

BACHELOR'S DEGREE IN Marketing, Innovation and Technology

Choose your **major** from the third year onwards...

Study plan

FIRST SEMESTER

SUBJECTS	ECTS	TYPE
Mathematical Tools for Business Management	6	FB
Digital Productivity Tools	6	FB
Impact of the Social, Cultural and Political Environment on Business	6	FB
Fundamentals of Business Management	6	FB
Self-Knowledge and Professional Development	6	FB

SECOND SEMESTER

SUBJECTS	ECTS	TYPE
Fundamentals of Data	6	FB
Innovation and Business Sustainability	6	FB
Impact of Technologies on Business	6	FB
Oral and Written Communication	6	FB
Customer-Centric Marketing	6	FB

FIRST YEAR

SECOND YEAR

THIRD YEAR

SUBJECTS	ECTS	TYPE
Data Analysis and Visualisation	6	FB
Data Management	6	FB
Team Leadership and Development	6	FB
Impact of the Economic Environment and Legal Framework on Business	6	FB
Digital Communication Tools	6	FB

SUBJECTS	ECTS	TYPE
Market Research	6	OB
Consumer Behaviour	6	OB
Strategic Marketing	6	OB
Products and Services Innovation and Development	6	OB
Fundamentals of Data Analytics in Marketing	6	OB

SUBJECTS	ECTS	TYPE
Pricing Strategies	6	OB
Communication and Advertising	6	OB
Brand Management	6	OB
Major	6	OP
Major	6	OP

SUBJECTS	ECTS	TYPE
E-Commerce and Omni-Channel Management	6	OB
Customer Management and Loyalty Strategies	6	OB
Major	6	OP
Major	6	OP
Major	6	OP

THIRD YEAR

FOURTH YEAR

FIRST SEMESTER

SUBJECTS

ECTS TYPE

SECOND SEMESTER

SUBJECTS

ECTS TYPE

Major in **ADVERTISING**

Strategic Advertising Planning	6	OP	Advertising Campaigns	6	OP
Technological Trends in Advertising	6	OP	Communication Media and Platforms	6	OP
			Social Media Advertising	6	OP

Major in **MARKETING ANALYTICS**

Data Collection and Processing in Marketing	6	OP	Analytical Models in Marketing	6	OP
Predictive Analytics and Data Mining	6	OP	Customer Metrics and Analysis	6	OP
			Market Trends Metrics and Analysis	6	OP

SUBJECTS

ECTS TYPE

Major in **ADVERTISING**

Advertising Agencies	6	OP
Creativity and Advertising Projects	6	OP
Advertising Metrics and Analytics	6	OP
AI Applied to Advertising	6	OP
Digital and Audiovisual Production	6	OP

Major in **MARKETING ANALYTICS**

SUBJECTS	ECTS	TYPE
Digital Marketing Metrics and Analytics	6	OP
Marketing Mix Metrics and Analysis	6	OP
Artificial Intelligence Applied to Marketing	6	OP
Marketing Visualisation and Reporting	6	OP
Marketing Analytics Projects	6	OP

SUBJECTS	ECTS	TYPE
Optional*	18	OP
Bachelor's Thesis	12	TFG

- *These optional credits can be obtained in different ways:
- Taking optional subjects of another major different from the one chosen by the student.
 - Undertaking curricular external academic internships.
 - Participating in a mobility program at another university.
 - Applying for transfer of subjects passed in other university studies in the same field.
 - Carrying out extracurricular activities during the studies (maximum 6 ECTS).

Type of subject:
 FB: Core Curriculum
 OB: Compulsory
 OP: Optional