

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

TEORIA DE LA PUBLICIDAD

Host Institution Course Details**Host Institution Campus**

Facultad de Ciencias de la Información

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

Grado en Publicidad y Relaciones Públicas

Course Last Reviewed

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