

(\*) 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 2023-2024

### FIRST SEMESTER (September to January only)

ECTS	Acad. Year	Course Name	Language
6	1	Consumer behavior *	Spanish
6	1	Fundamentals of Marketing and Communication	Spanish
6	2	Brand Management	Spanish
6	2	Decision-making Tools *	Spanish
6	2	Distribution and Trade Channels	Spanish
6	2	Company Analysis *	Spanish
6	4	Competence Development Seminar III *	Spanish
6	4	Storytelling and brand content	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	Communication Structures	Spanish
6	1	Product Policy and Prices	Spanish
6	2	Strategic Brand Communication *	Spanish
6	4	Marketing and Entrepreneurship Models *	Spanish
6	4	Innovation in Product and Service Design	Spanish

#### \* ANNOTATIONS AND SPECIAL REQUIREMENTS:

Business Intelligence and Big Data Analysis \*

Very limited spots

Company Analysis \*

If there is enough interest only, can be taught in English

Competence Development Seminar III \*

Very limited spots

Consumer behavior \*

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

Decision-making Tools \*

Basic knowledge of mathematics is strongly recommended

Marketing and Entrepreneurship Models \*

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

Syllabi:

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Strategic Brand Communication \*

Very limited places, acceptance will depend on covering the capacity of the