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 APLICADO A LA PUBLICIDAD

Host Institution Course Details
https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803674

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

Course Last Reviewed
2022-2023

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