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| SUBJECT: Advanced Topics in Marketing | | |
| MASTER DEGREE: Master in Marketing | ECTS: 3 | QUARTER: 4 |

| TIMETABLE FOR THE SUBJECT | | | | | | | | |
|---------------------------|---------|---|----------------|---|--|---|-----------------|-----------------------|
| WEEK | SESSION | DESCRIPTION OF EACH SESSION | GROUP (X mark) | | Indicate if a different lecture room is needed (computer, audiovisual, etc.) | HOMEWORK PER WEEK | | |
| | | | 1 | 2 | | DESCRIPTION | ATTENDING HOURS | HOMEWORK Max. 7H/WEEK |
| 1 | 1 | Presentation of the course: main goals, evaluation, and supports | X | | | Read the documentation on this subject. | 1.5 | 3.5 |
| 1 | 2 | Presentation of the practical work: problem to solve, tasks that need to be delivered/presented , and team work | | X | | Read the documentation on this subject. | 1.5 | 3.5 |
| 2 | 3 | Topic 1 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 2 | 4 | Practical class work: Task 1 | | X | | Work on Task 1 | 1.5 | 3.5 |
| 3 | 5 | Topic 2 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 3 | 6 | Practical class work: Task 2 | | X | | Work on Task 2 | 1.5 | 3.5 |



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| 4 | 7 | Topic 3 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 4 | 8 | Practical class work: Task 3 | | X | | Work on Task 3 | 1.5 | 3.5 |
| 5 | 9 | Topic 4 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 5 | 10 | Practical class work: Task 4 | | X | | Work on Task 4 | 1.5 | 3.5 |
| 6 | 11 | Topic 5 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 6 | 12 | Practical class work: Task 5 | | X | | Work on Task 5 | 1.5 | 3.5 |
| 7 | 13 | Topic 6 | X | | | Studying the theoretical content and read lecture reference materials | 1.5 | 3.5 |
| 7 | 14 | Practical class work: Task 6 | | X | | Work on Task 6 | 1.5 | 3.5 |
| SUBTOTAL TOTAL | | | | | | | 21+49=70 | |
| Tutorials and Assesment | | | | | | | 5 | |
| TOTAL | | | | | | | 75 | |



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