



Teaching Guide

Teaching Guide				
Identifying Data				2019/20
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	Optional	3.5
Language				
Teaching method	Face-to-face			
Prerequisites				
Department	Economía			
Coordinador		E-mail		
Lecturers		E-mail		
Web				
General description				

Study programme competences

Code	Study programme competences
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Learning outcomes

Learning outcomes	Study programme competences
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Contents

Topic	Sub-topic
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Planning

Methodologies / tests	Competencies	Ordinary class hours	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
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Personalized attention

Methodologies	Description
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Assessment

Methodologies	Competencies	Description	Qualification
Others			

Assessment comments

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Sources of information

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

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