



centre adscrit a:



UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

Discontinuation scheme for the Master's Degree in Marketing Management.

Approved by the Academic Committee on 22/05/2024.

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1 Introduction

The implementation of the new bachelor's and master's degrees, derived from the new Royal Decree 1393/2007, of 29 October, which established the organisation of official university education, led to the discontinuation of the first, second and first and second cycle degrees.

The change from an academic organisation (studies prior to the EHEA) to the one that regulates the adaptation to the European Higher Education Area, required the inclusion of the wind-down criteria derived from external regulations and the establishment of the UPC's own criteria. This need was specified in agreement no. 93/2008 of the Governing Council, which approved the criteria for the wind-down of first cycle, second cycle and first and second cycle degrees and the implementation of the new UPC degree courses.

The current situation in which there is full adaptation to the EHEA and a relatively stable academic organisation with RD 1393/2007, which was complemented with RD 861/2010, as well as the lack of regulation at state level regarding the wind-down of the new EHEA bachelor's and master's degree programmes, makes it necessary to provide a framework for the wind-down of bachelor's and master's degrees that determines the UPC criteria for regulating the processes resulting from the discontinuation, reverifications and modifications and mergers of existing degrees that involve the wind-down of the previous curricula.

The criteria for the discontinuation of studies are included in the agreement of the Governing Council no. 14/2013, which approves the criteria and procedure for the suspension and phasing out of degrees/tracks, and also included in the AUDIT quality system of the UPC centres, but it is defined at a general level, and it is necessary to detail the administrative procedure that has to be carried out so that it is correctly approved and subsequently recorded both in the implementation and discontinuation registers of the Generalitat de Catalunya and in the RUCT of the Ministry (Register of Universities, Centres and Degrees), and to guarantee the rights and duties of the students and the obligations of the University in the degrees that are discontinued.

2 Scope of application

This document regulates the process of wind-down of the Master's Degree in Marketing Management (hereinafter MUDMK) implemented in accordance with Royal Decree 1393/2007, of 29 October, amended by RD 861/2010, of 10 July, which establishes the organisation of official university education, as well as the process of adaptation of students.

It is applicable to the MUDMK that has to be discontinued due to the implementation of the Master's Degree in Technology Applied to Marketing (hereinafter MUTAM) that replaces it.

3 Criteria defined by UPC for the discontinuation of the MUDMK

- 3.1. The new MUTAM will be fully implemented from the academic year 2024/25, in accordance with the provisions of the verification report.
- 3.2. From the implementation of the MUTAM, the MUDMK scheme of studies will come to an end. This means that in the academic year 2024/25 there will be no more MUDMK teaching.
- 3.3. Once the MUDMK has been discontinued, there will be two examination sittings in the following academic year, i.e. in the academic year 2024/25.
- 3.4. No extraordinary teaching is planned for the MUDMK scheme of studies that is being phased out.
- 3.5. In the academic year 2024/25, the MUDMK will be considered discontinued in all respects and, therefore, the two exam sittings available to students will be counted for the purpose of passing the discontinued courses.

4 Students' rights and duties

- 4.1. MUDMK students have the right to continue the studies they have begun, although they may choose to voluntarily join the new MUTAM degree programme.
- 4.2. Students have two exam sittings in the academic year following the discontinuation of the MUDMK. For each exam sitting it will be necessary to realize a new semester enrolment.
- 4.3. Once the student has taken the two exams indicated in the previous point without having passed the exams, those who wish to continue their studies will have to continue them in the new MUTAM study scheme by means of adaptation.
- 4.4. From the 2024/25 academic year onwards, new students will not be admitted to the MUDMK degree programme, nor will applications be accepted for a change of studies to this discontinued degree.
- 4.5. Once the two extraordinary exams for a course established in the degree programme's phasing out calendar have expired, students may exceptionally apply for a new extraordinary sitting to pass one or more pending courses, if they are in a position to complete their studies in the current scheme. They will have to apply to the Rector of the UPC, who will decide, following a report from Euncet, whether to grant the aforementioned sitting.
- 4.6. Students enrolled in the MUDMK who have to sit an exam for a discontinued course will have access, through the virtual campus, to all the learning materials for that course until the exam is taken.

5 Timeline for the discontinuation of the MUDMK study scheme and the implementation of the new MUTAM degree programme

Academic year 2023/2024
Last teaching period for the courses of the MUDMK degree

Academic year 2024/2025
There will be no teaching for the courses of the MUDMK degree
Two examination sittings for all MUDMK degree courses in the following academic periods: <ul style="list-style-type: none">• At the end of the 1st semester of the academic year 2024/25.• At the end of the 2nd semester of the academic year 2024/25.

The dates and times of these extraordinary exams will be announced in due course prior to registration.

6 Adaptation procedure between the Master's degree to be discontinued and the new Master's degree

No equivalence table has been established as there is no correspondence between the courses of the MUDMK study scheme that is being discontinued and the courses of the new MUTAM study scheme that replaces it.

Therefore, once the students have taken the two extraordinary exams without passing them, those who wish to continue their studies will have to do it in the new MUTAM study scheme through adaptation, having to take all the subjects of the new scheme enrolled.