Master's Degree in **Marketing Technologies**



SCHEDULE 2025-2026 **SECOND SEMESTER**





- Welcome day
- Class schedule: 5pm to 8pm
- Exams 1st sitting
- Exams 2nd sitting
- Master's Thesis defense

				JU	INE 2	2026
1	2	3	4	5	6	7
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27	28	29	30	31		

- Graduation ceremony
- Holidays and non-working days
- Master's Thesis Tutorial
- Student services activities

DATE	SUBJECT
07/04/2026	Marketing Analytics
08/04/2026	Digital Advertising and Social Media
09/04/2026	Hybrid Immersive Experiences
10/04/2026	Master's Thesis (Tutorial)
14/04/2026	Marketing Analytics
15/04/2026	Digital Advertising and Social Media
16/04/2026	Masterclass
17/04/2026	Master's Thesis (Tutorial)
21/04/2026	Marketing Analytics
22/04/2026	Digital Advertising and Social Media
23/04/2026	Hybrid Immersive Experiences
24/04/2026	Master's Thesis (Tutorial)
28/04/2026	Marketing Analytics
29/04/2026	Digital Advertising and Social Media
30/04/2026	Digital Advertising and Social Media
01/05/2026	Master's Thesis (Tutorial)
04/05/2026	Masterclass
05/05/2026	Marketing Analytics
06/05/2026	Digital Advertising and Social Media
07/05/2026	Digital Advertising and Social Media
08/05/2026	Master's Thesis (Tutorial)
12/05/2026	Digital Advertising and Social Media

DATE SUBJECT 13/05/2026 Digital Advertising and Social Media 14/05/2026 Hybrid Immersive Experiences 15/05/2026 Master's Thesis (Tutorial) 18/05/2026 Masterclass 19/05/2026 Marketing Analytics 20/05/2026 Digital Advertising and Social Media 21/05/2026 Hybrid Immersive Experiences 22/05/2026 Digital Advertising and Social Media 27/05/2026 Digital Advertising and Social Media 28/05/2026 Digital Advertising and Social Media 29/05/2026 Master's Thesis (Tutorial) 02/06/2026 Marketing Analytics (Exam) 03/06/2026 Digital Advertising and Social Media (Exam) Hybrid Immersive Experiences (Exam) 04/06/2026 Marketing Analytics (Exam) 10/06/2026 Digital Advertising and Social Media (Exam) 11/06/2026 Digital Advertising and Social Media (Exam) 11/06/2026 Pigital Advertising and Social Media (Exam) 11/06/2026 Pigital Advertising and Social Media (Exam) 11/06/2026 Pigital Advertising and Social Media (Exam)		
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11/06/2026 Hybrid Immersive Experiences (Exam)	09/06/2026	Marketing Analytics (Exam)
.,,	10/06/2026	Digital Advertising and Social Media (Exam)
16/06/2025 Sports Day Football tournament	11/06/2026	Hybrid Immersive Experiences (Exam)
	16/06/2025	Sports Day Football tournament
18/07/2026 Graduation ceremony	18/07/2026	Graduation ceremony