

CURSO ACADÉMICO 2017-2018

SEGUNDO SEMESTRE

Curso: 3ºRPA

| LUNES | MARTES | MIÉRCOLES | JUEVES | VIERNES |
|--|---|--|--|--|
| | 15 - 16h | | | 15 - 16h |
| | Corporate and Institutional Com | | | Corporate and Institutional Com |
| 15 - 16h | 16 - 17h | 15:30 - 16.30h | 15:30 - 16.30h | 16 - 17h |
| Public Relations in International Markets | Public Relations in International Markets | Advertising and Digital Multimedia Marketing | Dirección de Cuentas | Media and Advertising Material Research and Planning |
| 16 - 17h | 17 - 18h | 16.30 - 17.30h | 16.30 - 17.30h | 17 - 18h |
| Public Relations in International Markets | Public Relations in International Markets | Advertising and Digital Multimedia Marketing | Dirección de Cuentas | Media and Advertising Material Research and Planning |
| 17.30 - 18.30h | 18.15 - 19.15h | 17.45 - 18.45h | 17.45 - 18.45h | 18.15 - 19.15h |
| Media and Advertising Material Research and Planning | Audience Research | Dirección de Cuentas | Advertising and Digital Multimedia Marketing | Writing in Public Relations |
| 18.30 - 19.30h | 19.15 - 20.15h | 18.45 - 19.45h | 18.45 - 19.45h | 19.15 - 20.15h |
| Media and Advertising Material Research and Planning | Audience Research | Dirección de Cuentas | Advertising and Digital Multimedia Marketing | Writing in Public Relations |

| Coordinador / Tutor: Profesora Mertxe Canal | | mcanal@eserp.com | |
|--|----------|------------------|--------------------------------------|
| Asignatura | Créditos | Aula | Profesor/a |
| Corporate and Institutional Communication | 3 ECTS | 107 | Dra. M ^a Eugenia Martínez |
| Dirección de Cuentas | 6 ECTS | 101 | Carles Grau |
| Advertising and Digital Multimedia Marketing | 6 ECTS | 101 | Tomas Morgenstern |
| Public Relations in International Markets | 6 ECTS | 107 | Jordi Menal |
| Audience Research. The Reception Process | 3 ECTS | 101 | Dra. Raquel Crisóstomo |
| Writing in Public Relations | 3 ECTS | 101 | Dra. Dolores Resano |
| Media and Advertising Material Research and Planning | 6 ECTS | 101 | Dra. Raquel Crisóstomo |

CURSO ACADÉMICO 2017-2018

SEGUNDO SEMESTRE

Curso: 3ºRPB

| LUNES | MARTES | MIÉRCOLES | JUEVES | VIERNES |
|--|---|--|--|--|
| | 15 - 16h | | | 15 - 16h |
| | Corporate and Institutional Com | | | Corporate and Institutional Com |
| 15 - 16h | 16 - 17h | 15:30 - 16.30h | 15:30 - 16.30h | 16 - 17h |
| Public Relations in International Markets | Public Relations in International Markets | Dirección de Cuentas | Advertising and Digital Multimedia Marketing | Media and Advertising Material Research and Planning |
| 16 - 17h | 17 - 18h | 16.30 - 17.30h | 16.30 - 17.30h | 17 - 18h |
| Public Relations in International Markets | Public Relations in International Markets | Dirección de Cuentas | Advertising and Digital Multimedia Marketing | Media and Advertising Material Research and Planning |
| 17.30 - 18.30h | 18.15 - 19.15h | 17.45 - 18.45h | 17.45 - 18.45h | 18.15 - 19.15h |
| Media and Advertising Material Research and Planning | Audience Research | Advertising and Digital Multimedia Marketing | Dirección de Cuentas | Writing in Public Relations |
| 18.30 - 19.30h | 19.15 - 20.15h | 18.45 - 19.45h | 18.45 - 19.45h | 19.15 - 20.15h |
| Media and Advertising Material Research and Planning | Audience Research | Advertising and Digital Multimedia Marketing | Dirección de Cuentas | Writing in Public Relations |

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| Corporate and Institutional Communication | 3 ECTS | 107 | Dra. M ^a Eugenia Martínez |
| Dirección de Cuentas | 6 ECTS | 111 | Carles Grau |
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