



Teaching Guide

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
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Learning outcomes

Learning outcomes	Study programme competences
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Contents

Topic	Sub-topic
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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
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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.