

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

PROMOTIONAL MARKETING

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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