Subject (*) Study programme  Cycle First and Second Cyc Language Teaching method Prerequisites Department Coordinador Lecturers Web	Marketing Audiovisual Licenciado en Comunica  Period  le 2nd four-month period  Face-to-face	Descr Ye	ar		Code	6160116	2015/16 11	
Cycle First and Second Cyc Language Teaching method Prerequisites Department Coordinador Lecturers Web	Period le 2nd four-month pe	Descr Ye	ar		Code	6160116	11	
Cycle First and Second Cyc Language Teaching method Prerequisites Department Coordinador Lecturers Web	Period  le 2nd four-month pe  Face-to-face	Descr Ye	ar					
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First and Second Cyc Language Teaching method Prerequisites Department Coordinador Lecturers Web	le 2nd four-month pe							
Language Teaching method Prerequisites Department Coordinador Lecturers Web	Face-to-face	riod Third-l	Fourth	Year Type			Credits	
Teaching method Prerequisites Department Coordinador Lecturers Web				Optativa			3.5	
Prerequisites  Department  Coordinador  Lecturers  Web								
Department Coordinador Lecturers Web	Análisa Económica a Ad							
Coordinador Lecturers Web	Análisa Económica a Ad							
Lecturers Web	Arianse Economica e Au	ministración de Empres	as					
Web	Coordinador Martinez Fernandez, Valenti		E-mail	E-mail valentin.martine		z@udc.es		
	Lecturers Martinez Fernandez, Vale		E-mail	E-mail valentin.martine		z@udc.es		
Conoral description	Web							
General description								
		Study programme co	ompetences / re	sults				
Code	Study programme competences / results							
		Learning	outcomes					
Learning outcomes							Study programm	
						competences /		
							results	
		Cont	ents					
	Topic		Sub-topic					
		Plan						
Methodo	ologies / tests	Competencies /			Total hours			
		Results	s (in-person & virtual) wo		work hou	ırs		
Personalized attention			0	0			0	
*)The information in th	ne planning table is for gu	dance only and does	not take into ac	count the h	neterogeneity o	of the stud	lents.	
		Method						
Methodologies	Description							
		Personalize						
Methodologies	Methodologies Description							
		Asses						
Methodologies	Competencies / Description					Qualification		
	Results							
Others								
		Assessmen	t comments					
		Sources of						



Basic

Complementary				
	Recommendations			
Subjects that it is recommended to have taken before				
Subjects that are recommended to be taken simultaneously				
Subjects that continue the syllabus				
	Other comments			

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.