

Bachelor's Degree in Management and Marketing and Digital Communities

Branch of knowledge: Social and Legal Sciences

Centre: School of Business and Social Sciences

Programme number: 33

	Term	Type	ECTS
FIRST YEAR			
BUSINESS ADMINISTRATION	1st	B	6
ICT TOOLS FOR WORKING IN NETWORKS	1st	B	6
CONSUMER BEHAVIOR	1st	O	4
PRINCIPLES OF GRAPHIC DESIGN	2nd	O	4
MATHEMATICS APPLIED TO MARKETING	2nd	B	6
INTERPERSONAL RELATIONSHIPS IN BUSINESS	2nd	B	6
PRINCIPLES OF MARKETING	3rd	B	6
INTRODUCTION TO STATISTICS	3rd	B	6
DIGITAL PLATFORMS MANAGEMENT	3rd	B	6
RESEARCH METHODOLOGY	3rd	O	4
FOREIGN LANGUAGE I	1st,2nd, and 3rd	B	6
			60
SECOND YEAR			
PRODUCT DESIGN AND BRAND MANAGEMENT	1st	O	6
METRICS APPLIED TO MARKETING	1st	O	4
INTERNET POSITIONING	1st	O	4
INTRODUCTION TO ACCOUNTING	1st	B	6
MARKET RESEARCH	2nd	B	6
CONTENT MARKETING	2nd	O	6
PRICE DEFINITION AND VALUE PROPOSAL	2nd	O	4
DISTRIBUTION, LOGISTICS AND RELATIONSHIP WITH CHANNELS	3rd	O	4
SEARCH ENGINE MARKETING AND SOCIAL MEDIA ADVERTISING	3rd	O	6
ADVERTISING AND PROMOTION STRATEGIES	3rd	O	4
INNOVATION AND DEVELOPMENT IN A GLOBAL ECONOMY	3rd	O	4
FOREIGN LANGUAGE II	1st,2nd, and 3rd	O	6
			60
THIRD YEAR			
MARKETING PLAN	1st	O	4
SOCIAL NETWORKS	1st	O	4
ONLINE REPUTATION AND DIGITAL IDENTITY	1st	O	6
DESIGN AND IMPLEMENTATION OF A MARKETING CAMPAIGN	2nd	O	4
PRINCIPLES OF ECONOMICS	2nd	O	6
SALES STRATEGY AND MANAGEMENT	2nd	O	4
NETWORK ANALYSIS	2nd	O	6
INSTITUTIONAL MARKETING	3rd	O	4
DIGITAL MEDIA AND AUDIENCES	3rd	O	6
INTELLECTUAL PROPERTY MANAGEMENT	3rd	O	4
FINANCIAL MANAGEMENT FOR MARKETING	3rd	O	6
ELECTIVE COURSE	1st	Op	6
			60
FOURTH YEAR			
ECONOMIC AND SOCIAL IMPLICATIONS OF SOCIAL NETWORKS	1st	O	4
CREATION OF INNOVATIVE COMPANIES	1st	O	6
SOCIAL AND EVENT MARKETING	2nd	O	4
NEW TRENDS IN BUSINESS ADMINISTRATION	2nd	O	4
ELECTIVE COURSES	2nd and 3rd	Op	14
BACHELOR'S DEGREE FINAL PROJECT	1st,2nd, and 3rd	O	14
INTERNSHIP	1st,2nd, and 3rd	O	14
			60
			240

Distribution of credits ECTS

Subject	Credits
Basic subjects (B).....	60
Compulsory subjects (O).....	132
Optional subjects (Op).....	20
Internship	14
Bachelor's Degree Final Project.....	14
Total	240