



## 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

Code	Study programme competences

## Learning outcomes

Learning outcomes	Study programme competences

## Contents

Topic	Sub-topic

## 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



## Personalized attention

Methodologies	Description

## 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

(\*)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.