

[www.marketingsocialmedia.udl.cat](http://www.marketingsocialmedia.udl.cat)

**MASTER COORDINATION**

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**PRE-REGISTRATION AND REGISTRATION DATES**

See the Master's website

**PRE-REGISTRATION, REGISTRATION AND STUDENT'S RECORD**

Administrative Secretary of the Faculty of Law, Economics and Tourism

Address: C / Jaume II, 73 (office 0.39) 25001, Lleida  
Opening hours: Monday to Friday, from 9.30 a.m. to 2 p.m.  
Tuesday afternoon, from 3:30 p.m. to 5.30pm  
Tel: 973 703 352/973 703 354/973 703 355  
E-mail: [secretaria@fde.udl.cat](mailto:secretaria@fde.udl.cat)

**START DATE, LECTURE PERIOD AND TIMETABLE**

See the Master's website

# University Master's Degree in Social Media Marketing

For more information:  
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Universitat de Lleida  
Facultat de Dret, Economia  
i Turisme



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# University Master's Degree in Social Media Marketing

## PRESENTATION

In today's society, the Internet, social networks and mobile technologies have become basic communication and decision-making tools for both people and organizations, leading to profound changes in consumer behaviors and presenting new challenges and opportunities for companies. In this context, professional marketers with expertise in new Information and Communication Technologies (ICT), especially Social Media, are more necessary than ever.

The official Master's Degree in Social Media Marketing is based on the field of business administration and ICT. It is intended as a track of specialization for students with backgrounds in Tourism, Business Administration and other branches of knowledge (communication, geography, engineering, etc.).

The master's degree consists of three compulsory modules: (1) A core module in Social Media Marketing, (2) Curricular External Academic Internships in companies or organizations and (3) the Final Master's Degree Project. Students must then take an elective module, choosing between one of the two provided specializations: (1) Electronic Tourism or (2) Research in Social Media Marketing.

## DESCRIPTION OF THE TITLE

Degree: Master's Degree in Social Media Marketing

Branch of knowledge: Social and Legal Sciences

Specialties: Electronic Tourism / Research

Degree of studies: Blended

Duration: 1 year

Credits: 60 ECTS

Language: Spanish (50%) / Catalan (25%) / English (25%)

Places offered: 20

## TEACHING METHODOLOGY

The Master's Degree in Social Media Marketing is primarily aimed at graduates from Business Administration and Tourism. Apart from this recommended access profile, which is considered as a preferable, students are also invited from other degrees belonging to branches of the Social and Legal Sciences, Arts and Humanities as well as Engineering and Architecture. Foreign students with degrees from outside Spain may also apply.

## PARTIAL TIME STUDY MODE

This is a blended Master's degree. Part of the degree will be taught online and the other will be imparted face-to-face. The master's teaching methodology include theoretical lectures, such as practices, laboratory classes, participation in seminars / workshops / conferences, tutoring, the realization of individual and group work and autonomous learning.

Modules and Courses	Type	Credits	Semester
<b>Module 1: Marketing of Social Media</b>	Mandatory	30	1st
E-marketing	Mandatory	6	1st
Social Media Commerce	Mandatory	6	1st
Social Networks	Mandatory	6	1st
Web resources and mobile technologies	Mandatory	6	1st
Online reputation and Personal Brand in digital environments	Mandatory	6	1st
<b>Module 2: Electronic Tourism (Specialization)</b>	Elective	18	2nd
Communication strategies and online promotion in tourism	Elective	6	2nd
New trends in tourism	Elective	6	2nd
Advanced tourist information systems	Elective	6	2nd
<b>Module 3: Research (Specialization)</b>	Elective	18	2nd
Advanced quantitative methods in marketing analysis	Elective	6	2nd
Advanced qualitative methods of marketing analysis	Elective	6	2nd
Research Methods in Social Media Marketing	Elective	6	2nd
<b>Module 4: External Internships</b>	Mandatory	6	2nd
Curricular external academic internships		6	2nd
<b>Module 5: Final Master's project</b>	Mandatory	6	2nd
Final Master's project		6	2nd

## CAREER OPPORTUNITIES

- Manager/director of social media marketing in public and private organizations
- Consultants in the field of digital and social media marketing
- Managers and content curators of web pages and mobile applications
- Directors of marketing and advertising in companies and organizations
- Directors/ managers of events and congresses
- Market research and R & D in research centers, companies of all kinds and technology parks
- Advisers / directors on tourism boards
- Managers / social media managers of tourist destinations
- Directors of tourist information offices