



Undergraduate Degree in Marketing and Market Research

Marketing is the process and discipline of communicating the value of a product to its potential buyer in order to sell it. It is a multidisciplinary field which includes practices from many other fields, such as psychology, economics, finance and art.

Our Degree is completely adapted to the demands of the professional market. We train our students to become versatile professionals in the field, equipping them with excellent financial, management, and administration knowledge and skills. We also equip them with practical negotiation skills in order to solve commercial problems. Our study plan is also balanced and diverse, giving students the necessary skills to carry out a wide range of tasks in marketing administration and management in any public or private institution. Our teaching staff are competent and highly qualified, with experience both in the professional and teaching sectors.

This four-year Degree has three learning stages: basic, core and elective subjects. There is also the possibility of carrying out an elective 12-credit internship programme. The subjects include contents in areas of knowledge such as mathematics, marketing, microeconomics, macroeconomics, law, commercial administration, sectorial marketing, international marketing and consumer behaviour.

Marketing experts are highly sought-after both in the public and the private sector and in all kinds of organisations and companies. Their ability to analyse and understand what customers want and how to provide it to them, is an invaluable skill for any company that wants to expand in the current competitive market. Our graduates go on to work in different fields, as commercial analysts, copywriters, commercial consultants, communication managers, and as communication experts in the public sector.

ECTS Credits	240
Duration	4 academic years (September/October to June each year approximately)
Start Date	Autumn
Language	Spanish

Tuition Fees	€757 (approximately)
Application Period	June – September (approximately)
Offered by	Vice-Rector's Office for Undergraduate and Postgraduate Teaching
How to apply	Please visit the Applications and Admissions Section

[DEGREE WEBSITE](#)