

ADVERTISEMENT AND PUBLIC RELATIONS

Program	Course	Semester	ECTS	Subjects	Language
DTGRPUB5EN	5	1	4,50	Commercial Management	English
DTGRPUB5EN	5	1	4,50	Metrics and Analytics	English
DTGRPUB5EN	5	1	4,50	Marketing Management	English
DTGRPUB5EN	5	1	3,00	Product Management	English
DTGRPUB5EN	5	1	3,00	Commercial Distribution	English
DTGRPUB5EN	5	1	3,00	Price Management	English
DTGRPUB5EN	5	1	3,00	Sales Forecast Methods	English
DTGRPUB5EN	5	1	4,50	Human Resources	English

BUSINESS ADMINISTRATION AND MANAGEMENT

Program	Course	Semester	ECTS	Subjects	Language
DTGRADE1EN	1	1	3	Multimedia Technologies	English
DTGRADE1EN	1	1	3	Sales Techniques	English

DTGRADE5EN	5	1	4,5	Market Research II	English
DTGRADE5EN	5	1	3	Relationship Marketing, Direct and Interactive	English
DTGRADE5EN	5	1	3	Digital Marketing Strategies	English
DTGRADE5EN	5	1	3	Digital Advertising	English
DTGRADE5EN	5	1	3	Digital Communication	English
DTGRADE5EN	5	1	4,5	Marketing Plan	English
DTGRADE5EN	5	1	3	Strategic Brand Management	English
DTGRADE5EN	5	1	3	E- Commerce	English
DTGRADE5EN	5	1	3	Corporate Image Management	English

MARKETING AND COMMERCIAL MANAGEMENT

Program	Course	Semester	ECTS	Subjects	Language
TSMK4EN	4	1	4,50	International Marketing Management	English
TSMK4EN	4	1	3,00	Strategic Brand Management	English
TSMK4EN	4	1	3,00	E-Commerce	English
TSMK4EN	4	1	3,00	Econometrics	English
TSMK4EN	4	1	3,00	Corporate Image Management	English
TSMK4EN	4	1	1,50	Financing Solutions for Entrepreneurs	English
TSMK4EN	4	1	6,00	Strategic Management	English
TSMK4EN	4	1	3,00	Economic environment	English
TSMK4EN	4	1	3,00	Sectorial Marketing	English

LANGUAGES COURSES

Semester	ECTS	Subjects	Language
1	6,00	English I	English
1	6,00	English III	English
1	3,00	English V	English
1	6,00	Chinese	Chinese
1	3,00	Business Skills	English
1	3,00	Español	Español