



Septiembre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Octubre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

Noviembre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

Diciembre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Enero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Febrero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | | | |

● Inicio de los Complementos
Formativos

● Período de evaluación
en 1ª convocatoria (CF)

● Período de evaluación
en 1ª convocatoria (CF)
para matrículas tardías

● Período de evaluación
en 2ª convocatoria (CF)

● Festivos



Octubre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

Noviembre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23* | 24 | 25 | 26 |
| 27* | 28 | 29 | 30 | | | |

Diciembre 2023

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Enero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24* | 25 | 26 | 27 | 28 |
| 29 | 30* | 31 | | | | |

Febrero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29* | | | |

Marzo 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4** | 5** | 6** | 7** | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22* | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Abril 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19* | 20 | 21 |
| 22 | 23 | 24 | 25 | 26* | 27 | 28 |
| 29 | 30 | | | | | |

Mayo 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | 31 | | |

Junio 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | 2 |
| 3* | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12* | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20* | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Julio 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|------|-----|-----|-----|-----|-----|-----|
| 1** | 2** | 3 | 4 | 5 | 6 | 7 |
| 8** | 9** | 10 | 11 | 12 | 13 | 14 |
| 15** | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

● Tutoría colectiva a cargo del Director/a de título

● Marketing Estratégico: análisis y formulación

● Gestión financiera y presupuestaria. Marketing y ventas

● Festivos

● Marketing Operativo: mix y herramientas

● Plan de Marketing y acción Comercial

● Gestión de los canales de venta y Key Account Management

● Marketing Intelligence y consumidor 2.0

● Marketing Digital

● Habilidades directivas para la gestión comercial

● Nuevo Entorno Competitivo

● Dirección y gestión de la red de ventas

Nota: Las fechas marcadas indican inicio - fin de cada asignatura. El calendario podrá sufrir variaciones puntuales acorde las necesidades de ordenación académica.

* Exámenes 1ª Convocatoria
** Exámenes 2ª Convocatoria



Enero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Febrero 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | | | |

Marzo 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

Abril 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
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| 29 | 30 | | | | | |

Mayo 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
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Junio 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Julio 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Agosto 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Septiembre 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Octubre 2024

| LUN | MAR | MIÉ | JUE | VIE | SÁB | DOM |
|-----|-----|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

● Tutoría Colectiva TFM

● Depósito TFM/
Certificado Académico

● Festivos

● Seminarios TFM

● Periodo Defensa TFM

● Entrega Borrador TFM