

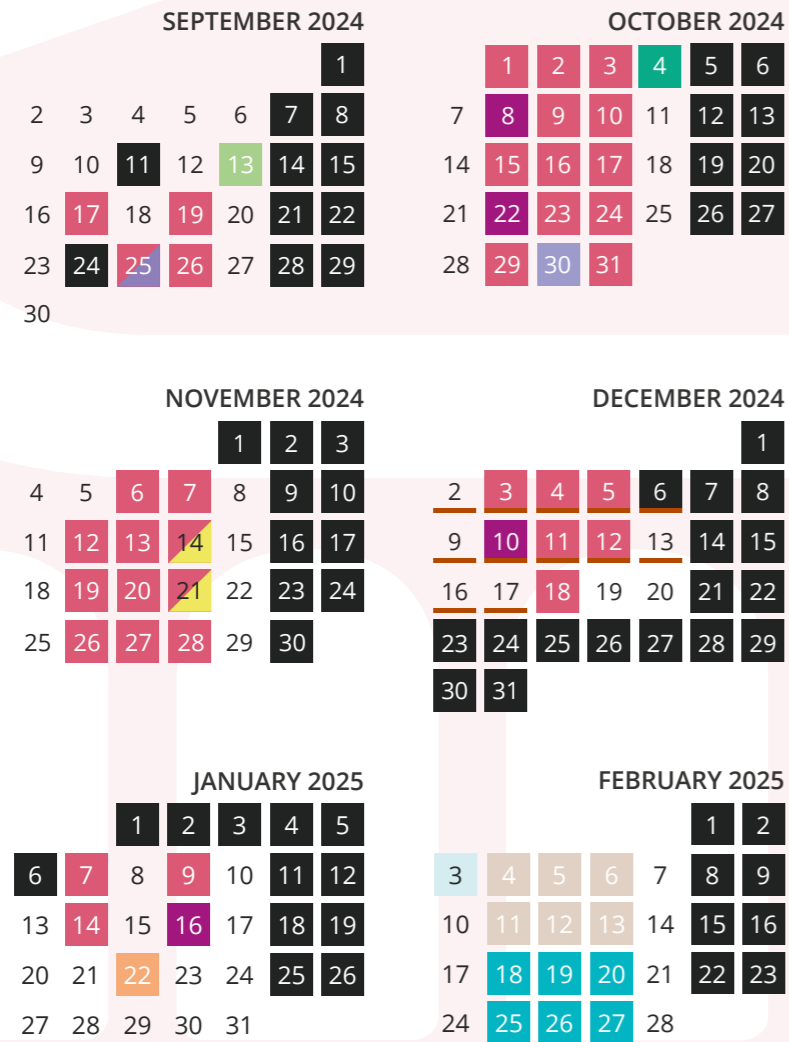
# SCHEDULE 2024-2025

## MASTER'S DEGREE IN TECHNOLOGICAL MARKETING MANAGEMENT

 On-site | CAMPUS BARCELONA CAN DRAGÓ














 English | GROUP 2

### FIRST SEMESTER



DAY	DATE	TIME	SUBJECT
Friday	13/09/2024	4pm-8pm	Welcome Day
Tuesday	17/09/2024	4pm-8pm	Experience Creation
Thursday	19/09/2024	4pm-8pm	Strategic Marketing and Technology
Wednesday	25/09/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences
		10:45am-12pm	University Life Day
Thursday	26/09/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
Tuesday	01/10/2024	4pm-8pm	E-commerce
Wednesday	02/10/2024	4pm-8pm	Experience Creation
Thursday	03/10/2024	4pm-8pm	Strategic Marketing and Technology
Friday	04/10/2024	6pm-12am	Euncet Fest
Tuesday	08/10/2024	4pm-8pm	Masterclass: Jordi Castells
Wednesday	09/10/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences
Thursday	10/10/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
Tuesday	15/10/2024	4pm-8pm	E-commerce
Wednesday	16/10/2024	4pm-8pm	Experience Creation
Thursday	17/10/2024	4pm-8pm	Strategic Marketing and Technology
Tuesday	22/10/2024	4pm-8pm	Masterclass: Pep Manich
Wednesday	23/10/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences
Thursday	24/10/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
Tuesday	29/10/2024	4pm-8pm	E-commerce
Wednesday	30/10/2024	4pm-8pm	Master's Thesis Tutorial
Thursday	31/10/2024	4pm-8pm	Strategic Marketing and Technology
Wednesday	06/11/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences
Thursday	07/11/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
Tuesday	12/11/2024	4pm-8pm	E-commerce
Wednesday	13/11/2024	4pm-8pm	Strategic Marketing and Technology - Tutorial
Thursday	14/11/2024	4pm-8pm	Strategic Marketing and Technology
			3x3 Basketball Tournament
Tuesday	19/11/2024	4pm-8pm	Marketing Automation
Wednesday	20/11/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences

DAY	DATE	TIME	SUBJECT
Thursday	21/11/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
			3x3 Basketball Tournament
Tuesday	26/11/2024	4pm-8pm	E-commerce
Wednesday	27/11/2024	4pm-8pm	Experience Creation
Thursday	28/11/2024	4pm-8pm	Strategic Marketing and Technology
Tuesday	03/12/2024	4pm-8pm	Marketing Automation
Wednesday	04/12/2024	4pm-8pm	Marketing Communications, Media Landscape and Audiences
Thursday	05/12/2024	4pm-8pm	Consumer, Buying Trends and Personalisation
Tuesday	10/12/2024	4pm-8pm	Masterclass: Elena Boned
Wednesday	11/12/2024	4pm-8pm	Experience Creation
Thursday	12/12/2024	4pm-8pm	Strategic Marketing and Technology
Wednesday	18/12/2024	4pm-8pm	Strategic Marketing and Technology - Tutorial
Tuesday	07/01/2025	4pm-8pm	Marketing Automation
Thursday	09/01/2025	4pm-8pm	Strategic Marketing and Technology
Tuesday	14/01/2025	4pm-8pm	Experience Creation
Thursday	16/01/2025	4pm-8pm	Company visit: Estrella Damm
Wednesday	22/01/2025		Padel Tournament
Monday	03/02/2025		Euncet Snow Day
Tuesday	04/02/2025	4pm-8pm	Experience Creation - Exam
Wednesday	05/02/2025	4pm-8pm	Marketing Communications, Media Landscape and Audiences - Exam
Thursday	06/02/2025	4pm-8pm	Strategic Marketing and Technology - Exam
Tuesday	11/02/2025	4pm-8pm	Marketing Automation - Exam
Wednesday	12/02/2025	4pm-8pm	E-commerce - Exam
Thursday	13/02/2025	4pm-8pm	Consumer, Buying Trends and Personalisation - Exam
Tuesday	18/02/2025	4pm-8pm	Experience Creation - Exam
Wednesday	19/02/2025	4pm-8pm	Marketing Communications, Media Landscape and Audiences - Exam
Thursday	20/02/2025	4pm-8pm	Strategic Marketing and Technology - Exam
Tuesday	25/02/2025	4pm-8pm	Marketing Automation - Exam
Wednesday	26/02/2025	4pm-8pm	E-commerce - Exam
Thursday	27/02/2025	4pm-8pm	Consumer, Buying Trends and Personalisation - Exam

-  Welcome Day from 5 pm to 8 pm
-  Classes on Tuesday, Wednesday and Thursday from 5 pm to 8 pm
-  Exams first sitting
-  Exams second sitting
-  Tutorial, workshops and company visits
-  Holidays and non-working days
-  Master's Thesis Tutorial
-  Euncet Snow Day
-  Padel Tournament
-  3x3 Basketball Tournament
-  University Life Day
-  Euncet Fest
-  Christmas Charity Raffle from 27/11 to 16/12