

**RECOMMENDED STUDY TRACK**

YEAR	Semester	CODE #	COURSE	TYPE	CREDITS
YEAR 1	1	31315001	BUSINESS LAW I	CC	6
		31315002	ECONOMICS	CC	6
		31315004	INTRODUCTION TO BUSINESS ECONOMICS	CC	6
		31315007	INTRODUCTION TO MARKETING	CC	6
		31315008	MATHEMATICS	CC	6
	2	31315003	MICROECONOMICS	CC	6
		31315006	FUNDAMENTALS OF FINANCIAL ACCOUNTING	CC	6
		31315009	STATISTICS	CC	6
		31315010	ECONOMIC HISTORY	CC	6
		31315015	MARKETING MANAGEMENT	C	6
YEAR 2	1	31315005	INTRODUCTION TO CORPORATE FINANCE	CC	6
		31315011	ADVANCED STATISTICS	C	6
		31315012	MACROECONOMICS	C	6
		31315017	CONSUMER BEHAVIOUR	C	6
		31315018	MARKET RESEARCH I	C	6
	2	31315013	BUSINESS MANAGEMENT	C	6
		31315019	MARKET RESEARCH II	C	6
		31315020	NON-PROFIT MARKETING	C	6
		31315026	ANALYSIS TOOLS FOR THE ECONOMIC ENVIRONMENT	C	6
		31315027	MULTIVARIATE STATISTICAL METHODS	C	6
YEAR 3	1	31315016	PRODUCT AND PRICE	C	6
		31315022	COMMERCIAL DISTRIBUTION I	C	6
		31315024	COMMERCIAL COMMUNICATION I	C	6
		31315035	SOCIOLOGY AND QUALITATIVE RESEARCH TECHNIQUES APPLIED TO CONSUMPTION	C	6
		31315042	TRADE MARKETING	C	6
		31315045	DATA MANAGEMENT AND PROCESSING	C	6
	2	31315014	BUSINESS LAW II	C	6
		31315021	SECTORIAL MARKETING	C	6
		31315023	COMMERCIAL DISTRIBUTION II	C	6
		31315025	COMMERCIAL COMMUNICATION II	C	6
		31315032	COMPUTER NETWORKS AND COMMUNICATION APPLICATIONS	C	6
		31315041	CREATIVITY AND MARKETING CASE STUDIES	C	6
YEAR 4	1	31315028	ENGLISH FOR MARKETING	C	6
		31315029	SALES FORCE	C	6
		31315030	INTRODUCTION TO E-MARKETING	C	6
		31315033	ECONOMETRIC METHODS FOR MARKET RESEARCH	C	6
		31315039	*EMOTIONAL AND COMMUNICATION SKILLS	C	6
		31315043	MARKETING PLAN	C	6
	2	31315031	FUNDAMENTALS OF INTERNATIONAL MARKETING	C	6
		31315034	MARKETING INFORMATION SYSTEMS MANAGEMENT	C	6
		31315040	*SOCIOLOGY OF LABOR AND INDUSTRIAL RELATIONS	C	6
		31315044	DIGITAL MARKETING TOOLS	C	6
		31315046	WEB PUBLISHING SOFTWARE TOOLS	C	6
	A	31315036	COMPANY CREATION	C	6
		31315037	*COMPANY INTERNSHIPS	E	12
		31315038	FINAL DEGREE PROJECT	P	6

TYPE	
CC	Core Courses
C	Compulsory
E	Elective
I	External Internships
P	Final Degree Project

**SUBJECTS & CONTENTS**

Distribution of subjects within the Degree	Contents
Business Law I	Notions of Commercial, Civil and Labor Law
Economics	Main aspects of Economics, Microeconomics and Macroeconomics
Introduction to Business Economics	The company and the entrepreneur. The company as a system. Company management. Analysis of the functions of planning, organization, management and control.
Introduction to Marketing	Marketing Basics. Function of Marketing. Concept and classification of the market. Marketing-mix design: product, price, distribution and communication
Mathematics	Matrices, systems and diagonalization. Functions of a variable, continuity and derivability. Defined Integral. Introduction to the functions of two variables. Applications
Microeconomics	Specific aspects of Microeconomics
Fundamentals of financial accounting	Conceptual foundations related to the equity structure and accounting results. Regulatory framework of financial accounting. Annual accounts.
Statistics	Calculation of probabilities. Contrast of hypotheses. Inference models. Regression Models.
Economic History	The industrial Revolution. Fluctuations and crises in industrialized economies. Reconstruction, development and crisis of the economies.
Marketing Management	Marketing management. Identification of market opportunities. The strategic marketing process. Marketing plan: Strategies, Planning, execution and control.
Introduction to Corporate Finance	Capitalization and discount financial operations. Financial income. The financial subsystem of the company. Rotation fund. How to evaluate an investment project
Advance Statistics	Concept of Inference. Point Estimation. Confidence intervals. Hypothesis testing. Linear Regression Model. Analysis of Variance. To know how to apply these statistical methods with the help of statistical software.

Macroeconomics	Specific aspects of Macroeconomics
Consumer Behaviour	The purchasing and consumption decision processes. Models of consumer behavior Purchasing behavior of the organization.
Market Research	The process of market research Sources of information Methods of obtaining information Realization of questionnaires Quantification of information. The scales of measurement Ethics in market research. Sampling applied to market research Tabulation and coding of information Analysis of information. Interpretation of results. Reporting Market research in SMEs.
Business Management	Management Basics. Management skills. Strategic management approach. Management Support Systems and Techniques
Market Research II	The selection of samples. Sampling. Simple and multivariate analysis. Final Report.
Non profit Marketing	Profitable and non-profit marketing. The non-profit marketing approach to addressing social problems Diagnosing the situation Behavior of the target audience Objectives and goals of non-profit campaigns. Specialties in non-profit marketing: gender and equality, environment, health, disability, other specialties.
Analysis of the economic environment	Economic indicators. Economic series and their components. Short-term forecasts. Relations between variables. Introduction to input-output analysis.
Multivariate Statistical Methods	Multivariate descriptive statistics. Regression analysis with qualitative or quantitative dependent variable: linear model, Logit and Probit. Discriminant analysis. Analysis of clusters. Dimensional reduction techniques. Sampling techniques. Software for the application of such methods. Introduction to quantitative economic analysis Modeling and specification of models for market research Econometric models. Classical or deterministic methods of time series for the prediction of economic variables. stochastic time series methods for predicting economic variables
Product and Price	Product planning in commercial management. Product analysis. Portfolio, lines, ranges. Product identification elements. Brand and packaging management. Creation and development of new products. Commercial price management. Pricing strategies. Pricing methods. Legal aspects of pricing.
Commercial Distribution	History, evolution and new technologies in distribution Distribution as a variable of marketing. Distribution Channels. Associated trade and franchising. Sales channels without establishment. Distribution Strategies. Relationship management in the channel. Management of the value chain and of supplies. Store management. Merchandising

Commercial Communication	Commercial Communication as a Marketing variable. The Communication Process. The Communication Strategy in Organizations. Media Research. Measurement techniques online. Media Planning. The Advertising System. Unconventional forms of communication. Public relations.
Sociology and qualitative research techniques applied to consumption	Research design. Source analysis. Qualitative methodology and qualitative research tools (ethnography, focus group, interview, observation, participatory action research).
Trade Marketing	In this subject, we will go devle into the stable relationships between manufacturer and distributor, so that they are established from the cooperation benefiting both parties. Sales promotion, merchandising, category management and rotation at the point of sale, and traffic at the point of sale are included among the group activities.
Data Management and Processing	Data representation and storage. Data processing and calculation. Relational databases. Digital Marketing Tools The Digital Marketing Tools course is the natural extension of the Introduction to E-marketing course. This course has an eminently practical approach in which the tools to create websites and Internet stores for different business models on the Internet are developed. The course also studies the different tools for web page analysis and control. Computer Programs for web page strategy and management and Internet stores are studied. Currently we study how to create websites for businesses, institutions, non-profit organisations and personal websites using WordPress and when applicable WooCommerce.
Business Law II	Notions of Commercial, Civil and Labor Law (II)
Sectorial marketing	Industrial marketing. Services Marketing. Agribusiness marketing
Commercial Distribution II	Logistics and value and supply chain management. Logistics costs. Inventory management. Management of online and offline stores. Management of the sales function to support commercial distribution and logistics. Organization and participation in events, trade fairs and trade missions in support of commercial distribution and logistics.
Commercial Communication II	Non-conventional forms of communication. Sales promotions. Manufacturer's promotions. Distributor's promotions. The promotions to the consumers. Direct marketing. Interactive advertising. Participatory advertising. Public relations
Computer networks and communication applications	Communication in computer networks: fundamentals and services. Applications for Internet. Security and Privacy
Creativity and marketing Cases Studies	The course Creativity and marketing Cases Studies requires students to use their imagination and creative resources to find

	a new approaches to problem. During the different subjects, students develop thinking methodologies to identify unmet consumer needs and design innovative proposals that solve these needs through the product or service.
English for Marketing	Expanding knowledge about the professional field of marketing in international relations, especially those related to English-speaking countries. Developing skills related to the establishment and productive development of actions, communications and relationships that can occur in these areas as a result of the existence of the European Framework.
Sales Force	Personal selling in the marketing environment. The sales force: classification of its components, functions. Factors that influence the performance of sales personnel. The sales process. Management of the sales team.
Introduction to e-marketing	E-commerce, digital marketing and viral marketing. Interactive advertising: Feedback and loyalty Multimedia: television, video, audio and animations. Integration: mobile marketing Business models 2.0. Social networks: Internet profiles, social bookmarks, aggregators and feeds
Econometric Methods for Market Research	Econometric modelling approach to understand the relative contribution of all marketing mix elements, and their short and long-term impact on sales and brand equity
Emotional and Communication skills	Communicative, social and negotiation skills. Emotional Intelligence
Marketing Plan	Marketing Plan is a course that presents a company's planning of strategic tools and action plans to achieve their objectives. After analysing the company's situation and the environment in which it operates. It also establishes the necessary follow-up and control mechanisms and actions to verify that the plan has been achieved.
Fundamentals of International Marketing	Evolution of International Trade. Theories of International Trade. International Trade Treaties. Selection of Markets. Analysis of International Segments. International Market Research. International Marketing Strategies.
Marketing information systems management	The Marketing Information System in the company. The Information System as a support for planning, activities and control in the Marketing area. The Information System as support to the decision making in the commercial area. Interorganizational Information Systems in the commercial area. Planning, implementation and maintenance of the Marketing Information System. Strategic search for competitive advantages based on the efficient use of information technologies. Organizational changes generated by the implementation of information technologies. Auditing, security and ethics in the management of Marketing Information System data.

Sociology of Work and Labour Relations	The context of work and labor relations. Equality and non-discrimination by gender or any other condition. Salaried work, relationships and content. The dynamics of the labor market.
Digital Marketing Tools	Las nuevas herramientas de marketing digital. Inteligencia digital. Sales funnel. Inbound Marketing. Herramientas de Google. Big data
IT Tools for Web Publishing	It is an elective course that addresses the basic concepts necessary to be able to publish, manage and position information on the world wide web through theoretical aspects. In the practical classes the student is trained to create contents and spaces where information is published through the most used tools in this environment.
Company creation	Importance of the entrepreneurial phenomenon and the role of the entrepreneur Detection, generation and analysis of business opportunities: innovation as a source of competitive advantages Identification of resources, organization, planning and implementation of the business project.
External internships	Observation and practise of the activities of the institution, organization or company related to the content of the Degree.
Final Project	Presentation and defense of a final Degree project, consisting of an exercise to integrate the contents and skills received in training.