by all parties. The trainee and Receiving Organisation/Enterprise will communicate to the Sending Institution any problem or changes regarding the traineeship period. The Sending Institution and the trainee should also commit to what is set out in the Erasmus+ grant agreement. The institution undertakes to respect all the principles of the Erasmus Charter for Higher Education relating to traineeships.

Commitment	Name	Email	Position	Date	Signature
Trainee	Pinco Pallino	pinco.pallino@studenti.univr.it	Trainee	05/10/2023	xxx xxx (firma)
Responsible person ¹² at the Sending Institution	Tizio Caio	tizio.caio@univr.it	Full professor	07/10/2023	xxx xxx (firma)
Supervisor ¹³ at the Receiving Organisation	Hans Briegel	h.briegel@bvb.de	Head of Office	12/10/2023	xxx xxx (firma)

¹ **Nationality:** Country to which the person belongs administratively and that issues the ID card and/or passport.

² **Study cycle:** Short cycle (EQF level 5) / Bachelor or equivalent first cycle (EQF level 6) / Master or equivalent second cycle (EQF level 7) / Doctorate or equivalent third cycle (EQF level 8).

³ **Field of education:** The [ISCED-F 2013 search tool](http://ec.europa.eu/education/tools/isced-f_en.htm) available at http://ec.europa.eu/education/tools/isced-f_en.htm should be used to find the ISCED 2013 detailed field of education and training that is closest to the subject of the degree to be awarded to the trainee by the sending institution.

⁴ **Erasmus code:** a unique identifier that every higher education institution that has been awarded with the Erasmus Charter for Higher Education (ECHE) receives. It is only applicable to higher education institutions located in Programme Countries.

⁵ **Contact person at the sending institution:** a person who provides a link for administrative information and who, depending on the structure of the higher education institution, may be the departmental coordinator or will work at the international relations office or equivalent body within the institution.

⁶ **Contact person at the Receiving Organisation:** a person who can provide administrative information within the framework of Erasmus+ traineeships.

⁷ **Mentor:** the role of the mentor is to provide support, encouragement and information to the trainee on the life and experience relative to the enterprise (culture of the enterprise, informal codes and conducts, etc.). Normally, the mentor should be a different person than the supervisor.

⁸ **Traineeship in digital skills:** any traineeship where trainees receive training and practice in at least one or more of the following activities: digital marketing (e.g. social media management, web analytics); digital graphical, mechanical or architectural design; development of apps, software, scripts, or websites; installation, maintenance and management of IT systems and networks; cybersecurity; data analytics, mining and visualisation; programming and training of robots and artificial intelligence applications. Generic customer support, order fulfilment, data entry or office tasks are not considered in this category.

⁹ **Level of language competence:** a description of the European Language Levels (CEFR) is available at: <https://europass.cedefop.europa.eu/en/resources/european-language-levels-cefr>

¹⁰ **There are three different provisions for traineeships:**

1. Traineeships embedded in the curriculum (counting towards the degree);
2. Voluntary traineeships (not obligatory for the degree);
3. Traineeships for recent graduates.

¹¹ **ECTS credits or equivalent:** in countries where the "ECTS" system it is not in place, in particular for institutions located in Partner Countries not participating in the Bologna process, "ECTS" needs to be replaced in all tables by the name of the equivalent system that is used and a web link to an explanation to the system should be added.

¹² **Responsible person at the sending institution:** this person is responsible for signing the Learning Agreement, amending it if needed and recognising the credits and associated learning outcomes on behalf of the responsible academic body as set out in the Learning Agreement. The name and email of the Responsible person must be filled in only in case it differs from that of the Contact person mentioned at the top of the document.

¹³ **Supervisor at the Receiving Organisation:** this person is responsible for signing the Learning Agreement, amending it if needed, supervising the trainee during the traineeship and signing the Traineeship Certificate. The name and email of the Supervisor must be filled in only in case it differs from that of the Contact person mentioned at the top of the document.