

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 Campus

Brunel University

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

Marketing

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