

To offer professionals in marketing and/or market oriented is vital nowadays, especially in a highly competitive international environment where customers tend to be extremely well-informed. But there are more reasons pointing to the opportunity and the need for this Master's Degree.

- The burgeoning development of marketing departments within the companies and other institutions.
- The reporting line of Commercial and Marketing Departments, which are increasingly closer to the Senior Management, thus resulting from the need to develop corporate strategies focused on markets, to find and keep competitive advantages.
- The need for trained professionals, capable of taking advantage of the new information and communication media to generate and analyse all the data that those may provide.
- The high specialisation required in the current context, extremely important in Extremadura, where trade and business adaptations have great shortfalls.

The University Master's Degree in Marketing Management is been launched this academic year (2016-2017) and it is the answer to people:

- who search for an advanced training in marketing management and market research.
- interested in carrying out jobs connected with the commercial function and/or market researches.
- who search and specialisation in one of the three branches offered: Communication, Marketing Applications, Trade/Sales.
- interested in developing an entrepreneurial project.
- who took introductory subjects about enterprise economics, statistics, commercial management and market research.

To get direct access to this Master's Degree, students must be in possession of one of the following qualifications (or other having similar contents):

- Degree in Administration and Business Management.
- Degree in Market Research and Techniques.
- Degree in Economics.
- Degree in Economics and Business.
- Degree in Tourism.
- Degree in Audiovisual Communication.
- Degree in Labour Relations and Manpower.
- Degree in Public Relations and Advertising.

60 credits are mandatory to complete this Master's Degree. Allocation of subjects, following the current curriculum, the period of time in which these subjects are taught, their type and number of credits are listed below:

### CREDIT ALLOCATION

Course	Mandatory	Elective	Master's Thesis	Total
I	42	12	6	60

Allocation of subjects, following the current curriculum, the period of time in which these subjects are taught, their type and number of credits are listed below.

### CURSO ÚNICO / SINGLE COURSE

Asignatura / Subject	Temp / Period	Carácter / Type	Créditos / ECTS
Análisis Estratégico del Entorno <i>Strategic analysis of business environments</i>	1er Semestre <i>1st Term</i>	Obligatoria <i>Compulsory</i>	6
Investigación de Mercados <i>Market Research</i>	1er Semestre <i>1st Term</i>	Obligatoria <i>Compulsory</i>	6
Dirección de Producto y Marca <i>Product and Brand Management</i>	1er Semestre <i>1st Term</i>	Obligatoria <i>Compulsory</i>	6
Dirección de Comunicación Comercial <i>Comercial Communication Management</i>	1er Semestre <i>1st Term</i>	Obligatoria <i>Compulsory</i>	6
Dirección de Distribución y Precio <i>Distribution and Price Management</i>	1er Semestre <i>1st Term</i>	Obligatoria <i>Compulsory</i>	6
Dirección Estratégica de Marketing <i>Strategic Marketing Management</i>	2º Semestre <i>2nd Term</i>	Obligatoria <i>Compulsory</i>	6
Técnicas y Aplicaciones de Investigación de Mercados <i>Market Research Techniques and Applications</i>	2º Semestre <i>2nd Term</i>	Obligatoria <i>Compulsory</i>	6
Comunicación Corporativa <i>Corporate Communications</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Publicidad y Planificación de Medios <i>Advertising and Media Planning</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Marketing Sectorial <i>Sectoral Marketing</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Responsabilidad Social y Marketing No Lucrativo <i>Social Responsibility and Non-profit Marketing</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Comercio y Marketing Online <i>Online Trade and Marketing</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Dirección de Ventas y Gestión del Punto de Venta <i>Sales and Point-of-sale Management</i>	2º Semestre <i>2nd Term</i>	Optativa <i>Optional</i>	6
Trabajo Fin de Máster / <i>Master's Thesis</i>	2º Semestre <i>2nd Term</i>	Obligatoria <i>Compulsory</i>	6

## SPECIALITY AREAS

Students must choose a speciality area, consisting of 2 elective subjects and the Master's Thesis. Subjects offered in every speciality area in 2nd term are listed below:

<b>Especialidad / Specialty Area</b>	<b>Asignaturas / Subjects</b>
<b>Comunicación Communication</b>	Comunicación Corporativa <i>Corporate Communication</i>
	Publicidad y Planificación de Medios <i>Advertising and Media Planning</i>
	Trabajo Fin de Máster <i>Master's Thesis</i>
<b>Aplicaciones de Marketing Marketing Applications</b>	Marketing Sectorial <i>Sectoral Marketing</i>
	Responsabilidad Social y Marketing No Lucrativo <i>Social Responsibility and Non-profit Marketing</i>
	Trabajo Fin de Máster <i>Master's Thesis</i>
<b>Comercio y Ventas Trade/Sales</b>	Comercio y Marketing on Line <i>Online Trade and Marketing</i>
	Dirección de Venta y Gestión del Punto de Venta <i>Sales and Point-of-sale Management</i>
	Trabajo Fin de Máster <i>Master's Thesis</i>