

## Cronograma de implantación del título

Se prevé impartir el Master Universitario en International Marketing in a Digital Environment a partir del año académico 2017-2018.

### PRIMER SEMESTRE 2017-2018

Módulo	Materia	Asignaturas del primer semestre	ECTS	Tipo
Marketing Management	International Marketing and Planning	International Marketing Strategy	6	Obligatoria
		Marketing Planning	3	Obligatoria
Business Intelligence	Marketing Research Methods	Advanced Market Research	6	Obligatoria
	Competitive Intelligence	Marketing Data Intelligence	3	Obligatoria
Digital Marketing	Digital Marketing	Digital Marketing Strategies	3	Obligatoria
		Social Media Management	3	Obligatoria
		<b>TOTAL ECTS</b>	<b>24</b>	

### SEGUNDO SEMESTRE 2017-2018

Módulo	Materia	Asignaturas del segundo semestre	ECTS	Tipo
Marketing Management	International Marketing and Planning	Advanced Marketing Management Simulation	6	Obligatoria
		Strategic Brand Management	3	Obligatoria
	Strategic Marketing Management	New Product Development	3	Obligatoria
		Pricing & Revenue Management	3	Optativa
		Retail Management	3	Optativa
		Services Marketing	3	Optativa
Business Intelligence	Marketing Research Methods	Quantitative Methods	6	Optativa
		Qualitative Methods	6	Optativa
Digital Marketing	Digital Marketing	Mobile Marketing Applications	3	Obligatoria
Internship in a Company	Internship in a Company	Internship in a Company	6	Optativa
		<b>TOTAL ECTS</b>	<b>42</b>	
		<i>Total ECTS Obligatorios</i>	<i>15</i>	
		<i>Total ECTS Optativos</i>	<i>27</i>	

**Nota:** del total de 27 ECTS optativos ofertados en el segundo semestre el estudiante debe optar por 12.



PERSONA CIENCIA EMPRESA  
UNIVERSITAT RAMON LLULL

## **ASIGNATURA ANUAL OBLIGATORIA**

<b>Módulo</b>	<b>Materia</b>	<b>Asignatura anual</b>	<b>ECTS</b>	<b>Tipo</b>
Final Project (TFM)	Final Project (TFM)	Final Project (TFM)	9	Obligatoria