

1st Year

1st Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Mathematics	100	TP:30; OT:15	4	
Introduction to Economics	100	TP:30; OT:15	4	
Science, Technology and Society	100	TP:30; OT:15	4	
Technical English	100	TP:30; OT:15	4	
Marketing	100	TP:30; OT:15	4	
Institutional Communication	100	TP:30; OT:15	4	
Optional (Group 1)	100	TP:30; OT:15	4	Optional

2nd Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Introduction to the Study of Law	100	TP:30; OT:15	4	
Introduction to Financial Accounting	100	TP:30; OT:15	4	
Services Marketing	150	TP:30; OT:15	6	
Global Marketing	150	TP:30; OT:15	6	
Advertising	100	TP:30; OT:15	4	
Applied Informatics	100	TP:30; OT:15	4	
Optional (Group 2)	100	TP:30; OT:15	4	Optional

2nd Year

1st Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Macroeconomics	100	TP:30; OT:15	4	
Financial Accounting	100	TP:30; OT:15	4	
Healthcare Marketing	150	TP:30; OT:15	6	
Public Relations	150	TP:30; OT:15	6	
Optional (Group 3)	100	TP:30; OT:15	4	Optional
Project Analysis and Valuation	100	TP:30; OT:15	4	

2nd Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Pharmaceutical Marketing	150	TP:30; OT:15	6	
Relationship Marketing	150	TP:30; OT:15	6	
Accounting for Management	100	TP:30; OT:15	4	
Sales Team Management	200	TP:30; OT:15	8	
Strategic Marketing	200	TP:30; OT:15	8	

3rd Year

1st Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Social Market Analysis	100	TP:30; OT:15	4	
Imaging Management Seminar	100	S:30; OT:15	4	
Social Marketing	150	TP:30; OT:15	6	
Press Advisor Seminar	100	S:30; OT:15	4	
Sales Team Management	150	TP:30; OT:15	6	
Optional (Group 4)	100	TP:30; OT:15	4	Optional

2nd Semester

CURRICULAR UNIT	WORKING HOURS		ECTS	OBS
	Total	Contact		
Professional Internship	500	E:200	18	
Training Seminar	220	S:30	10	
Quality Management and Innovation	100	TP:30; OT:15	4	