



**VILLANUEVA**  
CENTRO UNIVERSITARIO  
UNIVERSIDAD COMPLUTENSE MADRID

## **DISCOVERING MADRID**

3 ECTS credits

Teacher: Monika Muessmann

### **GOALS**

This course is aimed at providing students with an overview of the city which they are undertaking their international semester, covering different aspects of the companies, culture, history and current living habits and customs. They have to apply marketing tools to develop the visibility of the main facts of Spanish culture.

### **METHODOLOGY**

The course is made up of eight elective activities from which students must choose FOUR attending with the teacher. They are undertaken outside the campus and outside teaching hours. Bullfight, Thyssen Museum, Reina Sofía Museum, Santiago Bernabeu Stadium, Flamenco Show, Spanish film (cine forum) etc. Students' active participation is required.

Each activity will span approximately two hours. Cost of activities, will be borne by students but these will always be reasonable.

### **ASSESSMENT**

Assessment criteria are as follows:

- ✓ A written report about one of the activities between 5-8 pages, (double space, 12 times new roman) 30%
- ✓ An oral presentation to the class of one of the activities, describing it briefly and evaluating it from their point of view. They have to expose their research about the link between marketing and culture and apply the Hofstede cultural dimensions. During 5 minutes, maximum 4 slides ppt. 30% of the grade
- ✓ Attendance at four of the activities. 40% of the grade