



Course guide

370053 - MARQUET - Marketing in the Optical and Optometric Environment

Last modified: 28/06/2023

Unit in charge: Terrassa School of Optics and Optometry
Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN OPTICS AND OPTOMETRY (Syllabus 2020). (Optional subject).

Academic year: 2023 **ECTS Credits:** 3.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Rosa Vidal Tusal

Others: Rosa Vidal Tusa

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

STUDY LOAD

Type	Hours	Percentage
Hours medium group	22,5	30.00
Hours small group	7,5	10.00
Self study	45,0	60.00

Total learning time: 75 h

CONTENTS

title english

Description:

content english

Full-or-part-time: 10h

Theory classes: 4h

Practical classes: 6h



title english

Description:

content english

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h

title english

Description:

content english

Full-or-part-time: 10h

Theory classes: 4h

Practical classes: 6h

GRADING SYSTEM

BIBLIOGRAPHY

Basic:

- Kotler, Philip; Armstrong, Gary ; Amador Araujo, Ma. de Lourdes; Pineda Ayala, Leticia Esther. Fundamentos de marketing . Decimotercera edición. Ciudad de México : Pearson Educación de México, [2017]. ISBN 6073238452.