

## EVALUATION CRITERIA 2024-25

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| (SUBJECT )<br>Dirección Comercial y Marketing  |        |
| (INSTRUCTOR)<br>Paz Galán Alcalde  |        |
| CREDITS  | 4.5    |
| NUMBER OF CLASSES  | 45     |
| NUMBER OF PROGRESS TESTS   | 0      |
| FINAL EXAM   | YES NO |
| EVALUATION CRITERIA  |        |
| EXAMS  | 60%    |
| ASSIGNMENTS  | 40%    |
| ACTIVE PARTICIPATION IN CLASS  | 0%     |
| OTHER  | -      |
| <p>Additional information:</p> <ol style="list-style-type: none"> <li>1. Final exam</li> <li>2. Evaluation system: <ul style="list-style-type: none"> <li>-Final exam 60%:</li> <li>- Assignments 40%: exercises done in class without prior notice</li> </ul> </li> <li>3. The exam will be approved when the grade obtained is equal to or greater than 5 (over 10).<br/>Once the exam is approved, the corresponding weights will be made (remaining 40% of the final mark).</li> <li>4. If the final exam grade is less than 5, the subject will not be passed, and the corresponding weights (60% and 40%) will not be applied and the student must submit the resit exam.</li> <li>5. The subject is approved when the grade obtained from the weights (60% and 40%) is equal to or greater than 5.</li> <li>6. Resit: the examination will be a final exam, the minimum grade for which is approved is 4.65 (over 10). Once approved, the corresponding weighting will be made (40% of assignments already made during the course) to see if the student passes or not the subject after applying the weights.</li> </ol> |        |

