COURSE DETAIL

MARKETING COMMUNICATIONS
Country United Kingdom - England
Host Institution Brunel University London
Program(s) English Universities
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 121
UCEAP Course Suffix
UCEAP Official Title MARKETING COMMUNICATIONS
UCEAP Transcript Title MARKETING COMM
UCEAP Quarter Units 8.00
UCEAP Semester Units 5.30

Course Description
This course introduces students to how communication is used in business marketing. Students examine cases in which a company makes a certain decision on how they present themselves to their customers.

Language(s) of Instruction
English

Host Institution Course Number
MG2048

Host Institution Course Title
MARKETING COMMUNICATIONS

Host Institution Course Details

Host Institution Campus
Brunel University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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