



## SCHEME & COURSE DESCRIPTORS

### Bachelor in Marketing & Digital Communication (MKT)



Centre adscrit a:  
**UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH**

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## 1 SCHEME OF STUDIES

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### 1<sup>st</sup> Year

Fall Semester (Semester 1)	Spring Semester (Semester 2)
Mathematics I	Mathematics II
Fundamentals of Marketing	Professional Development II
Personal productivity tools	Principles of Economics
Business Organization & Administration	Sociology
Professional Development I	English I

### 2<sup>nd</sup> Year

Fall Semester (Semester 1)	Spring Semester (Semester 2)
Statistics I	Statistics II
World & Spanish Economy	Fundamentals of Public Relations
Marketing Management	Principles of Law
Digital Marketing	Consumer Behaviour
English II	Web Technologies and Databases

### 3<sup>rd</sup> Year

Fall Semester (Semester 1)	Spring Semester (Semester 2)
Communication Strategies	Content Marketing
Market Research	Digital Advertising and Public Relations
Search Engines Marketing	Finance for Marketing
Digital Law	Marketing Intelligence and CRM
Multimedia and Graphic Design	User Experience

### 4<sup>th</sup> Year

Fall Semester (Semester 1)	Spring Semester (Semester 2)
Community Management in Digital Environments	Elective modules (TOTAL: 18 ECTS)
Logistics and Operations	1. Company Internship
Audience Analysis and Digital Metrics	2. Academic Exchange period
Direct Marketing	3. Elective courses
Project Management	Final degree project

All modules carry a workload of 6 ECTS credits, except the final degree project which carries 12 ECTS credits.

**Additional course for international students:** Spanish as a foreign language

## 2 Course title: AUDIENCE ANALYSIS AND DIGITAL METRICS

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**Course Code: 801933**

**ECTS Credits: 6**

**Year: 4**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Understand the concept of audience and the criteria employed to identify the target audience of a communication campaign.
- Understand the factors that influence the election and consumption of media and how to process the information received.
- Know the studies on audiences and other information useful to the process of media planning.
- Know the differences between the several types of media and aids within reach of advertisers.
- Acquire tools to decide how to effectively combine the different types of media and aids.
- Know the different metrics applied in the sector and its practical use.
- Understand the basic principles for the evaluation of the efficiency of media.

## 3 Course title: BUSINESS ORGANISATION & MANAGEMENT

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**Course Code: 801904**

**ECTS Credits: 6**

**Year: 1**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Understand the fundamental concepts related to the company and obtain a broad vision of the economic reality that affects it.
- Understand what the company means in a free economic system and, therefore, constitutes the fundamental basis for the study of other subjects of the degree.
- Identify the fundamental elements necessary for a good business organization.
- Distinguish the functions of the manager of a company and the functions of the different management levels.
- Introduce the functions of management, organization, financing, production, organizational behavior, management of human resources and strategic management.

#### 4 Course title: COMMUNICATION STRATEGIES

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**Course Code: 801921**

**ECTS Credits: 6**

**Year: 3**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Understand the transformation of the media industry and how it affects the design of communication strategies.
- Acquire an integral vision of the marketing and communication strategies, oriented both to paid and owned media as well as gained media.
- Know the difference between advertising creativity and media planning; approach to strategies in traditional and digital channels (social paid media).
- Establish the basis for the development of effective communication strategies in the organizations' own media.
- Differentiate between Internal Communication and External Communication strategies; Distinguish between marketing communication and corporate communication strategies
- Address effective media relations strategies based on the knowledge of the main tools and techniques of communication with journalists.
- Know the key aspects to design strategies of Political Communication, Public Affairs and Lobbying.
- Develop specific communication strategies for managing reputational crisis situations
- Know the characteristics and the operation of the different of communication tools and procedures available to the person in charge of marketing: personal sales, advertising, sponsorship, sales promotion, direct marketing and public relations.
- Understand how these instruments contribute to the communication of organizations.
- Understand the contribution of these instruments to the communication strategy of companies and organizations.
- Find, identify, organize and use information appropriately.
- Organize and plan the professional activity in an optimal way. Interpret and evaluate information in a critical and synthetic way.
- Establish the keys to the design of marketing communication strategies of a company to achieve effective commercial and business communication.
- Prepare a briefing, in order to commission a communication campaign
- Plan a communication campaign: advertising, direct marketing, Sales promotion and public relations.

- Assess the effectiveness of a communication campaign before and after dissemination (creativity, production, appropriateness of the media, etc.).
- Encourage attitudes that are consistent with the legal, ethical and deontological conceptions of marketing communication

## 5 Course title: COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS

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**Course Code: 801931**

**ECTS Credits: 6**

**Year: 4**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Understand the main functions of community management in digital environments.
- Understand the role that a professional of community management develops.
- Understand the different operational areas of the community manager and understand their role regarding the reputation of the organization/brand.
- Acquire competences for the development of basic community management techniques and tools in digital environments to create a good reputation for the brand.
- Acquire competences for the development of techniques and tools for web and digital assets management to reinforce the brand and to operate as the main information channel of companies and organizations.
- Understand the importance of creating a community of followers and interacting with them.
- Be familiar with the concepts of influencer and viralization, recognition and analysis.
- Know the main characteristics of content curation and design a strategy to apply it.
- Understand how new technologies and digital transformations affect this discipline.
- Analyse what actions in social media can contribute to the global design of communication strategies.
- Understand the professional function of community management in the management of reputational crisis situations.

## 6 Course title: CONSUMER BEHAVIOUR

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**Course Code: 801919**

**ECTS Credits: 6**

**Year: 2**

**Semester: 2-Spring (February to June)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Establish the relevant relationships between marketing decisions and the consumer behavior
- Understand and interpret the main concepts and theories regarding consumer behavior
- Provide an overview of the main factors affecting the consumer and how does each one act

- Analyze in detail the processes of consumer decision in relation to the marketing stimuli and interpret its effects.
- Interpret how new trends are modifying purchasing habits and consumption of individuals.

## 7 Course title: CONTENT MARKETING

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**Course Code: 801926**

**ECTS Credits: 6**

**Year: 3**

**Semester: 2-Spring (February to June)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Obtain new customers or increase the volume of business through strategies of content marketing.
- Develop a complete content marketing strategy using all the tools available: blogs, social networks, newsletters, apps, forums, videos, infographics, etc.
- Deepen the use of the corporate blog as a tool of utmost importance within our strategic content plan.
- Analyze content development as a key factor in brand building.
- Study the components of content marketing.
- Present the content requirements of the main communication platforms: Facebook, Twitter, Instagram, LinkedIn, blog,...
- Analyze and contextually apply the distinctive features of the new formats of digital content, their business models and distribution channels as well as their integration with other formats and platforms.
- Know and understand the nature and evolution of digital content in the ecosystem of mobile communication: its actors, formats, structures and consumption scenarios.
- Understand and analyze the current transformations of the strategic, advertising and branding communication system, derived from the development of the digital and mobile environment.
- Understand and apply in a creative way the technological contributions of mobility to the innovation in digital content.
- Assuming the strategic value of the management of personal information in the implementation of services associated with digital and mobile content as well as its application to broadcast and business control models.
- Know and evaluate the creation and dissemination environments (platforms) for mobile content as well as the tools, processes, resources and costs involved.



- Differentiate and effectively use current tools and software for editing, post-production and dissemination of digital content.
- Delimit, analyze and present, in a scientifically rigorous way, processes, phenomena and cases in the field of new digital content and mobile communication.
- Understand, evaluate and discuss relevant experiences in the development of projects and services of mobile digital content.

## 8 Course title: DIGITAL ADVERTISING AND PUBLIC RELATIONS

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**Course Code: 801927**

**ECTS Credits: 6**

**Year: 3**

**Semester: 2-Spring (February to June)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Understand advertising communication, corporate and institutional communication, and public relations.
- Define commercial and institutional communication.
- Define communication strategy, its aims and the mix of actions to accomplish it.
- Understand the advertising system in particular, and its agents.
- Examine the process of advertising communication in depth.
- Understand the importance and the steps through which a communications campaign is developed.
- Understand the theory and practice of the processes of creation, design and production of the message of advertising communications and public relations.
- Understand the theory and practice of the communications technologies to create and spread messages in all types of media and platforms.
- Understand the theory and practice of the communication tools and oral expression to defend advertising and public relations projects.
- Analyse and select platforms and media to plan advertising and public relations programs, campaigns and actions.
- Analyse and investigate audiences and their motivations.
- Understand the practice and theory of the application of the processes in general marketing, relationship marketing, and brand management and its specific techniques.
- Theoretical and practical knowledge of advertising and public relations companies.
- Elaborate of budgets of creativity, advertising services and public relations.
- Create new messages and platforms.
- Study and analyse psychological, sociological, psychosocial, cognitive and emotional processes of advertising communication and personal relations for persuasive communication.

- Define information and documentation management policy in advertising and public relations companies.
- Understand other tools in commercial community, such as public relations, direct marketing or sales promotion.
- Define the role of different public aims within the commercial communication environment.

## **9 Course title: DIGITAL LAW**

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**Course Code: 801924**

**ECTS Credits: 6**

**Year: 3**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Search for and manage in an appropriate way the legal information related to the various sectors of legal order.
- Know the computer techniques for obtaining basic legal information: Databases of legislation, jurisprudence and bibliography.
- Understand and critically evaluate the legal information relating to the different sectors of legal order.
- Read and interpret legal texts pertaining to the different branches of legal order.
- Correctly write legal texts.
- Reason and argue legally in relation to the various sectors of legal order.
- Develop and sustain a legal discourse in public.
- Understand the social functions of law as an instrument of governance of societies.
- Assess the costs and sustainability of legislative proposals and of certain doctrinal and jurisprudential solutions.
- Analyze the legal language and comment it.

## **10 Course title: DIGITAL MARKETING**

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**Course Code: 801920**

**ECTS Credits: 6**

**Year: 2**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Understand and interpret the main concepts and theories regarding digital marketing
- Integrate digital strategies into the overall marketing strategy of the company

- Establish the relevant relationships between online marketing decisions and effects on customer behavior.
- Have an overview of the main elements that affect the online marketing strategy and how to act on each of them based on a strategic goal.
- Plan the basics of an online marketing campaign
- Interpret how new trends are changing the way companies relate to their stakeholders in terms of brand and experience

## 11 Course title: DIRECT MARKETING

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**Course Code: 801934**

**ECTS Credits: 6**

**Year: 4**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Join and actively contribute in a customer-based organization.
- Design a customer database thorough 360 degrees profiles.
- Segment customers regarding value and risk.
- Segment customers regarding behaviour and RFM.
- Manage incoming and outgoing omnichannel dialogues with customers
- Learn the customer and campaign management tools: CRM, Dialogue and Customer Service
- Manage the personalization and optimization of contents and offers.
- Manage the targeting and optimization of audience and products.
- Basic management of customers: development, retention, loyalty and acquisition.

## 12 Course title: ENGLISH I

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**Course Code: 801910**

**ECTS Credits: 6**

**Year: 1**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

This is the first part of a two-module Business English course (English I and English II) whose main objective is that students become competent communicating in the English language in a business context at a level corresponding to the B2.1 – Independent User level of the Common European Framework of Reference of the Council of Europe (CEFR). The following skills will be trained in a business communication context: Reading, Listening, Writing, Speaking and Spoken Interaction. At the end of the module students should be able to:

- Understand the main ideas of complex business text on both concrete and abstract topics, including technical discussions in the field of business.

- Interact with a degree of fluency and spontaneity that makes regular interaction with native and non-native English speakers quite possible without strain for either party.
- Produce clear, detailed text or speech on a wide range of business subjects and explain a viewpoint on a business issue giving the advantages and disadvantages of various options.
- Write an essay or report, passing on information or giving reasons in support of or against a particular point of view.
- Write different types of business correspondence both in a formal and informal register.

### **13 Course title: ENGLISH II**

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**Course Code: 801915**

**ECTS Credits: 6**

**Year: 2**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

This is the second part of a two-module Business English course (English I and English II) whose main objective is that students become competent communicating in the English language in a business context at a level corresponding to the B2.2 – Independent User level of the Common European Framework of Reference of the Council of Europe (CEFR). The following skills will be trained in a business communication context: Reading, Listening, Writing, Speaking and Spoken Interaction. At the end of the module students should be able to:

- Understand the main ideas of complex business text on both concrete and abstract topics, including technical discussions in the field of business.
- Interact with a degree of fluency and spontaneity that makes regular interaction with native and non-native English speakers quite possible without strain for either party.
- Produce clear, detailed text or speech on a wide range of business subjects and explain a viewpoint on a business issue giving the advantages and disadvantages of various options.
- Write an essay or report, passing on information or giving reasons in support of or against a particular point of view.
- Write different types of business correspondence both in a formal and informal register.

### **14 Course title: FINANCE FOR MARKETING**

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**Course Code: 801928**

**ECTS Credits: 6**

**Year: 3**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Know and apply basic concepts of Finance.
- Understand the financial operations that take place in the business environment.
- Solve problems of financial valuation of both financing decisions and business investment.
- Collect and interpret relevant economic data and information to make judgments that include a reflection on relevant social, scientific or ethical issues

## 15 Course title: FUNDAMENTALS OF MARKETING

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**Course Code: 801902**

**ECTS Credits: 6**

**Year: 1**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Identify the key elements of a customer-oriented marketing strategy.
- Analyze customer relationship management and identify strategies to create value.
- Describe the elements of a marketing strategy and the forces that influence it.
- Analyze the marketing environment and how companies react to it.
- Analyze the capabilities of the company that lead to a clear advantage over competition.
- Be aware of the importance of information to understand the market and customers.
- Trace the steps of the marketing research process.
- Understand the consumer market and the main factors influencing the consumer buying behavior.
- Define the main steps in the design of a marketing strategy oriented to the customer: segmentation, target market selection, differentiation and positioning.
- Analyze how companies differentiate and position their products with a clear competitive advantage.
- Determine the best strategies to compete in a global market.
- Establish marketing objectives.

## 16 Course title: FUNDAMENTALS OF PUBLIC RELATIONS

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**Course Code: 801917**

**ECTS Credits: 6**

**Year: 2**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Distinguish between the main functions of Marketing and those of corporate communication and understand the role of the professional of Public Relations in each area.
- Know the different areas of action of Public Relations.
- Understand the role of public relations professionals in the management of assets and intangible resources.
- Define the structure and elements necessary to design Communication Plans and Public Relations Campaigns.
- Acquire competences for the development of basic techniques and tools of Public Relationships
- Understand the importance of relationships with the media and with leaders of opinion / influencers in the practice of Public Relations.
- Understand how new technologies and digital transformations affect discipline.
- Analyze what actions in social networks can bring in the global design of communication strategies.
- Be aware of the impact and influence that organizations can have on public opinion and on the political agenda, and vice versa.
- Understand the role of the Public Relations professional in the management of reputational crisis situations.

## **17 Course title: LOGISTICS AND OPERATIONS**

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**Course Code: 801932**

**ECTS Credits: 6**

**Year: 4**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Identify the key elements of a logistics and operations strategy.
- Understand the essential character of broadband for logistics and operations.
- Apply the topology and typology of broadband nets in the company in logistics and operations.
- Analyse and apply the typology of *e-commerce* solutions.
- Analyse and apply the available platforms of logistics and operations.
- Apply the modalities of digital communication and positioning in logistics and operations.
- Estimate the main metrics (CPC, CPL, CPA, CPM, CTR, IDC, CPP...) of logistics and operations.
- Understand the relevance of the contents for the success of logistics and operations.
- Understand the global market of logistics and operations and the international trends.
- Understand the indicators that affect the global market of logistics and operations.
- Analyse the method through which the companies distinguish and position e-commerce as a competitive advantage.

- Determine the best strategies to compete in a global market of logistics and operations.

## 18 Course title: MARKET RESEARCH

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**Course Code: 801922**

**ECTS Credits: 6**

**Year: 3**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Understand the importance of the information collection system for a company and for the marketing department.
- Develop a Marketing Research system appropriate to the needs of the company combining different typologies of sources.
- Establish research objectives and know how to apply the instruments and techniques of data collection.
- Establish relevant relationships between marketing decisions and market research.
- Identify the sources of key information to make decisions on product, positioning, packaging, price or advertising.
- Know how to select the methodologies, techniques and tools according to their area of application, being aware of the limitations of each of them and the criteria to evaluate the quality of the results obtained.
- Define a research briefing for external collaborators and plan the research in time.
- Apply their knowledge to develop a research project.
- Become familiar with the mechanisms for the discovery of consumer insights.
- Analyze data and make decisions in the field of marketing.

## 19 Course title: MARKETING INTELLIGENCE AND CRM

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**Course Code: 801929**

**ECTS Credits: 6**

**Year: 3**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Create KPIs for Business Intelligence.
- Know the different techniques of data analysis, correctly select the most appropriate research technique for each case and know the parameters that allow us to assess the validity of a source and the quality of a study.
- Make objective diagnoses and establish action plans regarding them.

- Know the techniques of analysis for the decision making in digital business.
- Identify the actions of digital marketing.
- Coordinate timings of digital marketing actions.
- Project results of digital campaigns.

## 20 Course title: **MARKETING MANAGEMENT**

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**Course Code: 801913**

**ECTS Credits: 6**

**Year: 2**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Define controllable variables or marketing instruments (product, price, Distribution and promotion/communication) that can be used and combined to design strategies to achieve the proposed objectives.
- Know the tasks of the commercial management.
- Make an appropriate branding of the product or service.
- Make an online and offline communication of the product or service
- Plan marketing mix strategies.
- Determine the most appropriate distribution channels for the company
- Know and apply methods of communication.
- Describe the decisions that companies make regarding their products and services, lines of products and product mixes.

## 21 Course title: **MATHEMATICS I**

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**Course Code: 801901**

**ECTS Credits: 6**

**Year: 1**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Operate with matrices.
- Solve systems of linear equations.
- Plan and solve economic problems with systems of linear equations.
- Calculate limits of successions and functions.
- Graph the main types of functions.
- Calculate function derivatives.



- Analyze the growth / decrease of functions.

## 22 Course title: MATHEMATICS II

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**Course Code: 801906**

**ECTS Credits: 6**

**Year: 1**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Define, derive and graphically represent functions of several variables.
- Solve linear programming problems.
- Solve problems of free optimization and equality constraints
- Integrate functions of one and several variables.
- Plan and solve applications of integral
- Use computer tools to solve optimization problems.

## 23 Course title: MULTIMEDIA AND GRAPHIC DESIGN

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**Course Code: 801925**

**ECTS Credits: 6**

**Year: 3**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Think, analyze, research and create in the field of multimedia and graphic design.
- Have basic notions in the areas of graphic creation, including disciplines like illustration and photography.
- Production and creation of video, GIFs and advertising postproduction.
- Ability to plan and execute a graphic and interactive project. Plan, design and direct projects in multimedia environments.
- Basic concepts in web design. Advertising, both in the creative area and in the the art direction.
- Analyze concepts and theoretical foundations around these areas.
- Apply practical techniques and methodologies that promote and facilitate the generation of original ideas to be able to identify the main characteristics of products, services or brands and their unique selling points (USPs).
- Ability to differentiate between bitmap image and vector image and its application.
- Concepts and tools for creating vector graphics. Use of texts and advanced layout tools. Knowledge of basic concepts such as frame or timeline.

## 24 Course title: PERSONAL PRODUCTIVITY TOOLS

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**Course Code: 801903**

**ECTS Credits: 6**

**Year: 1**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Apply Excel in business-related tasks of the:
  - Management area
  - Administration area
  - Commercial area
  - Operations area
- Use mathematical operators (Sum, Max, Min, Average, ...)
- Apply functions in business management.
- Know the potential of Excel to manage databases.
- Generate functional and operational databases in Excel.
- Use tables and graphs.
- Present the data graphically.
- Apply Excel to solve statistical cases.
- Use dynamic tables and charts.
- Use Excel in decision making.
- Make predictions and analyze trends.
- Organize, analyze and associate information using some advanced options of Excel.

## 25 Course title: PRINCIPLES OF ECONOMICS

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**Course Code: 801908**

**ECTS Credits: 6**

**Year: 1**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- To know the basic notions of Economic Science
- Demonstrate the initial knowledge of an economic basis in order to analyse and assimilate the socio-economic concepts that occur in everyday life and in the company.
- Use a specific language of economic analysis and develop an intellectual structure both reflective and critical that allows the student to comment on the current economic situation prevailing in the world.

- Analyze the evolution of the large economic aggregates of a country or a region through the use of its indicators both of the real and financial economy.
- Interpret economic data from a given territory.
- Carry out an analysis of the economic situation that surrounds us and the effects that this entails.

## **26 Course title: PRINCIPLES OF LAW**

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**Course Code: 801918**

**ECTS Credits: 6**

**Year: 2**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Argue and promote the application of legal norms.
- Search, interpret and apply legal norms, arguing each of these issues.
- Defend orally in a clear and structured way ideas, essays, reports, opinions and other writings.
- Demonstrate that they understand the unitary nature of the legal system and the necessary interdisciplinary view of legal problems.
- Demonstrate a reflexive and critical reasoning of different legal aspects: Analysis, synthesis and conclusions.
- Identify, know and apply the basic and general principles of the legal system.
- Identify, assess and implement changes in jurisprudence.
- Incorporate the necessary mechanisms to know, value and implement the legislation reforms.
- Use legal terminology.
- Recognize and solve legal problems.
- Write and formalize, contracts, works, reports, writings and opinions.

## **27 Course title: PROFESSIONAL DEVELOPMENT I**

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**Course Code: 801905**

**ECTS Credits: 6**

**Year: 1**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Become aware of the importance of competences in the training and professional area.
- Know the origin, the purpose and the way of detecting and evaluating competences.
- Identify their own competencies through an analysis of their own strengths and weaknesses.
- Know ways to evaluate, develop, enhance and improve their own competences.

- Identify the mental models and the degree of responsibility and proactivity needed to make a change.
- Know how to prioritize based on the objectives set.
- Acquire a basic knowledge of the essential characteristics of a good oral communication.

## **28 Course title: PROFESSIONAL DEVELOPMENT II**

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**Course Code: 801907**

**ECTS Credits: 6**

**Year: 1**

**Semester: 2-Spring (February to June)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Describe interpersonal behaviour in terms of its constituent elements and vertebral axes.
- Distinguish the different phenomena that condition our social perception.
- Recognize the basic emotions, their individual and social aspects, identifying their induction and control mechanisms.
- Know the components of attitudes and their possibilities for change.
- Identify situations in which the group conditions the performance of individuals and vice versa.
- Understand the types of phenomena of attraction and rejection between people.
- Extrapolate the processes of interpersonal behaviour to different scenarios of life in society.

## **29 Course title: PROJECT MANAGEMENT**

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**Course Code: 801935**

**ECTS Credits: 6**

**Year: 4**

**Semester: 1-Fall (September to February)**

### **Course Descriptor:**

At the end of the course the student will be able to:

- Understand the fundamental concepts of project management.
- Identify the functions, responsibilities and skills of the director of the project.
- Understand the role of the stakeholders of the project.
- Identify and manage the organizational influences of a project.
- Learn good management practices at the start of a project.
- Learn how to determine the scope of a project.
- Learn how to plan a project.
- Learn how to follow up and control a project.
- Apply good management practices to close a project.

### 30 Course title: SEARCH ENGINES MARKETING

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**Course Code: 801923**

**ECTS Credits: 6**

**Year: 3**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Understand and analyse the different phases required in a project of construction or remodelling of a new website.
- Acquire a complete vision of all advertising and promotion practices online.
- Plan online marketing campaigns.
- Understand what SEO is and how it influences the positioning of a website.
- Analyse the main factors in the implementation of an SEM campaign.
- Know the different forms of promotion in social networks.
- Learn about other online advertising tools (viral marketing, e-mail marketing, video Marketing,...).
- Make decisions based on the analysis of online marketing campaigns.

### 31 Course title: SOCIOLOGY

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**Course Code: 80909**

**ECTS Credits: 6**

**Year: 1**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Know the main concepts and generalizations about society and its processes of organization and change.
- Know the basic components of social inequalities and cultural differences.
- Acquire capacity for analysis of the dynamics of transformation of contemporary societies.
- Discover the originality and specificity of the sociological perspective as a previous condition to understand the scope of its theoretical proposals.
- State the scope and limits of the sociological perspective.
- Realize how social determinants are incorporated into our consciousness, and to what extent this determination is the one that offers us the possibility of integrating in a satisfactory way in social life.
- Analyse the mechanisms through which individuals create social reality.

- Relate the birth of sociology with the advent of modernity and the interest of social science for the being through the protagonism of the founders of sociology: Comte, Marx, Durkheim and Weber.
- Present the development of sociological thinking in those that can be considered the major topics that have occupied it, which give rise to the analysis of culture, education and identity.
- Approach the student to an epistemological reflection on the practice of sociology and the scientific character of this discipline.

### **32 Course title: SPANISH AS A FOREIGN LANGUAGE**

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**Course Code: 801000**

**ECTS Credits: 4**

**Year: Extracurricular**

**Semester: 1-Fall (September to February)/ 2-Spring (February to June)**

**Course Descriptor:**

This is a course that EUNCET Business School offers as complement to foreign visiting students from various mobility programs who are, therefore, in a situation of immersion.

The course aims to provide the basic tools to develop communicative competence in Spanish (listening, reading, speaking and writing).

According to the previous level of knowledge of the Spanish language of students, the course is adapted to the needs of the group so that they can achieve at the end of the course one of the following levels from the Common European Framework of Reference for languages (CEFR):

- Level A1-A2 Basic User
- Level B1 Independent user (intermediate)
- Level B2 Independent user (upper intermediate)

### **33 Course title: STATISTICS I**

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**Course Code: 801911**

**ECTS Credits: 6**

**Year: 2**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Select and use descriptive statistical techniques, appropriate to solve Problems that require data analysis.
- Understand and interpret basic concepts and measures of descriptive statistics related to frequency distributions, position and variability measurements.
- Represent in tabular or graphic form the data collected.
- Solve basic management problems using probabilities.

- Calculate probabilities of discrete and continuous probability distributions.

### 34 Course title: STATISTICS II

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**Course Code: 801916**

**ECTS Credits: 6**

**Year: 2**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Select and use appropriately the main methods of sampling.
- Understand and know how to apply the central limit theorem to calculate probabilities of means and sample proportions.
- Make specific estimates and calculate parameter confidence intervals of populations.
- Contrast hypotheses about population parameters from one and two samples. In normal conditions and when they are not normal.
- Contrast the mean of several populations.

### 35 Course title: USER EXPERIENCE

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**Course Code: 801930**

**ECTS Credits: 6**

**Year: 3**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Have a complete overview of the aspects involved in planning, Development, implementation and evaluation of interactive products.
- Know web technologies and their languages.
- Know the UX and all that involves designing to generate better user experiences: usability, interaction design, accessibility, information architecture, assessment techniques and methods and work processes in UX teams.
- Know the phases of the process of creating an interface, from the initial conception until the development of a final prototype.
- Establish the requirements of a project using specific techniques for that.
- Plan and develop the information architecture of an interactive system. Know interactive systems with web technologies and mobile technologies, and the development of prototypes. Handle different functional prototyping tools.
- Be familiar with HTML, CSS and JS languages to communicate with the development team.
- Be familiar with multiplatform and responsive designs.

- Manage the different interfaces evaluation techniques from the point of view of the usability and the user experience, considering the adequacy of each one of them to different contexts.
- Plan and carry out expert evaluations and user tests. Apply suitable metrics and analyze the results.
- Define specific user experience KPIs.
- Know the work processes within companies that offer UX services, whether they are departments that work for the same company or are consulting for clients.
- Work with "agile" methodologies.
- Apply knowledge to e-commerce projects where persuasion and conversion are the central axis.

### **36 Course title: WEB TECHNOLOGIES AND DATABASES**

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**Course Code: 80914**

**ECTS Credits: 6**

**Year: 2**

**Semester: 2-Spring (February to June)**

**Course Descriptor:**

At the end of the course the student will be able to:

- Know the web evolution and its tools
- Know the main communication protocols on the web
- Design web applications using programming languages or using frameworks or CMS
- Design and program forms
- Know the terminology of databases.
- Understand the concept of transaction and its implications.
- Know the architecture of a database manager and understand the need and the function of each of its elements.
- Learn the relational data model and the SQL language.
- Know the main functions and tasks of the database administrator to guarantee the confidentiality, security, availability and integrity of information.
- Understand current technologies for the construction of applications that access databases

### **37 Course title: WORLD & SPANISH ECONOMY**

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**Course Code: 801912**

**ECTS Credits: 6**

**Year: 2**

**Semester: 1-Fall (September to February)**

**Course Descriptor:**

At the end of the course the student will be able to:



- Understand the increasing interdependence between economies within the framework of globalization through, fundamentally, the analysis of economic integration processes and the changing nature of the world economic scenario.
- Know the role of the international economic institutions in the commercial and financial areas.
- Appreciate the significant impact, both positive and negative, that for the Spanish economy means belonging to the European Union.
- Understand the evolution and influence factors of Spanish economic growth and the structural changes experienced by the Spanish economy.
- Analyse the basic characteristics of productive sectors, their productive efficiency and the policies that guide them, as well as their institutional aspects.
- Understand the nature and characteristics of the external relations of the Spanish economy, of its insertions in the European and world economy.
- Apply the knowledge learned in specific current cases