

GENERAL AND SPECIFIC COMPETENCES

Basic competences

CB1. Students have demonstrated to have knowledge and understanding in an area of study that starts from the general secondary education, but it is usually at an advanced level supported by advanced textbooks, and also includes some knowledge coming from the vanguard of the study field.

CB2. Students know how to apply their knowledge to their work or vocation in a professional manner and possess skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems in their area of study.

CB3. Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4. Students are able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.

CB5. Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

General competences

CG1. Be able to work as a team, participating actively in tasks and negotiating with divergent opinions until reaching consensus positions, acquiring the ability to learn together with each other team members and to create new knowledge.

CG2. Being able to innovate by developing an open attitude towards change and being willing to re-evaluate old mental models that limit thinking.

CG3. Integrate values of social justice, equality between men and women, equal opportunities for all and especially for people with disabilities, so that the studies of Marketing and Digital Communities contribute to forming citizens for a fair and democratic society based on the culture of dialogue and peace.

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Transversal competences

- CT1. Communicate properly both orally and in writing in the two official languages of Catalonia.
- CT2. Show willingness to know new cultures, experiment with new methodologies and encourage international exchange.
- CT3. Show entrepreneurial leadership and management skills that reinforce personal confidence and reduce risk aversion.
- CT4. Master computer tools and their main applications for ordinary academic and professional activity.
- CT5. Develop tasks applying the acquired knowledge with flexibility and creativity and adapting them to new contexts and situations.

Specific competences

- CE1. Recognize the environment in which the organization operates, the operation of the company and its functional areas, and the instruments of analysis.
- CE2. Apply the principles of marketing and market research.
- CE3. Identify qualitative and quantitative tools for the analysis and diagnostic in market research.
- CE4. Analyze and evaluate strategies of development, launch and positioning of new products as well as making decisions in relation to the variables product, price, distribution and communication.
- CE5. Recognize the particularities of marketing activity in sectors with specific characteristics.
- CE6. Synthesize and evaluate marketing strategies for the internationalization of business activity.
- CE7. Apply timely and conveniently the resources available in the work environments in which management is needed.

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Specific competences

CE8. Synthesize ideas to turn them into feasible and profitable businesses understanding the current market.

CE9. Apply technological tools for the use of business resources through Marketing.

CE10. Analyze, and evaluate the role of digital communities and social networks in the company.

CE11. Apply the knowledge to undertake business projects that allow the creation of new companies or the improvement of existing ones, applying innovative and creative ideas.

CE12. Apply the English language in different cultural environments of business negotiation.

CE13. Identify the basic tools of e-Marketing.

CE14. Apply the acquired knowledge to the management of digital communities.

CE15. Collect and interpret significant data to make judgments that include a reflection on relevant business issues and be able to produce a document that allows to transmit information or an innovative business proposal.