



Teaching Guide

Identifying Data					2022/23
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

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
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Subjects that are recommended to be taken simultaneously
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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.