

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	IT MODELS APPLIED TO MARKETING		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7639
Teaching period:	Seventh semester		
Area:	Strategic Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

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## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks
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Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### General Skills

Capacity for analytical, synthetic thought applied to business decision-making.

To possess initiative, creativity and entrepreneurial spirit.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

### Specific skills

To be able to manage quantitative and computer tools for decision-making applicable to marketing and for effective presentations.

To be able to put knowledge into practice.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours