

(*) Indicates that there are additional or special requirements, consult the end of the document



Santa Cruz de Marcenado, 27
28015 Madrid - España.

Marketing

Integrated Programme in Communication Sciences
International offering 2024-2025

FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Consumer behavior *	Spanish
6	1	Marketing and Communication	Spanish
6	1	Market Investigation	Spanish
6	2	Brand Management	Spanish
6	2	Distribution and Trade Channels	Spanish
6	4	Competence Development Seminar III	Spanish
6	4	Business Intelligence and Big Data Analysis	Spanish

SECOND SEMESTER (January to May / June only)

ECTS	Acad. Year	Course Name	Language
6	1	Product Policy and Prices	Spanish
6	2	Strategic Brand Communication	Spanish
6	3	CRM and customer analytics	Spanish / English
6	4	Innovation in Product and Service Design	Spanish
6	4	Marketing and Entrepreneurship Models *	Spanish

* ANNOTATIONS AND SPECIAL REQUIREMENTS:

Consumer behavior

IMPORTANT: Content similar to Consumer Behavior of the degree of Advertising (with nuances regarding the degree)

Marketing and Entrepreneurship Models

This subject is not offered in 4th year: but Marketing and Entrepreneurship Models is offered in 2nd semester