

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/1DqpaAY2DD9MgmVIHSZ95IbZcKWFP1qHX/vi
ew](https://drive.google.com/file/d/1DqpaAY2DD9MgmVIHSZ95IbZcKWFP1qHX/vi
ew)

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

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