

MÀRQUETING I INVESTIGACIÓ DE MERCATS (2014-15)

Código: D017	Fecha de aprobación: 14/06/2007	Precio: 46,20 1st registration credits
Créditos: 120	Título: Master (ECTS)	

RAMA

Social and Legal Sciences

PLAN

Masters in Marketing and Markets Investigation (2007)

TIPO DE ENSEÑANZA

Face-to-face

CENTROS DONDE SE IMPARTE

Faculty of Economics and Business Sciences

ESTUDIO IMPARTIDO CONJUNTAMENTE CON

Universitat d'Alacant - Universidad de Alicante (Spain)

UNIVERSITAT JAUME I DE CASTELLÓ (Spain)

UNIVERSITAT POLITÈCNICA DE VALÈNCIA (Spain)

UNIVERSITAT DE VALÈNCIA ESTUDI GENERAL (Spain)

FECHAS DE EXAMEN

[Acceda al listado de fechas de examen para esta titulación.](#)

PLAN DE ESTUDIOS OFERTADO EN EL CURSO 2014-15

Leyenda: No ofertada Sin docencia

PRIMER CURS

OBLIGATÒRIES				60 crèdits
Curso	Títulu	Crèdits	Subject	
1	COMPULSORY	6	11493 - STRATEGIC DIRECTION	
1	COMPULSORY	6	11494 - CONSUMER BEHAVIOUR	
1	COMPULSORY	8	11495 - COMMERCIALISATION CHANNELS	
1	COMPULSORY	3	11496 - HISTORY AND THEORY OF MARKETING	
1	COMPULSORY	3	11497 - SOCIOLOGY OF CONSUMPTION	
1	COMPULSORY	12	11498 - MARKET RESEARCH	
1	COMPULSORY	8	11499 - PRODUCT, BRAND, AND PRICE	
1	COMPULSORY	8	11500 - MARKETING COMMUNICATION MANAGEMENT	
1	COMPULSORY	6	11501 - MARKETING MANAGEMENT	

SEGON CURS ORIENTACIÓ PROFESSIONAL

OBLIGATÒRIES				30 crèdits
Curso	Títulu	Crèdits	Subject	
2	COMPULSORY	3	11502 - END-OF-MASTER'S PROJECT: SCIENTIFIC METHODOLOGY	
2	COMPULSORY	1	11503 - CREATIVITY AND PROBLEM SOLVING SEMINAR	
2	COMPULSORY	1	11504 - TIME ORGANISATION AND MANAGEMENT SEMINAR	
2	COMPULSORY	1	11505 - SEMINAR ON PROFESSIONAL COMPETENCES IN MARKETING	
2	COMPULSORY	6	11506 - PRACTICAL EXPERIENCE	
2	COMPULSORY	6	11518 - MARKETING STRATEGY AND SIMULATION	
2	END OF MASTER WORK	12	11519 - MASTER'S PROJECT	

OPTATIVES				30 crèdits
Curso	Títulu	Crèdits	Subject	
2	OPTIONAL	6	11521 - CHANNEL RELATIONSHIP MANAGEMENT	
2	OPTIONAL	6	11522 - LOGISTICS AND PHYSICAL DISTRIBUTION	
2	OPTIONAL	6	11523 - MARKETING AT THE POINT OF SALE	
2	OPTIONAL	6	11524 - SALES MANAGEMENT	
2	OPTIONAL	6	11525 - ADVERTISING MANAGEMENT	
2	OPTIONAL	6	11526 - ADVERTISING MEDIA PLANNING	
2	OPTIONAL	6	11527 - CORPORATE COMMUNICATION AND IMAGE	
2	OPTIONAL	6	11528 - INTERNATIONAL MARKETING	
2	OPTIONAL	6	11529 - EXTERNAL TRADE	
2	OPTIONAL	6	11530 - CREATING CUSTOMER LOYALTY	
2	OPTIONAL	6	11531 - FORECASTING SALES	
2	OPTIONAL	6	11532 - INTERNATIONAL BUSINESS MANAGEMENT	
2	OPTIONAL	6	11533 - MARKETING OF SERVICES	
2	OPTIONAL	6	11534 - POLITICAL AND ELECTORAL MARKETING	
2	OPTIONAL	6	11535 - TOURISM MARKET	
2	OPTIONAL	6	11536 - PSYCHOLOGY AND SOCIAL MARKETING	
2	OPTIONAL	6	11537 - SOCIETY AND CONSUMPTION	
2	OPTIONAL	6	11538 - MARKETING AND NEW TECHNOLOGIES	

Superado este bloque se obtiene
MASTER'S DEGREE IN MARKETING AND MARKET RESEARCH (PROFESSIONAL PATHWAY)

SEGON CURS ORIENTACIÓ ACADÈMICA

OBLIGATÒRIES				22 crèdits
Curso	Títulu	Crèdits	Subject	
2	COMPULSORY	1	11503 - CREATIVITY AND PROBLEM SOLVING SEMINAR	
2	COMPULSORY	1	11504 - TIME ORGANISATION AND MANAGEMENT SEMINAR	
2	COMPULSORY	1	11505 - SEMINAR ON PROFESSIONAL COMPETENCES IN MARKETING	

2	COMPULSORY	3	11507 - RESEARCH PAPER: SCIENTIFIC METHODOLOGY
2	COMPULSORY	3	11508 - ADVANCED DATA ANALYSIS
2	COMPULSORY	1	11509 - DOCTORATE SEMINAR
2	END OF MASTER WORK	12	11539 - RESEARCH PAPER

OPTATIVES ORIENTACIÓ ACADÈMICA

8 crèdits

Curso	Títol	Crèdits	Subject
2	OPTIONAL	2	11510 - RESEARCH INTO MARKETING
2	OPTIONAL	2	11511 - RESEARCH INTO CONSUMER BEHAVIOUR
2	OPTIONAL	2	11512 - RESEARCH INTO COMMERCIAL DISTRIBUTION STRATEGY AND MANAGEMENT
2	OPTIONAL	2	11513 - RESEARCH INTO PRODUCT, BRAND, AND PRICE
2	OPTIONAL	2	11514 - RESEARCH INTO ADVERTISING
2	OPTIONAL	2	11515 - RESEARCH INTO NEW APPLIED TECHNOLOGIES FOR SALES MANAGEMENT
2	OPTIONAL	2	11516 - RESEARCH INTO NON-BUSINESS AND LEISURE MARKETING
2	OPTIONAL	2	11517 - RESEARCH INTO INTERCULTURAL MARKETING AND BUSINESS
2	OPTIONAL	2	11520 - RESEARCH INTO MULTICRITERIA DECISION MODELS IN MARKETING

OPTATIVES

30 crèdits

Curso	Títol	Crèdits	Subject
2	OPTIONAL	6	11521 - CHANNEL RELATIONSHIP MANAGEMENT
2	OPTIONAL	6	11522 - LOGISTICS AND PHYSICAL DISTRIBUTION
2	OPTIONAL	6	11523 - MARKETING AT THE POINT OF SALE
2	OPTIONAL	6	11524 - SALES MANAGEMENT
2	OPTIONAL	6	11525 - ADVERTISING MANAGEMENT
2	OPTIONAL	6	11526 - ADVERTISING MEDIA PLANNING
2	OPTIONAL	6	11527 - CORPORATE COMMUNICATION AND IMAGE
2	OPTIONAL	6	11528 - INTERNATIONAL MARKETING
2	OPTIONAL	6	11529 - EXTERNAL TRADE
2	OPTIONAL	6	11530 - CREATING CUSTOMER LOYALTY
2	OPTIONAL	6	11531 - FORECASTING SALES
2	OPTIONAL	6	11532 - INTERNATIONAL BUSINESS MANAGEMENT
2	OPTIONAL	6	11533 - MARKETING OF SERVICES
2	OPTIONAL	6	11534 - POLITICAL AND ELECTORAL MARKETING
2	OPTIONAL	6	11535 - TOURISM MARKET
2	OPTIONAL	6	11536 - PSYCHOLOGY AND SOCIAL MARKETING
2	OPTIONAL	6	11537 - SOCIETY AND CONSUMPTION
2	OPTIONAL	6	11538 - MARKETING AND NEW TECHNOLOGIES

Superado este bloque se obtiene

MASTER'S DEGREE IN MARKETING AND MARKET RESEARCH (ACADEMIC PATHWAY)

TRANSICIÓ A ESPECIALITATS

TRANSICIÓ A ESPECIALITATS

ESPECIALITAT 1

OPTATIVES

30 crèdits

Curso	Títol	Crèdits	Subject
2	OPTIONAL	6	11521 - CHANNEL RELATIONSHIP MANAGEMENT
2	OPTIONAL	6	11522 - LOGISTICS AND PHYSICAL DISTRIBUTION
2	OPTIONAL	6	11523 - MARKETING AT THE POINT OF SALE
2	OPTIONAL	6	11524 - SALES MANAGEMENT
2	OPTIONAL	6	11538 - MARKETING AND NEW TECHNOLOGIES

ESPECIALITAT 2

OPTATIVES

30 crèdits

Curso	Títol	Crèdits	Subject
2	OPTIONAL	6	11524 - SALES MANAGEMENT
2	OPTIONAL	6	11525 - ADVERTISING MANAGEMENT
2	OPTIONAL	6	11526 - ADVERTISING MEDIA PLANNING
2	OPTIONAL	6	11527 - CORPORATE COMMUNICATION AND IMAGE

2	OPTIONAL	6	11538 - MARKETING AND NEW TECHNOLOGIES
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ESPECIALITAT 3OPTATIVES

30 cr dits

Curso	T�tulo	Cr�dits	Subject
2	OPTIONAL	6	11528 - INTERNATIONAL MARKETING
2	OPTIONAL	6	11529 - EXTERNAL TRADE
2	OPTIONAL	6	11530 - CREATING CUSTOMER LOYALTY
2	OPTIONAL	6	11531 - FORECASTING SALES
2	OPTIONAL	6	11532 - INTERNATIONAL BUSINESS MANAGEMENT

ESPECIALITAT 4OPTATIVES

30 cr dits

Curso	T�tulo	Cr�dits	Subject
2	OPTIONAL	6	11533 - MARKETING OF SERVICES
2	OPTIONAL	6	11534 - POLITICAL AND ELECTORAL MARKETING
2	OPTIONAL	6	11535 - TOURISM MARKET
2	OPTIONAL	6	11536 - PSYCHOLOGY AND SOCIAL MARKETING
2	OPTIONAL	6	11537 - SOCIETY AND CONSUMPTION