

COURSE DETAIL

ORGANIZATIONAL IMAGE AND IDENTITY

Country

Mexico

Host Institution

National Autonomous University of Mexico

Program(s)

National Autonomous University of Mexico

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

ORGANIZATIONAL IMAGE AND IDENTITY

UCEAP Transcript Title

ORG IMAGE&IDENTITY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the relevance of an image and identity applied to a person, company, or other organization.

Language(s) of Instruction

Spanish

Host Institution Course Number

2705

Host Institution Course Title

ORGANIZATIONAL IMAGE AND IDENTITY

Host Institution Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Facultad de Ciencias Politicas y Sociales

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