



Teaching Guide				
Identifying Data				2023/24
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	

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.