

COURSE DETAIL

MEDIA RESEARCH AND PLANNING

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

113

UCEAP Course Suffix**UCEAP Official Title**

MEDIA RESEARCH AND PLANNING

UCEAP Transcript Title

MEDIA RESRCH&PLAN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course focuses on research and planning for advertising activity including characteristics of the target audience, means and support for audience outreach, and budget optimization with the end goal to receive the highest possible return on investment.

Language(s) of Instruction

Spanish

Host Institution Course Number

803673

Host Institution Course Title

INVESTIGACIÓN Y PLANIFICACIÓN DE MEDIOS

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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