

| | | |
|----------------------------------|----------------|----------------|
| COURSE: DIGITAL MARKETING | | |
| DEGREE: BA | YEAR: 4 | TERM: 1 |

WEEKLY PLANNING

| WEEK | SESSION | DESCRIPTION | TEACHING (mark X) | | SPECIAL ROOM FOR SESION (computer classroom, audio-visual classroom...) | WEEKLY PROGRAMMING FOR STUDENT | | |
|--|---------|-------------|-------------------|-----------|---|--|-------------|-------------------------------|
| | | | ELECTURES | EXERCISES | | DESCRIPTION | CLASS HOURS | HOMEWORK HOURS (Max. 7h week) |
| 1 | 1 | TOPIC 1 | X | | | Reading materials | 1,5 | 2 |
| 1 | 2 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 2 | 3 | TOPIC 2 | X | | | Reading materials | 1,5 | 4 |
| 2 | 4 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 3 | 5 | TOPIC 2 | X | | | Reading materials | 1,5 | 4 |
| 3 | 6 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 4 | 7 | TOPIC 3 | X | | | Reading materials | 1,5 | 4 |
| 4 | 8 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 5 | 9 | TOPIC 3 | X | | | Reading materials | 1,5 | 4 |
| 5 | 10 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 6 | 11 | TOPIC 4 | X | | | Reading materials | 1,5 | 4 |
| 6 | 12 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 7 | 13 | TOPIC 5 | X | | | Reading materials | 1,5 | 4 |
| 7 | 14 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 8 | 15 | TOPIC 5 | X | | | Reading materials | 1,5 | 4 |
| 8 | 16 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 9 | 17 | TOPIC 6 | X | | | Reading materials | 1,5 | 4 |
| 9 | 18 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 10 | 19 | TOPIC 6 | X | | | Reading materials | 1,5 | 4 |
| 10 | 20 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 11 | 21 | TOPIC 7 | X | | | Reading materials | 1,5 | 4 |
| 11 | 22 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 12 | 23 | TOPIC 7 | X | | | Reading materials | 1,5 | 4 |
| 12 | 24 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 13 | 25 | TOPIC 8 | X | | | Reading materials | 1,5 | 4 |
| 13 | 26 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| 14 | 27 | TOPIC 9 | X | | | Reading materials | 1,5 | 4 |
| 14 | 28 | PRACTICE | | X | | Reading materials, and work assignments. | 1,5 | |
| Subtotal 1 | | | | | | | 42 | 54 |
| Total 1 (Hours of class plus student homework hours between weeks 1-14) | | | | | | | 96 | |

| | | | | | | | | |
|-------------------|----------------------------|--|--|--|--|--|----------|---|
| 15 | Tutorials, handing in, etc | | | | | | | |
| 16 | | | | | | | | |
| 17 | Assessment | | | | | | | 3 |
| 18 | | | | | | | | |
| Subtotal 2 | | | | | | | 3 | |

| | | | | | | | | |
|---|--|--|--|--|--|--|----------|--|
| Total 2 (Hours of class plus student homework hours between weeks 15-18) | | | | | | | 3 | |
|---|--|--|--|--|--|--|----------|--|

| | | | | | | | | |
|---|--|--|--|--|--|--|-----------|--|
| TOTAL (Total 1 + Total 2. Maximun 150 hours) | | | | | | | 99 | |
|---|--|--|--|--|--|--|-----------|--|