



Universitat de Lleida

DEGREE CURRICULUM
**ONLINE REPUTATION AND
PERSONAL BRANDING IN
DIGITAL ENVIRONMENTS**

Coordination: ROCA TORRUELLA, XAVIER

Academic year 2023-24

Subject's general information

Subject name	ONLINE REPUTATION AND PERSONAL BRANDING IN DIGITAL ENVIRONMENTS			
Code	14285			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Social Media Marketing	1	COMPULSORY	Virtual learning
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3.5	2.5	
	Number of groups	1	1	
Coordination	ROCA TORRUELLA, XAVIER			
Department	ECONOMICS AND BUSINESS			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
ROCA TORRUELLA, XAVIER	xavi.roca@udl.cat	6	