

# COURSE DETAIL

## ADVERTISING AND MARKETING COMMUNICATIONS

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication Business Administration

**UCEAP Course Number**

112

**UCEAP Course Suffix****UCEAP Official Title**

ADVERTISING AND MARKETING COMMUNICATIONS

**UCEAP Transcript Title**

ADVERTS&MARKET COMM

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

This course covers the theory and practice of advertising and marketing communications. It enables students to design efficient and effective integrated marketing communications strategies and provides them with analytical frameworks and tools for coordinating and evaluating advertising and marketing communications campaigns. Students strengthen their leadership, teamwork, written and oral communication, organization, and time management skills.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

6SSMN361

## **Host Institution Course Title**

ADVERTISING AND MARKETING COMMUNICATIONS

## **Host Institution Course Details**

### **Host Institution Campus**

King's College London

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

## **Course Last Reviewed**

2018-2019

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