

COURSE DETAIL

MARKETING AND BRANDING

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

113

UCEAP Course Suffix**UCEAP Official Title**

MARKETING AND BRANDING

UCEAP Transcript Title

MARKETING&BRANDING

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides a study of the processes of creation, design, production and promotion of a brand and an advertising campaign, emphasizing the importance of communicating, motivating, and persuading users through the image in order to produce a comprehensive communication project that captures the attention of the public and generate a behavioral change.

Language(s) of Instruction

Spanish

Host Institution Course Number

113

Host Institution Course Title

MARKETING AND BRANDING

Host Institution Campus

Xochimilco

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

Facultad de Artes y Diseño

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