

# Master's Degree in Marketing Technologies



Semi-presental  
English group

## SCHEDULE 2025-2026 FIRST SEMESTER

**OCTOBER 2025**

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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**NOVEMBER 2025**

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**DECEMBER 2025**

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**JANUARY 2026**

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**FEBRUARY 2026**

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**MARCH 2026**

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30	31					

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

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

DATE	SUBJECT
03/10/2025	Euncet Fest
16/10/2025	Welcome day
21/10/2025	Experience Creation
22/10/2025	Strategic Marketing and Technology
23/10/2025	E-commerce
28/10/2025	Consumer, Buying Trends and Personalisation
29/10/2025	Marketing Communications, Media Landscape and Audiences
30/10/2025	Strategic Marketing and Technology
03/11/2025	Master's Thesis (Tutorial)
04/11/2025	Consumer, Buying Trends and Personalisation
05/11/2025	Strategic Marketing and Technology
06/11/2025	E-commerce
10/11/2025	Strategic Marketing and Technology
11/11/2025	Consumer, Buying Trends and Personalisation
12/11/2025	Masterclass
13/11/2025	E-commerce
18/11/2025	Experience Creation
19/11/2025	Strategic Marketing and Technology
20/11/2025	Marketing Communications, Media Landscape and Audiences
24/11/2025	Sports Day   3x3 Basketball tournament
24/11/2025	Strategic Marketing and Technology
25/11/2025	Consumer, Buying Trends and Personalisation
26/11/2025	Masterclass
27/11/2025	E-commerce
02/12/2025	Experience Creation
03/12/2025	Strategic Marketing and Technology
04/12/2025	Marketing Communications, Media Landscape and Audiences
09/12/2025	Consumer, Buying Trends and Personalisation
10/12/2025	Marketing Communications, Media Landscape and Audiences
11/12/2025	Strategic Marketing and Technology
16/12/2025	Experience Creation
17/12/2025	Strategic Marketing and Technology
18/12/2025	Marketing Communications, Media Landscape and Audiences
18/12/2025	Sports Day   Padel tournament
07/01/2026	Experience Creation
08/01/2026	E-commerce

DATE	SUBJECT
12/01/2026	Masterclass
13/01/2026	Experience Creation
14/01/2026	Strategic Marketing and Technology
15/01/2026	Marketing Communications, Media Landscape and Audiences
20/01/2026	Consumer, Buying Trends and Personalisation
21/01/2026	Strategic Marketing and Technology
22/01/2026	E-commerce
27/01/2026	Experience Creation
28/01/2026	Strategic Marketing and Technology
29/01/2026	Marketing Communications, Media Landscape and Audiences
03/02/2026	Consumer, Buying Trends and Personalisation
04/02/2026	Strategic Marketing and Technology
05/02/2026	Marketing Communications, Media Landscape and Audiences
09/02/2026	-
10/02/2026	Consumer, Buying Trends and Personalisation
11/02/2026	Marketing Automation
12/02/2026	Marketing Automation
17/02/2026	Experience Creation
16/02/2026	Euncet Snow Day
18/02/2026	Marketing Automation
19/02/2026	Marketing Automation
24/02/2026	Company visit: Estrella Damm
03/03/2026	Marketing Communications, Media Landscape and Audiences (Exam)
04/03/2026	Experience Creation (Exam)
05/03/2026	Marketing Automation (Exam)
10/03/2026	Consumer, Buying Trends and Personalisation (Exam)
11/03/2026	Talent Day
11/03/2026	Strategic Marketing and Technology (Exam)
12/03/2026	E-commerce (Exam)
17/03/2026	Marketing Automation (Exam)
18/03/2026	Experience Creation (Exam)
19/03/2026	Marketing Communications, Media Landscape and Audiences (Exam)
24/03/2026	Consumer, Buying Trends and Personalisation (Exam)
25/03/2026	Strategic Marketing and Technology (Exam)
26/03/2026	E-commerce (Exam)