

Degree in Global Marketing Management

Course year / semester	ECT	Subject name
1º-1	4,5	INTRODUCTION TO ECONOMICS
1º-1	4,5	BUSINESS ENVIRONMENT
1º-1	4,5	INTRODUCTION TO MARKETING
1º-1	4,5	DIGITAL ENVIRONMENT
1º-1	4,5	SCIENTIFIC RESEARCH
1º-1	3,0	ANTHROPOLOGY
1º-1	3,0	OFFICE SOFTWARE 1
1º-1	3,0	TO BE PROFESSIONAL
2º-1	4,5	PRODUCT MANAGEMENT
2º-1	4,5	PRICING
2º-1	4,5	COMMUNICATION MANAGEMENT
2º-1	4,5	TREND SEARCH AND ANALYSIS
2º-1	4,5	BUSINESS NEGOTIATION
2º-1	3,00	MULTIMEDIA SOFTWARE
2º-1	4,5	CREATIVE MINDSET
3º-1	4,5	MARKETING MANAGEMENT
3º-1	4,5	BUSINESS STRATEGY
3º-1	4,5	BUSINESS ADMINISTRATION AND CORPORATE RESPONSIBILITY
3º-1	4,5	HUMAN RESOURCES MANAGEMENT
3º-1	4,5	LEGAL ENVIRONMENT
3º-1	4,5	DIGITAL MARKETING STRATEGIES
3º-1	3,0	CHRISTIAN SOCIAL THINKING
3º-1	3,0	CREATION OF DIGITAL SPACES
3º-1	3,0	SELF-DIAGNOSIS

BACHELOR'S DEGREE IN MARKETING AND DIGITAL BUSINESS

Course year / semester	ECT	Subject name
1º-1	6,0	MARKETING FUNDAMENTALS
1º-1	6,0	COMPANY FUNDAMENTALS
1º-1	6,0	BUSINESS MATHEMATICS
1º-1	6,0	ECONOMIC HISTORY
1º-1	6,0	BUSINESS SOCIOLOGY
1º-1	3,0	ANTHROPOLOGY
2º-1	6,0	ECONOMY II: MACROECONOMICS
2º-1	4,5	ECONOMIC-FINANCIAL ANALYSIS FOR MARKETING I
2º-1	4,5	LEGAL REGULATION OF THE MARKET
2º-1	6,0	MARKETING AND CORPORATE SOCIAL RESPONSABILITY
2º-1	4,5	CONSUMER'S BEHAVIOR I
2º-1	4,5	STRATEGIC MARKETING
2º-1	3,0	CRITICAL THINKING
3º-1	6,0	COMMUNICATION AND ADVERTISING
3º-1	4,5	DECISION-MAKING METHODS APPLIED TO MARKETING
3º-1	4,5	MARKETING AND APPLIED INFORMATION SYSTEMS
3º-1	6,0	PRICES AND COSTS POLICY
3º-1	4,5	TRADING TECHNIQUES
3º-1	4,5	RELATIONAL AND DIRECT MARKETING
3º-1	3,0	CREATION OF DIGITAL SPACES
3º-1	3,0	CREATIVE MINDSET
3º-1	4,5	CIENTIFIC INVESTIGATION