

Dual-Degree in Marketing

COURSES	ECTS
Pricing & Sales Promotion (C)	3
Planificación de Marketing (C)	3
Marketing Global (C)	6
Strategic Marketing (C)	6
Marketing B2B (C)	6
Principles of Digital Marketing (C)	6
Introduction to Web Design (C)	6
Strategic Digital Communication (C)	6
Introduction Digital Analytics (C)	6
New Electronic Marketing Devices (E)	6
Virtual Communities (E)	6
Business Ethics & Sustainability (E)	6
Consumer Behaviour (E)	6
Final Project Dissertation (C)	18
TOTAL	72

(C) = Compulsory

(E) = Elective (choose 6 ECTS)

