Universidad Carlos III de Madrid

SUBJECT:	Marketing SEO		
MASTER DEGREE: Master in Marketing		ECTS: 3	QUARTER: 2

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/WEI
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	Computer lab	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	Computer lab	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	Computer lab	Work on Task 2	1.5	3.5

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	Computer lab	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	Computer lab	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	Computer lab	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	Computer lab	Work on Task 6	1.5	3.5
SUBTOTAL TOTAL							**21+49=70**	
Tutorials and Assestment							5	
TOTAL							**75**	