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 Course Details
https://drive.google.com/file/d/1DqpaAY2DD9MgmVIHSZ95IbZcKWFPlqHX/view

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

Course Last Reviewed
2023-2024

Print