



Teaching Guide

Identifying Data					2020/21
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					
Contingency plan	1. Modifications to the contents 2. Methodologies *Teaching methodologies that are maintained *Teaching methodologies that are modified 3. Mechanisms for personalized attention to students 4. Modifications in the evaluation *Evaluation observations: 5. Modifications to the bibliography or webgraphy				

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

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.