



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 / 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

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.