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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