

ADMISSION REQUIREMENTS

The access requirements to the University in order to obtain a degree are the following: holding a Bachillerato Certificate (Spanish Baccalaureate) and passing the Prueba de Evaluación de Bachillerato para el Acceso a la Universidad (Spanish University Entrance Examination), or holding the Ciclo Formativo de Grado Superior Certificate (Spanish Advanced Vocational Training Certificate); or holding the European Baccalaureate or International Baccalaureate Certificate; or having completed secondary education in EU countries or countries that have signed the corresponding specific bilateral agreements with Spain; or having foreign studies validated by the Spanish Ministry as equivalent to the Spanish Bachillerato; or having passed the University Entrance Tests or Procedures for people over 25, 40 or 45 years old.

Candidates fulfilling the above requirements wishing to raise their entrance marks (not applicable for candidates wishing to enter to the University by holding a completed University degree, those passing of the University Tests for people over 25, 40 or 45 years old, or holding a validated Baccalaureate Studies) can optionally pass during the University Entrance Examination an assessment test in up to 4 extra subjects. It is advisable to consult the weighting parameters of each subject for each Degree and the requirements and deadlines to participate in the different pre-registration procedure phases: Foreign Students Phase (March), Ordinary Phase (June) and Extraordinary Phase (September).

Further information on the website of the Andalusian Single District:

<http://www.juntadeandalucia.es/economiaconocimiento/sguit/?q=grados>

YOU CAN FIND MORE INFORMATION AT

<http://www.us.es>

<http://estudiantes.us.es>

<http://cat.us.es>

<http://guiadeestudiantes.us.es>

<https://fceye.us.es/>

http://www.us.es/estudios/grados/plan_180

YOU CAN FIND US IN

Faculty of Economics and Business Sciences- Faculty of Law.

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SSL

SOCIAL SCIENCES AND LAW

Faculty of Economics and Business Sciences
Facultad de Ciencias Económicas y Empresariales

MARKET RESEARCH AND MARKETING DEGREE

GRADO EN MARKETING E INVESTIGACIÓN DE MERCADOS



DESCRIPTION

Degree with excellent professional opportunities in very diverse activities, quality programs that are offered in a center specialized in teaching in Marketing since 1971. The center also has its own program of External Internships and participates in the ERASMUS program for students in countries of the European Union.

Moreover, the Faculty of Economic Sciences and Business Administration of the University of Seville is included in the top 200 best Economic faculties of the world, according to the prestigious Shanghai Ranking.

The objective of the degree is to create professionals capable of creating, managing, organizing and directing all kinds of institutions and public or private companies. The Competences developed are: know how to identify and anticipate opportunities; ability to allocate resources and organize information; ability to select and motivate people; Capacity for making decisions, reach goals and evaluate results.

General Structure		Credits
Core		60
Compulsory		144
Optional		30
External Practice	Obligatory Practical Training (6 months)	Not Applicable
	Internships (Optional)	12.00
Final Degree Project		6

Course	Unit	Credits	Type
FIRST	Statistics	6	Basic Training
	Principles of Corporate Finance	6	Basic Training
	Introduction to Accounting	6	Basic Training
	Economic History	6	Basic Training
	Introduction to Economics	6	Basic Training
	Introduction to Business (Business Economics)	6	Basic Training
	Introduction to Business Law	6	Basic Training
	Introduction to Marketing	6	Basic Training
	Maths	6	Basic Training
	Microeconomics	6	Basic Training
	SECOND	Business Administration	6
Accounting for Commercial Management		6	Compulsory
Strategic Management		6	Compulsory
International Economics		6	Compulsory
Advanced Statistics		6	Compulsory
Market Research I		6	Compulsory
Macroeconomics		6	Compulsory
Quantitative Technologies		6	Compulsory
Technologies of Sampling		6	Compulsory
Pricing Theory		6	Compulsory
THIRD		Marketing Communication I	6
	Strategic Marketing	6	Compulsory
	Sales Management I	6	Compulsory
	Sales Management II	6	Compulsory
	Commercial Distribution I	6	Compulsory
	Commercial Distribution II	6	Compulsory
	Management Commercial Information System	6	Compulsory
	Market Research II	6	Compulsory
	Market Research III	6	Compulsory
	Marketing Communication II	6	Compulsory
	FOURTH	Economic Analysis of Markets	6
Consumer Behaviour		6	Compulsory
Business Start-up		6	Compulsory
Financial Direction for Marketing Professionals		6	Optional
Franchising		6	Optional
Branding and New Product Management		6	Optional
Services Marketing		6	Compulsory
Industrial Marketing		6	Optional
International Marketing		6	Optional
Marketing Ethics		6	Optional
Merchandising		6	Optional
Statistical Multidimensional Methods		6	Optional
Financial Operations in Markets		6	Optional
Business Plan		12	Optional
Pricing		6	Optional
Practices	12	Optional	
Law and Financial Markets	6	Compulsory	
Final Degree Project	6	Degree Project	

PROFESSIONAL OPPORTUNITIES

Directors in public or private companies and institutions as market researchers, business consultants, marketing project lead, advertising and communication lead; managers in commercial departments of banks and other financial institutions; creation of new companies or entrepreneurship; Public Administration technicians; teaching bodies.

FURTHER STUDIES

The completion of this degree provides preferential access to following Master's Degrees: Economic Consulting and Applied Analysis; Economics and Development; Advanced Studies in Business Management; Strategic Management and International Business; Teaching in Secondary Schools, Vocational Training and Language Centers (Economy, Business and Trade / Hotel and Tourism Industry); Tourism Management and Planning.