

STUDY PLAN

MASTER'S DEGREE IN TECHNOLOGIES APPLIED TO MARKETING

FIRST SEMESTER

CODE	DENOMINATION	ECTS
801431	Strategic marketing and technology	8
801432	Consumer, purchasing trends and personalization	5
801433	Experience creation	5
801434	E-Commerce	4
801435	Marketing communication, media landscape and audiences	5
801436	Marketing automation	3

SECOND SEMESTER

CODE	DENOMINATION	ECTS
801437	Digital advertising and Social Media	8
801438	Hybrid immersive experiences	3
801439	Marketing Analytics	4
801440	Master's Thesis	15