

# COURSE DETAIL

## INTEGRATED MARKETING COMMUNICATIONS

**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**

145

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

INTEGRATED MARKETING COMMUNICATIONS

**UCEAP Transcript Title**

INTEGRATD MKTG COMM

**UCEAP Quarter Units**

3.33

**UCEAP Semester Units**

2.20

## Course Description

This course explores how to design, create, and develop attractive value proposals for the consumer and to communicate them in an integrated and effective way through conventional, direct, and digital media. It also discusses the planning and management of business communications in various types of organizations.

## Language(s) of Instruction

### Host Institution Course Number

802302

### Host Institution Course Title

COMUNICACIÓN INTEGRADA DE MARKETING

### Host Institution Campus

SOMOSAGUAS

### Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales

### Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

### Host Institution Department

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