

# COURSE DETAIL

## PROMOTIONAL MARKETING

**Country**

Spain

**Host Institution**

Complutense University of Madrid

**Program(s)**

Complutense University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Communication

**UCEAP Course Number**

116

**UCEAP Course Suffix****UCEAP Official Title**

PROMOTIONAL MARKETING

**UCEAP Transcript Title**

PROMO MARKETING

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course focuses on promotional marketing including its basic characteristics and what differentiates it from other methods of brand communication. Topics include: fundamental elements of promotional marketing; promotional marketing techniques aimed at the end consumer; promotional marketing techniques aimed at the rest of the public; promotional marketing at the point of sale; planning a promotional campaign.

### Language(s) of Instruction

Spanish

### Host Institution Course Number

803688

### Host Institution Course Title

MARKETING PROMOCIONAL

### 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 COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

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