

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 Campus

King's College London

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

Management

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