

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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