

# COURSE DETAIL

## 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)**

Business Administration

**UCEAP Course Number**

102

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

MARKETING COMMUNICATIONS

**UCEAP Transcript Title**

MARKETING COMM

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## Course Description

The course augments students' existing knowledge of marketing communications by enabling them to recognize, analyze, and criticize the diverse range of theories and modes of thought which underpin marketing communications, and students develop a practical appreciation and interpretation of a variety of promotional techniques. An emphasis is placed on the desirability of seeing marketing communications as an integrated organizational activity and as a primary social and cultural phenomenon.

### Language(s) of Instruction

English

### Host Institution Course Number

5QQMN219

### Host Institution Course Title

MARKETING COMMUNICATIONS

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

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