

UNIVERSITY MASTER'S DEGREE
Calendar MASTER'S DEGREE IN MARKETING MANAGEMENT
9th Edition
First Semester

OCTOBER 2022

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NOVEMBER 2022

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DECEMBER 2022

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JANUARY 2023

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FEBRUARY 2023

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MARCH 2023

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DATE		SCHEDULE	COURSE	TEACHER
October 10, 2022	Monday	12.00 a.m. to 2.00 p.m.	WELCOME DAY	PH.D. JESSICA LINGAN AZAÑEDO
October 17, 2022	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. JOAN LÁZARO MARCÉ
October 18, 2022	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
October 21, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
October 24, 2022	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
October 25, 2022	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
October 26, 2022	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
October 28, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
November 4, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	PH.D. ROSA LLAMAS ALONSO
November 7, 2022	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
November 9, 2022	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
November 11, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
November 14, 2022	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
November 15, 2022	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
November 18, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	PH.D. ROSA LLAMAS ALONSO
November 21, 2022	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	MIQUEL CAMPANY MUÑOZ
November 23, 2022	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
November 25, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
November 28, 2022	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
November 29, 2022	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
December 2, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	PH.D. ROSA LLAMAS ALONSO
December 14, 2022	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
December 16, 2022	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
December 19, 2022	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
December 20, 2022	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
January 9, 2023	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
January 10, 2023	Tuesday	2:00 p.m. to 5:00 p.m.	FINAL MASTER THESIS	PH.D. ROSA LLAMAS ALONSO
January 11, 2023	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
January 12, 2023	Thursday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	MIQUEL CAMPANY MUÑOZ
January 13, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
January 16, 2023	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
January 17, 2023	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
January 20, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
January 30, 2023	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
February 1, 2023	Wednesday	2:00 p.m. to 5:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
February 3, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
February 6, 2023	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. JOAN LÁZARO MARCÉ
February 7, 2023	Tuesday	2:00 p.m. to 5:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
February 10, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
February 13, 2023	Monday	2:00 p.m. to 5:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
February 15, 2023	Wednesday	10:00 a.m. to 1:00 p.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
February 17, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
February 20, 2023	Monday	2:00 p.m. to 5:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. JOAN LÁZARO MARCÉ
February 22, 2023	Wednesday	10:00 a.m. to 1:00 p.m.	FINAL MASTER THESIS	PH.D. ROSA LLAMAS ALONSO
February 24, 2023	Friday	2:00 p.m. to 5:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
February 27, 2023	Monday	2:00 p.m. to 4:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
February 28, 2023	Tuesday	2:00 p.m. to 4:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
March 3, 2023	Friday	2:00 p.m. to 4:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
March 6, 2023	Monday	2:00 p.m. to 4:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
March 8, 2023	Wednesday	10:00 a.m. to 12:00 a.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
March 10, 2023	Friday	2:00 p.m. to 4:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN
March 20, 2023	Monday	2:00 p.m. to 4:00 p.m.	PROCESS OF MARKETING AND COMMERCIAL PLANNING IN ORGANIZATIONS	PH.D. EDUARD VIDAL PORTES
March 21, 2023	Tuesday	2:00 p.m. to 4:00 p.m.	FINANCIAL IMPACT OF STRATEGIC DECISIONS	PH.D. JUAN MORILLO BENTUÉ
March 24, 2023	Friday	2:00 p.m. to 4:00 p.m.	MARKET RESEARCH, INFORMATION MANAGEMENT AND DECISION-MAKING	RAMON MONTANERA MATEU
March 27, 2023	Monday	2:00 p.m. to 4:00 p.m.	CORPORATE BRANDING	ANA VARELA OTERO
March 29, 2023	Wednesday	10:00 a.m. to 12:00 a.m.	CORPORATE CULTURE	PH.D. PABLO RIAL GONZÁLEZ
March 31, 2023	Friday	2:00 p.m. to 4:00 p.m.	MARKETING IN DIGITAL ENVIRONMENTS	MARC ALEGRE ANTÓN

	Class session
	Final Master Thesis
	Exams 1st. sitting
	Exams 2nd. sitting