

EVALUATION CRITERIA 2019-20

Registro Mercantil de Salamanca libro 116, folio 181, hoja SA-3852. CIF: A-37290269

(SUBJECT) Dirección Comercial y Marketing	
(INSTRUCTOR) PAZ GALÁN ALCALDE	
CREDITS	4.5
NUMBER OF CLASSES	45
NUMBER OF PROGRESS TESTS	0
FINAL EXAM	NO YES
EVALUATION CRITERIA	
PROGRESS TESTS	60% FINAL EXAM
ASSIGNMENTS	40%
ACTIVE PARTICIPATION IN CLASS	0%
Obligatory Text Manual/Material: Galán, P. (2018). <i>Marketing for beginners</i> . Adventia Ediciones Teacher's notes on the e-learning platform.	
Additional information:	
<ul style="list-style-type: none"> • Prof.: Paz Galán Alcalde • Office: Universidad de Salamanca Prof. office- 1st Floor Adventia Building • Email: mpgalan@adventia.org • Tf: +34 657601544 	
<ol style="list-style-type: none"> 1. Assistance is compulsory: Missing 1/3 or more of the classes supposes a fail in the subject, independent of the mark of the subject. 2. Final exam- it will be confirmed at the beginning of the course 3. Evaluation system: <ul style="list-style-type: none"> -Final exam 60%. The exam will be approved when the grade obtained in the same is equal to or greater than 5 (over10). Once the exam is approved, the corresponding weights will be made (remaining 40% of the final mark). - Assignments 40%: exercises done in class without prior notice. 5/6 assignments 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 to the resit exam. 5. The subject is passed when the grade obtained from the weights (60% and 40%) is equal to or greater than 4.95. 6. Resit: the examination will be a final exam, the minimum grade for which is approved is 5 (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. 	