
 <p>upna Universidad Pública de Navarra Nafarroako Unibertsitate Publikoa</p>	 <p>excelencia internacional nazioarteko bikaintasuna</p>	<p>DESCRIPCIÓN BIBLIOGRÁFICA DEL TRABAJO FIN DE ESTUDIOS IKASKETEN AMAIERAKO LANARI BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA</p>	<p>PC 934 ANX1</p>
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Campos OBLIGATORIOS/NAHITAEZ betebeharrekoeremuak	
AÑO/ URTEA (20xx): 2015	Trabajo Fin de Grado (TFG) / Gradu Amaierako Lana (GAL) <input type="checkbox"/> Trabajo Fin de Máster (TFM) / Master Amaierako Lana (MAL) <input checked="" type="checkbox"/>
Título del TFG/TFM/ GAL/MALarenizenburua: CAJA RURAL DE NAVARRA: CAMPAÑA PROMUEVE 2015	
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Director / Zuzendaria: JOSE ENRIQUE GALDÓN SÁNCHEZ	UPNA / NUP <input checked="" type="checkbox"/> Otro (Indicar) / Bestebat (Jarri)
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Inglés Ingelesa	Abstract(Resumen de 100-250 palabras)/ Abstract(Laburpena 100-250 hitzetan)
	<p>During the year 2015, Caja Rural de Navarra made a new campaign on their special program for self-employed workers and small business 'Promueve', improving the conditions of the offer and making an important marketing effort. The paper goes on different aspects of this campaign, including its main features, the development of the new computer system, problems that arose during the development of the plan, opinions from both clients and workers, and a comparison with similar programs made by other financial entities. This paper is written from the perspective of a student during her traineeship in Caja Rural de Navarra, and it is based on the experience obtained during this period of learning.</p>
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
	Self-employed, small business, charges, rivalry, traineeship

Campos OPTATIVOS / AUKERAKO eremuak	
Castellano Gaztelania	Abstract(Resumen de 100-250 palabras) / Abstract(Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
Euskera Euskara	Abstract(Resumen de 100-250 palabras) / / Abstract(Laburpena 100-250 hitzetan)
	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)
a Be	Abstract(Resumen de 100-250 palabras) / / Abstract(Laburpena 100-250 hitzetan)

	Materias o Palabras Clave (máximo 5) / Gaiak edo hitz gakoak (gehienez 5)