

CURSO ACADÉMICO 2017-2018

PRIMER SEMESTRE

Curso: 4ºRPA

LUNES	MARTES	MIÉRCOLES	JUEVES	VIERNES
15.30 – 16.30h	15.30 – 16.30h	15.30 – 16.30h	15.30 – 16.30h	15.30 – 16.30h
Strategic Marketing Management I	Integrated Marketing Communications	Brand Management	Strategic Marketing Management I	TFG
16.30 – 17.30h	16.30 – 17.30h	16.30 – 17.30h	16.30 – 17.30h	16.30 – 17.30h
Strategic Marketing Management I	Integrated Marketing Communications	Brand Management	Strategic Marketing Management I	TFG
17.45 – 18.45h	17.45 – 18.45h	17.45 – 18.45h	17.45 – 18.45h	17.30 – 18.30h
Brand Management	Marketing Research and Information	Integrated Marketing Communications	Marketing Research and Information	TFG
18.45 – 19.45h	18.45 – 19.45h	18.45 – 19.45h	18.45 – 19.45h	18.30 – 19.30h
Brand Management	Marketing Research and Information	Integrated Marketing Communications	Marketing Research and Information	TFG

Coordinador / Tutor: Profesora Mertxe Canal			mcanal@eserp.com
Asignatura	Créditos	Aula	Profesor/a
Marketing Research and Information	6 ECTS	106	Dra. Rosa M ^a Ferrer
Integrated Marketing Communications	6 ECTS	106	Dr. Alex Vallejo
Brand Management	6 ECTS	106	Dra. M ^a Eugenia Martínez
Strategic Marketing Management I	6 ECTS	106	Ramsés Gallego
Trabajo de Fin de Grado (TFG)	12 ECTS		Tutor personal