



Universitat de Lleida

# DEGREE CURRICULUM **DIGITAL MARKETING**

Coordination: MEDINA HERNANDEZ, VIVIAN  
CONSTANZA

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	DIGITAL MARKETING			
<b>Code</b>	101355			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	2.7	3.3	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	MEDINA HERNANDEZ, VIVIAN CONSTANZA			
<b>Department</b>	ECONOMICS AND BUSINESS			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
MEDINA HERNANDEZ, VIVIAN CONSTANZA	vivian.medina@udl.cat	6	