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 Course Details
https://www.kcl.ac.uk/abroad/module-options/marketing-communications-15-credits

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed
2021-2022

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