DEGREE:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DEGREE STRUCTURE BY COURSES AND SEMESTERS** | | | |  |
| **YEAR 1** | | | | |
| **FIRST SEMESTER** | **ECTS** | **SECOND SEMESTER** | **ECTS** | |
| Mathematics | 6 | Introduction to Law | 6 | |
| Fundamentals of Business Management | 6 | Microeconomics | 6 | |
| Introduction to Marketing | 6 | History of Contemporary World Economic Development | 6 | |
| Introduction to Financial Operations | 6 | General Accounting | 6 | |
| Political Economy | 6 | Commercial Management I | 6 | |
| **Total** | **30** | **Total** | **30** | |
| **YEAR 2** | | | | |
| **THIRD SEMESTER** | **ECTS** | **FOURTH SEMESTER** | **ECTS** | |
| Macroeconomics | 6 | Market Research I | 6 | |
| Statistics I | 6 | Product Distribution I | 6 | |
| Business Management | 6 | Statistics II | 6 | |
| Commercial Management I | 6 | Integrated Marketing Communication I | 6 | |
| Spanish and World Economics | 6 | Consumer Behavior | 6 | |
| **Total** | **30** | **Total** | **30** | |
| **YEAR 3** | | | | |
| **FIFTH SEMESTER** | **ECTS** | **SIXTH SEMESTER** | **ECTS** | |
| Market Research II | 6 | Statistics III | 6 | |
| Foreign Trade | 6 | Product Distribution II | 6 | |
| Econometrics | 6 | Market Research III | 6 | |
| Sales Management | 6 | Sectorial Marketing | 6 | |
| Integrated Marketing Communication II | 6 | International Marketing | 6 | |
| **Total** | **30** | **Total** | **30** | |
| **YEAR 4** | | | | |
| **SEVENTH SEMESTER** | **ECTS** | **EIGHTH SEMESTER** | **ECTS** | |
| Social and Political Marketing | 6 | Internship (or 2 optional courses) | 12 | |
| Business Creation | 6 | Trabajo Fin de Grado | 6 | |
| Optional Courses | 18 | Optional Courses | 12 | |
| **Total** | **30** | **Total** | **30** | |

**MARKETING AND MARKET RESEARCH**

| **OPTIONAL** | **ECTS** |
| --- | --- |
| Qualitative Data Analysis | 6 |
| Development of New Products | 6 |
| History of Commercial Activity and Marketing | 6 |
| Corporate Environmental Management and of the Business Quality | 6 |
| Accounting Information for Management | 6 |
| Computer Science in Marketing Management | 6 |
| English for the Intercultural Communication and Negotiation | 6 |
| Logistics and Merchandising | 6 |
| Cultural and Tourism Marketing | 6 |
| Electronic Marketing | 6 |
| Planning of the Media | 6 |
| Market Law | 6 |
| Computer-based Collaboration and Decision making systems | 6 |
| Sociology of the Consumption | 6 |
| Multivariate Statistical Techniques | 6 |
| **Total** | **90** |