

1. BASIC INFORMATION

Course	Master's Thesis (TFM)
Degree program	Master Degree in Marketing
School	Faculty of Social Sciences and Communication
Year	1
ECTS	6 ETCS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus-based mode (Alcobendas)
Semester	S1
Academic year	24-25
Coordinating professor	Gloria Morcillo
Professor	Ulpiano Vázquez & Fernando Moroy

2. PRESENTATION

A Master's thesis is a final project required in the completion of this master's degree.

3. LEARNING OUTCOMES

Knowledge

- KNWL1. Knowing the different functional areas of the Company and the key and strategic decisions of marketing and communication of the companies and the professional profile of the experts in the area.

Skills

- SKILL3. Could work as part of a team.
- SKILL4. Apply the new advanced concepts of marketing and communication, using Internet tools and new technologies in coherence with the global marketing strategy of the company.
 - Apply and experience the knowledge acquired.
 - Work as a team in the elaboration of a marketing plan.
 - Search for information, analysis, and preparation of reports.
 - Demonstrate creativity and innovation.
 - Demonstrate communication skills in the presentation of project.

Competences

- CBTF2. Use complex analytical tools to analyze big data in order to predict, simulate and optimize or test results (e.g. advanced techniques for market segmentation and product positioning, CRM, Google analytics, etc.).
- CBTF3. Plan and implement a comprehensive marketing plan.
- CBTF4. Detect and evaluate business opportunities, as well as the ability to design and implement marketing plans in line with the company's corporate and competitive strategies.
- CBTF5. Design products from the analysis of market opportunities and the company's capabilities, creating a healthy and sustainable portfolio of products, from the application of advanced marketing techniques.
- CBTF6. Design a commercial and sales management model, coherent with the positioning of each brand and product of the company.
- CBTF8. Ethical-social competence. Show ethical behavior and social commitment in performance of professional activities, as well as sensitivity to inequality and diversity.

4. CONTENT

- The first activity aims to enable students to prepare a project, undertake each aspect and present or defend it in public. Additionally, by way of each subject, students will develop the necessary resources and skills to select and use the computer programmes that enable adequate data analysis, in addition to the presentation and exposition of results and conclusions obtained in their work.
- The second activity consists of an original project that includes the topics studied during the programme. For this, students must demonstrate their entrepreneurial spirit and mastery of the topics in order to implement a marketing and communication project for a specific company or a start-up company, with a mandatory description of the aspects linked to the fundamental áreas.

This module is important for the regulation of marketing knowledge for students coming from different areas of knowledge, in order to establish a common starting point for the remainder of the programme.

5. TEACHING-LEARNING METHODOLOGIES

The TFM [Master's Thesis] assessment method will be as follows:

1. The completion of a Master's Thesis Report. This will consist of the #creation of an original piece of work or applied marketing project.
 2. The Public Presentation before a judging panel of the hypothesis, methodology and conclusions of the aforementioned project.
- The presentation of the project will be done as a group, but assessment will be individual. The Master's Thesis defense can be done via videocall, provided that the following conditions are guaranteed:
 - The identity of the student is ensured at the location by way of the presence of a university representative.
 - The defense is public, whether the student or judging panel is present.
 - There is a possibility of interaction between the student and the judging panel.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Academic tutorials	8
Writing a Master's Thesis	140
Public oral defence of the Master's Thesis (TFM)	2
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Master's Thesis report	40
Public oral presentation defence of the Master's Thesis	60

When you access the course on Campus *Virtual*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

8.SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Session 1	Week 1-3
Session 2	Week 4-8
Session 3	Week 5-9
Session 4	Week 10-14
Session 5	Week 15-19
Session 6	Week 20-24
Session 7	Week 25-29

Session 8	Week 30-34
Session 9	Week 35-39
Session 10	Week 40-44
Session 11	Week 45-49
Session 12	Week 50-54

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9.BIBLIOGRAPHY

N/A

10.EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11.ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.