



Teaching Guide

Identifying Data				
				2015/16
Subject (*)	Marketing Audiovisual	Code	616011611	
Study programme	Licenciado en Comunicación Audiovisual			
Descriptors				
Cycle	Period	Year	Type	Credits
First and Second Cycle	2nd four-month period	Third-Fourth	Optativa	3.5
Language				
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de Empresas			
Coordinador	Martinez Fernandez, Valentin	E-mail	valentin.martinez@udc.es	
Lecturers	Martinez Fernandez, Valentin	E-mail	valentin.martinez@udc.es	
Web				
General description				

Study programme competences / results

Code	Study programme competences / results

Learning outcomes

Learning outcomes	Study programme competences / results

Contents

Topic	Sub-topic

Planning

Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Personalized attention		0		0

(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

Methodologies	Description

Personalized attention

Methodologies	Description

Assessment

Methodologies	Competencies / Results	Description	Qualification
Others			

Assessment comments

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Sources of information

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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.