



COURSE NAME: MARKETING INTELLIGENCE: BRAND METRICS AND MONITORING

POSTGRADUATE COURSE: MASTER IN ADVERTISING COMMUNICATION
Prof. Alberto Martín

ECTS. 3

TERM: 3

COURSE TIMETABLE
WEEKLY PLANNING

W	S	CONTENT DESCRIPTION OF THE SESSION	GROUP		Space (if different from classroom)	STUDENTS WEEKLY WORK		
			BIG	SMAL		DESCRIPTION	ATTENDANCE HOURS	WORK HOURS (Max. 7h/week)
1	1	1. Introduction	X			Lectures and student's work	1,5	2
	2	2. Funcionalities	X			Lectures and student's work	1,5	2
	3	2. Funcionalities	X			Lectures and student's work	1,5	3
2	4	3. Tools	X			Lectures and student's work	1,5	2
	5	3. Tools	X			Lectures and student's work	1,5	2
	6	4. Google Analytics	X			Lectures and student's work	1,5	2
3	7	4. Google Analytics	X			Lectures and student's work	1,5	3
	8	5. Social Media Analytics	X			Lectures and student's work	1,5	2
	9	5. Social Media Analytics	X			Lectures and student's work	1,5	3
4	10	6. Main metrics	X			Lectures and student's work	1,5	2
	11	6. Main metrics	X			Lectures and student's work	1,5	2
	12	7. Complements	X			Lectures and student's work	1,5	3
5	13	8. Reports	X			Lectures and student's work	1,5	3
	14	8. Reports	X			Lectures and student's work	1,5	3
Subtotal 1							21	34
Total 1 (Attendance hours and student's work hours between weeks 1 to 5)								55
6-8	Submission of assignments						7	
	Tutorial time. Meeting with students.						2	
	Final exam preparation						11	
Total 2 (Student's work hours between weeks 7 to 8)							20	
TOTAL HOURS (Total 1 + Total 2: Attendance hours and student's work hours between weeks 1-8)							75	