

**MASTER 1  
MARKETING, SALES**

SEMESTER 7	ECTS	CM	TD	TPL
<b>UE 701 UNDERSTANDING INDIVIDUAL AND COLLECTIVE ACTIONS</b>	6			
In-depth study of consumer behaviour		20h	5h	
Organizational theory		20h	5h	
<b>UE 702 STUDYING AND ANTICIPATING THE MARKET</b>	6			
Market research		20h	5h	
Sales forecasting		20h	5h	
<b>UE 703 MANAGING INTERACTIONS</b>	6			
Sales force management		20h	5h	
B2B marketing and purchasing		20h	5h	
<b>UE 704 DATA ANALYSIS</b>	6			
Qualitative data processing		20h	5h	
Quantitative data analysis		20h	5h	
<b>UE 705 APPLIED RESEARCH</b>	6			
Project management		20h	10h	
English			24h	
<b>SEMESTER 8</b>	<b>ECTS</b>	<b>CM</b>	<b>TD</b>	<b>TPL</b>
<b>UE 801 UNDERSTANDING MARKETING TOOLS</b>	6			
Strategic marketing		20h	5h	
Operational marketing		20h	5h	
<b>UE 802 UNDERSTANDING MARKETING AND MANAGEMENT INTERACTIONS</b>	6			
Marketing and finance		20h	5h	
Marketing and information systems		20h	5h	
<b>UE 803 ALTERNATIVE APPROACHES TO MARKETING</b>	6			
Simulation and marketing decisions		20h	5h	
Social marketing		20h	5h	
<b>UE 804 APPLYING TRANSVERSAL TOOLS</b>	6			
Corporate communication and computer graphics		20h	5h	
Research methodology		20h	5h	
<b>UE 805 SUPPORT OF PROFESSIONAL WORKSHOPS</b>	6			
Internship/master's thesis				
English			24h	
	Total number of student hours	340h	138h	

**MASTER 2**

SEMESTER 9	ECTS	CM	TD	TPL
<b>UE 901 INTRODUCTION TO RESEARCH</b>	6			
Conducting a research project		20h		
Professional practices		20h		
<b>UE 902 INTERNATIONAL MARKET ANALYSIS</b>	6			
International environment		12h	3h	
International market research		12h	3h	
International negotiation		12h	3h	
<b>UE 903 INTERNATIONAL MARKETING PLAN</b>	6			
International marketing strategy		16h	4h	
Planning, budgeting and controlling the international marketing mix		16h	4h	
<b>UE 904 INTEGRATED MARKETING COMMUNICATION</b>	6			
Below the line communication		12h	3h	
Media communication 1		12h	3h	
Evaluating communication performance		12h	3h	
<b>UE 905 DIGITAL AND MOBILE COMMUNICATION</b>	6			
Digital communication		16h	4h	
Mobile marketing		16h	4h	
<b>SEMESTER 10</b>	<b>ECTS</b>	<b>CM</b>	<b>TD</b>	<b>TPL</b>
<b>UE 1006 DISTRIBUTION STRATEGY</b>	6			
Management of distribution channels		16h	4h	
Trade marketing		16h	4h	
<b>UE 1007 RELATIONAL AND SENSORIAL MARKETING</b>	6			

Sensory and experiential marketing		16h	4h	
Relational marketing		16h	4h	
<b>UE 1008 INNOVATIVE AND RESPONSIBLE MARKETING</b>	6			
Marketing innovation		16h	4h	
Sustainable marketing		16h	4h	
<b>UE 1009 PROJECT MANAGEMENT</b>	12			
End of study project			30h	
Master's thesis		10h	20h	
	Total number of student hours	282h	108h	