

Master's Degree in Marketing Technologies

 **Face-to-face**
Spanish group

SCHEDULE 2026-2027

FIRST SEMESTER

OCTOBER 2026

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5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28	29	30	31		

NOVEMBER 2026

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DECEMBER 2026

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JANUARY 2027

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FEBRUARY 2027

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MARCH 2027

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29	30	31					

-  Welcome day
-  Class: 4pm to 8pm
-  Masterclass / Company visit
-  Exams 1st sitting
-  Exams 2nd sitting
-  Master's Thesis defense

-  Master's Thesis Tutorial
-  Plenary tutorial (master's thesis methodology)
-  Graduation ceremony
-  Holidays and non-working days
-  Student services activities

DATE	SUBJECT
02/10/2026	Euncet Fest
15/10/2026	Welcome day
20/10/2026	E-commerce
21/10/2026	Strategic Marketing and Technology
22/10/2026	Marketing Communications, Media Landscape and Audiences
27/10/2026	Experience Creation
28/10/2026	Strategic Marketing and Technology
29/10/2026	Marketing Automation
03/11/2026	E-commerce
04/11/2026	Strategic Marketing and Technology
05/11/2026	Marketing Communications, Media Landscape and Audiences
10/11/2026	Experience Creation
11/11/2026	Strategic Marketing and Technology
12/11/2026	Marketing Automation
17/11/2026	E-commerce
18/11/2026	Strategic Marketing and Technology
19/11/2026	Sports Day 3x3 Basketball tournament
24/11/2026	Consumer, Buying Trends and Personalisation
25/11/2026	Strategic Marketing and Technology
26/11/2026	Marketing Communications, Media Landscape and Audiences
30/11/2026	Plenary tutorial (master's thesis methodology)
01/12/2026	E-commerce
02/12/2026	Strategic Marketing and Technology
03/12/2026	Marketing Automation
04/12/2026	Marketing Communications, Media Landscape and Audiences
09/12/2026	Strategic Marketing and Technology
10/12/2026	Marketing Communications, Media Landscape and Audiences
14/12/2026	Masterclass
15/12/2026	E-commerce
16/12/2026	Sports Day Padel tournament
17/12/2026	Consumer, Buying Trends and Personalisation
18/12/2026	Marketing Communications, Media Landscape and Audiences
21/12/2026	Masterclass
11/01/2027	Masterclass
12/01/2027	Experience Creation
13/01/2027	Strategic Marketing and Technology
14/01/2027	Marketing Communications, Media Landscape and Audiences
18/01/2027	Masterclass

DATE	SUBJECT
19/01/2027	Experience Creation
20/01/2027	Strategic Marketing and Technology
21/01/2027	Consumer, Buying Trends and Personalisation
25/01/2027	Master's Thesis (Tutorial)
26/01/2027	Experience Creation
27/01/2027	Marketing Communications, Media Landscape and Audiences
28/01/2027	Consumer, Buying Trends and Personalisation
01/02/2027	Masterclass
02/02/2027	Consumer, Buying Trends and Personalisation
03/02/2027	Strategic Marketing and Technology
04/02/2027	Euncet Snow Day
	Consumer, Buying Trends and Personalisation
08/02/2027	Master's Thesis (Tutorial)
09/02/2027	Experience Creation
10/02/2027	Strategic Marketing and Technology
11/02/2027	Marketing Automation
12/02/2027	Marketing Automation
15/02/2027	Masterclass
16/02/2027	Experience Creation
17/02/2027	Strategic Marketing and Technology
18/02/2027	Consumer, Buying Trends and Personalisation
19/02/2027	E-commerce
22/02/2027	Master's Thesis (Tutorial)
23/02/2027	Experience Creation (Exam)
24/02/2027	Strategic Marketing and Technology (Exam)
25/02/2027	Consumer, Buying Trends and Personalisation (Exam)
02/03/2027	Marketing Automation (Exam)
03/03/2027	Marketing Communications, Media Landscape and Audiences (Exam)
04/03/2027	E-commerce (Exam)
08/03/2027	Experience Creation (Exam)
09/03/2027	Talent Day
10/03/2027	Strategic Marketing and Technology (Exam)
11/03/2027	Consumer, Buying Trends and Personalisation (Exam)
16/03/2027	Marketing Automation (Exam)
17/03/2027	Marketing Communications, Media Landscape and Audiences (Exam)
18/03/2027	E-commerce (Exam)