

MARKETING DEGREE

Program	Course	Semester	ECTS	Subjects	Language
DTGMK4EN	4	2	3,00	Company Startups	English
DTGMK4EN	4	2	3,00	Digital Marketing Strategies	English
DTGMK4EN	4	2	3,00	Digital Advertising	English
DTGMK4EN	4	2	3,00	Intercultural Negotiation	English
DTGMK4EN	4	2	3,00	Marketing Budgets and Control	English
DTGMK4EN	4	2	1,50	Marketing simulator	English
DTGMK4EN	4	2	1,50	E-Commerce	English

BUSINESS ADMINISTRATION AND MANAGEMENT DEGREE (ADE)

Program	Course	Semester	ECTS	Subjects	Language
DTGRADE1EN	1	2	3	Team Management	English
DTGRADE1EN	1	2	3	Theory and Structure of Communication	English

DTGRADE5EN	5	2	4,5	Business ethics	English
DTGRADE5EN	5	2	3	Multimedia technologies	English
DTGRADE5EN	5	2	1,5	Financing Solutions for Entrepreneurs	English
DTGRADE5EN	5	2	3	Intercultural Negotiation	English
DTGRADE5EN	5	2	1,5	Marketing simulator	English
DTGRADE5EN	5	2	3	Digital Marketing Metrics and Analytics	English
DTGRADE5EN	5	2	3	Business models in the digital environment	English
DTGRADE5EN	5	2	3	Marketing Budgets and Control	English
DTGRADE5EN	5	2	3	Project Management in Digital Environments	English
DTGRADE5EN	5	2	3	Digital Marketing Intelligence	English
DTGRADE5EN	5	2	1,5	Trends in Digital Marketing	English

NOTE: This is a **TENTATIVE** information, it can suffer updates or changes. ESIC reserves the right to cancel or modify any course should unforeseen circumstances arise.

ADVERTISING AND PUBLIC RELATIONS DEGREE

Program	Course	Semester	ECTS	Subjects	Language
DTGRPUB5EN	5	2	3,00	Relational and Direct Marketing	English
DTGRPUB5EN	5	2	6,00	Digital Ecosystem	English
DTGRPUB5EN	5	2	3,00	Commercial Equipment Management	English
DTGRPUB5EN	5	2	3,00	Digital Marketing Strategies	English
DTGRPUB5EN	5	2	3,00	Financing and Investment Decisions	English
DTGRPUB5EN	5	2	3,00	Digital Advertising Advance	English
DTGRPUB5EN	5	2	3,00	Digital Communication	English
DTGRPUB5EN	5	2	4,50	Marketing Plan	English

MARKETING MANAGEMENT AND COMMERCIAL MANAGEMENT

Program	Course	Semester	ECTS	Subjects	Language
TSMK4EN	4	2	3,00	Intercultural Negotiation	English
TSMK4EN	4	2	1,50	Marketing simulator	English
TSMK4EN	4	2	3,00	Digital Marketing Metrics and Analytics	English
TSMK4EN	4	2	3,00	Business models in the digital environment	English
TSMK4EN	4	2	3,00	Operations and Technology Management	English
TSMK4EN	4	2	4,50	Company Startups	English
TSMK4EN	4	2	3,00	Marketing Budgets and Control	English
TSMK4EN	4	2	3,00	Project Management in Digital Environments	English
TSMK4EN	4	2	3,00	Digital Marketing Intelligence	English
TSMK4EN	4	2	1,50	Trends in Digital Marketing	English

LANGUAGE COURSE

Semester	ECTS	Subjects	Language
2	3,00	Español	Español
2	3,00	English II	English
2	3,00	Business Skills II	English

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