

MASTER'S DEGREE IN MARKETING & COMMUNICATION

Classes start on 3rd November (16:00-19:30)

Sessions held in classroom P2_0_A05



NOVEMBER						
M	T	W	TH	F	S	SU
						1
2	3	4	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						

DECEMBER						
M	T	W	TH	F	S	SU
	1	2	3	4	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			

JANUARY						
M	T	W	TH	F	S	SU
				1	2	3
4	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

FEBRUARY						
M	T	W	TH	F	S	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH						
M	T	W	TH	F	S	SU
1	2	3	4	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				

APRIL						
M	T	W	TH	F	S	SU
			1	2	3	4
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		

MAY						
M	T	W	TH	F	S	SU
					1	2
3	4	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						

JUNE						
M	T	W	TH	F	S	SU
	1	2	3	4	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				

JULY						
M	T	W	TH	F	S	SU
			1	2	3	4
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	

MODULE:

- Welcome day: Introduction to the Master (3rd of November at 1530)
- Strategic Marketing
- Operational Marketing
- Marketing Management in the New Globalised Economy
- Demand Analysis and Market Research
- Sales Management and Marketing
- Digital Communication and Marketing
- Cross-Platform Digital Marketing and Communication
- Communication Management in the Corporate World
- Digital Environment of the Company (optional)
- Academic Tutoring and Assessment

APPLIED MODULE:

- Submission of the Master's Thesis in the 1st call – June
- Defense of the Master's Thesis in the 1st call – June
- Submission of the Master's Thesis in the 2nd call – July
- Defense of the Master's Thesis in the 2nd call – July