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| <b>SUBJECT:</b> International Marketing and Trade |                |                   |
| <b>MASTER DEGREE:</b> Master in Marketing         | <b>ECTS:</b> 3 | <b>QUARTER:</b> 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/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 |
| <b>SUBTOTAL TOTAL</b>   |    |                              |   |   |              |   | <b>21+49=70</b> |     |
| Tutorials and Assesment |    |                              |   |   |              |   | 5               |     |
| <b>TOTAL</b>            |    |                              |   |   |              |   | <b>75</b>       |     |



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