

## COURSE DETAIL

### THEORY OF PUBLICITY

**Country**

Spain

**Host Institution**

Complutense University of Madrid

**Program(s)**

Complutense University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

165

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

THEORY OF PUBLICITY

**UCEAP Transcript Title**

PUBLICITY THEORY

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course focuses on the techniques used in advertising and provides an overall analysis of what is behind publicity. It uses a theoretical approach in finding what factors are needed to gain publicity. The course delves into the marketing mix strategy of price, place, product, and promotion used by many companies, and theories into how this process functions.

**Language(s) of Instruction**

Spanish

**Host Institution Course Number**

803660

**Host Institution Course Title**

THEORY OF PUBLICITY

**Host Institution Campus**

Facultad de Ciencias de la Información

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

Grado en Publicidad y Relaciones Públicas

[Print](#)