

COURSE DETAIL

MARKETING APPLIED TO ADVERTISING

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

MARKETING APPLIED TO ADVERTISING

UCEAP Transcript Title

MKTG&ADVERTISING

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of the basics of marketing including its multiple dimensions, as well as consumer knowledge, market research, and strategic decision-making..

Language(s) of Instruction

Spanish

Host Institution Course Number

803674

Host Institution Course Title

MARKETING APPLIED TO ADVERTISING

Host Institution Campus

Moncloa

Host Institution Faculty

Facultad de Ciencias de la Información

Host Institution Degree

GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

Host Institution Department

Departamento de Marketing

[Print](#)