

Bachelor's Degree in Business Administration and Management

Program	Year/Semester	Code	Subjects	ECTS
BBAM	3-1	0872018	Analytical Accounting	4,5
BBAM	3-1	0872022	Corporate Taxation	4,5
BBAM	3-1	0872023	Strategic Management and Corporate Politics I	6,0
BBAM	3-1	0872025	Commercial Management	4,5
BBAM	3-1	0872026	Financial Management I	6,0
BBAM	3-1	0872027	Corporate Decision Methods	4,5
BBAM	3-1	0872028	Management Information Systems	4,5
BBAM	3-1	2202-0009	Creation Of Digital Spaces	3,0
BBAM	3-1	2202-0010	Market Research	4,5

Program	Year/Semester	Code	Subjects	ECTS
BBAM	4-1	0872036	Labour Law	6,0
BBAM	4-1	0872037	Global and International Marketing	4,5
BBAM	4-1	0872038	Corporate Accounting	4,5
BBAM	4-1	0872039	Operations Management in Service Corporations	4,5
BBAM	4-1	0872040	Entrepreneurship	4,5
BBAM	4-1	0872041	Academic Recognition of Credits	6,0
BBAM	4-1	2201-0013	My Digital Fingerprint	3,0
BBAM	4-1	2202-0019	Pricing	4,5

Note: It is not possible to combine My Digital Fingerprint with Pricing

Program	Year/Semester	Code	Subjects	ECTS
GRADE	5-1	1424-0017	Market Research I	4,5
GRADE	5-1	1424-0018	Relationship Marketing, Direct and Interactive	3,0
GRADE	5-1	1424-0019	Digital Marketing Strategies	3,0
GRADE	5-1	1424-0020	Digital Advertising	3,0
GRADE	5-1	1424-0021	Digital Communication	3,0
GRADE	5-1	1424-0022	Marketing Plan	4,5
GRADE	5-1	1424-0023	Strategic Brand Management	3,0
GRADE	5-1	1424-0024	E- Commerce	3,0
GRADE	5-1	1424-0025	Corporate Image Management	3,0

Bachelor's Degree in Marketing

Program	Year/Semester	Code	Subjects	ECTS
BDM	3-1	0875023	Communication Policy and Digital Advertising	6,0
BDM	3-1	0875024	Product Policy	6,0
BDM	3-1	0875025	Market Research I	4,5
BDM	3-1	0875026	Sales Management	4,5
BDM	3-1	0875027	Consumer Behaviour	4,5
BDM	3-1	0875028	Industrial and Services Marketing	4,5
BDM	3-1	1722-0009	Christian Social Thinking	3,0
BDM	3-1	1722-0010	Creation Of Digital Spaces	3,0

Program	Year/Semester	Code	Subjects	ECTS
BDM	4-1	PENDING	Creation of Digital Spaces	3,0
BDM	4-1	0875036	Academic Recognition of Credits (IT Seminars)	6,0
BDM	4-1	PENDING	Global Marketing & International Trade	4,5
BDM	4-1	0875040	Human Resources Management	4,5
BDM	4-1	0875043	Marketing and Communication Management	4,5
BDM	4-1	0875035	Marketing Plan	6,0
BDM	4-1	0875050	Sales Analysis and Forecast	4,5

Program	Year/Semester	Code	Subjects	ECTS
GRMK	5-1	1422-0017	Digital Marketing Strategies	3,0
GRMK	5-1	1422-0018	Digital Advertising	3,0
GRMK	5-1	1422-0019	Digital Communication	3,0
GRMK	5-1	1422-0020	Financing and Investment Decisions	4,5
GRMK	5-1	1422-0021	E- Commerce	3,0
GRMK	5-1	1422-0022	Econometrics	3,0
GRMK	5-1	1422-0023	Corporate Image Management	3,0
GRMK	5-1	1422-0024	Marketing Budgeting and Control	3,0
GRMK	5-1	1422-0025	Financing Solutions for Entrepreneurs	1,5
GRMK	5-1	1422-0026	Strategic Brand Management	3,0

Bachelor's Degree in Digital Business

Program	Year/Semester	Code	Subjects	ECTS
GRDB	3-1	0873023	Sales Management in a Digital Environments	6,0
GRDB	3-1	0873024	E-Commerce	6,0
GRDB	3-1	0873025	Digital Client Management	4,5
GRDB	3-1	0873026	Digital Project Management	4,5
GRDB	3-1	0873027	Management Information Systems	4,5
GRDB	3-1	0873028	Information Architecture and Usability	4,5
GRDB	3-1	2102-0009	Creation of Digital Space	3,0
GRDB	3-1	2102-0010	Scientific Investigation	4,5

Program	Year/Semester	Code	Subjects	ECTS
GRDB	4-1	0873035	Strategic Management	6,0
GRDB	4-1	0873036	Digital Corporate Social Responsibility	4,5
GRDB	4-1	0873037	Digital Creativity	4,5
GRDB	4-1	0873038	Digital Marketing Metrics and Analytics	4,5
GRDB	4-1	0873039	Financing for Digital Entrepreneurs	4,5
GRDB	4-1	0873040	Academic Recognition of Credits	6,0

Program	Year/Semester	Code	Subjects	ECTS
GRDB	5-1	1512-0014	Budgets and Marketing Control	4,5
GRDB	5-1	1512-0015	Commercial Distribution	3,0
GRDB	5-1	1512-0016	Digital Communication	3,0
GRDB	5-1	1512-0017	External Commerce Techniques	3,0
GRDB	5-1	1512-0018	Global Mindset	3,0
GRDB	5-1	1512-0019	Pricing Management	3,0
GRDB	5-1	1512-0020	Product Management	4,5
GRDB	5-1	1512-0021	Promotional Marketing	3,0
GRDB	5-1	1512-0022	Sales Team Management	3,0

Bachelor's Degree in Advertising and Public Relations

Program	Year/Semester	Code	Subjects	ECTS
GRPUB	5-1	1423-0017	Commercial Management	4,5
GRPUB	5-1	1423-0018	Market Research	4,5
GRPUB	5-1	1423-0019	Marketing Management	4,5
GRPUB	5-1	1423-0020	Product Management	3,0
GRPUB	5-1	1423-0021	Commercial Distribution	3,0
GRPUB	5-1	1423-0022	Price Management	3,0
GRPUB	5-1	1423-0023	Sales Forecast Methods	3,0
GRPUB	5-1	1423-0024	Human Resources	4,5

Degree in Global Marketing Management

Program	Year/Semester	Code	Subjects	ECTS
TSDMG	4-1	TSMK18-0052	Global Mindset	4,5
TSDMG	4-1	TSMK18-0053	Glocal Marketing	4,5
TSDMG	4-1	TSMK18-0054	Global Communication	4,5
TSDMG	4-1	TSMK18-0055	e-Markets	4,5
TSDMG	4-1	TSMK18-0058	Mi Huella Digital	3,0

Language courses (optional)

Code	Subject	ECTS
ESP	Español	3,0
ING	Inglés	6,0