



Universitat de Lleida

DEGREE CURRICULUM  
**ADVANCED QUANTITATIVE  
METHODS OF ANALYSIS IN  
MARKETING**

Coordination: FERRER ROSELL, BERTA

Academic year 2022-23

## Subject's general information

<b>Subject name</b>	ADVANCED QUANTITATIVE METHODS OF ANALYSIS IN MARKETING			
<b>Code</b>	14291			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Master's Degree in Social Media Marketing	1	OPTIONAL	Blended learning
<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>	3.5	2.5	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	FERRER ROSELL, BERTA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<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
FERRER ROSELL, BERTA	berta.ferrer@udl.cat	4	
GOMEZ ADILLON, MARIA JESUS	mjesus.gomez@udl.cat	2	