



Universitat de Lleida

DEGREE CURRICULUM

**ADVANCED QUANTITATIVE
METHODS OF ANALYSIS IN
MARKETING**

Coordination: FERRER ROSELL, BERTA

Academic year 2023-24

Subject's general information

Subject name	ADVANCED QUANTITATIVE METHODS OF ANALYSIS IN MARKETING			
Code	14291			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Master's Degree in Social Media Marketing	1	OPTIONAL	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	FERRER ROSELL, BERTA			
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
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