

**Master's Degree Program in Business Strategy and Marketing  
Faculty of Law and Social Sciences. Toledo**

**SCHEDULE  
COMMON MODUL**

| October 2020  |  |  |  |           |
|---|--|--|--|-----------|
| M   | T  | W  | T  | F         |
|   |  |  | <b>1</b><br>9:30-11:30<br><i>Master Presentation</i><br>Knowledge Management and Innovation Strategies | <b>2</b>  |
| <b>5</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Fatima Guadamillas<br>Beatriz Ortiz | <b>6</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Guest professor                      | <b>7</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Guest professor                      | <b>8</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Dioni Elche Hortelano      | <b>9</b>  |
| <b>12</b>   | <b>13</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Fátima Guadamillas<br>Beatriz Ortiz | <b>14</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Fatima Guadamillas<br>Beatriz Ortiz | <b>15</b><br>9:30-14:30<br>Knowledge Management and Innovation Strategies<br>Mario J. Donate           | <b>16</b> |
| <b>19</b><br>9:30-14:30<br>Corporate and International Strategy<br>María Belén Ruiz Sánchez                     | <b>20</b><br>9:30-14:30<br>Corporate and International Strategy<br>Guest professor                               | <b>21</b><br>9:30-14:30<br>Corporate and International Strategy<br>Guest professor                               | <b>22</b><br>9:30-14:30<br>Corporate and International Strategy<br>Pedro Jiménez Estevez               | <b>23</b> |
| <b>26</b><br>9:30-14:30<br>Corporate and International Strategy<br>María Belén Ruiz Sánchez                     | <b>27</b><br>9:30-14:30<br>Corporate and International Strategy<br>Santiago Gutiérrez Broncano                   | <b>28</b><br>9:30-14:30<br>Corporate and International Strategy<br>Pedro Jiménez Estevez                         | <b>29</b><br>9:30-14:30<br>Corporate and International Strategy<br>Pedro Jiménez Estevez               | <b>30</b> |



**Master's Degree Program in Business Strategy and Marketing  
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**SCHEDULE  
COMMON MODUL**

| <b>December 2020</b>  |  |   |  |           |
|---|--|---|--|-----------|
| <b>M</b>  | <b>T</b>   | <b>W</b>  | <b>T</b>   | <b>F</b>  |
| <b>30 Nov</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Maria Cordente | <b>1</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Maria Cordente | <b>2</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Juan José Blázquez  | <b>3</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Juan José Blázquez | <b>4</b>  |
| <b>7</b>  | <b>8</b>   | <b>9</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Guest professor     | <b>10</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Guest Professor   | <b>11</b> |
| <b>14</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Maria Cordente     | <b>15</b>  | <b>16</b><br>9:30-14:30<br><b>Strategic Marketing</b><br>Juan José Blázquez | <b>17</b>  | <b>18</b> |
| <b>21</b>   | <b>22</b>  | <b>23</b>   | <b>24</b>  | <b>25</b> |

**Master´s Degree Program in Business Strategy and Marketing  
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**SCHEDULE  
COMMON MODUL**

| <b>January 2021</b>   |   |   |   |           |
|---|---|---|---|-----------|
| <b>M</b>  | <b>T</b>  | <b>W</b>  | <b>T</b>  | <b>F</b>  |
| <b>11</b><br>9:30-14:30<br><b>Knowledge Management and Innovation Strategies</b> (tutorial) | <b>12</b><br>9:30:14:30<br><b>Corporate and International Strategies</b> (tutorial)           | <b>13</b><br>9:30-14:30<br><b>Human Resources Strategies</b> (tutorial) | <b>14</b><br>9:30-14:30<br><b>Marketing Strategies in Specific Sectors</b> (tutorial) | <b>15</b> |
| <b>18</b><br>9:30-14:30<br><b>Strategic Marketing</b> (tutorial)                            | <b>19</b><br>9:30-14:30<br><b>Knowledge Management and Innovation Strategies</b> (evaluation) | <b>20</b>   | <b>21</b><br>9:30:14:30<br><b>Corporate and International Strategies</b> (evaluation) | <b>22</b> |
| <b>25</b><br>9:30-14:30<br><b>Human Resources Strategies</b> (evaluation)                   | <b>26</b><br>9:30-14:30<br><b>Marketing Strategies in Specific Sectors</b> (evaluation)       | <b>27</b>   | <b>28</b><br>9:30-14:30<br><b>Strategic Marketing</b> (evaluation)                    | <b>29</b> |