COURSE DETAIL

DIRECT AND RELATIONAL MARKETING
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 121
UCEAP Course Suffix
UCEAP Official Title DIRECT AND RELATIONAL MARKETING
UCEAP Transcript Title DIRCT&RELATNAL MKTG
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides a study of strategic marketing techniques -- new marketing as well as direct marketing and relationship marketing -- and their application to a company's commercial strategy in the different stages of the evolution of markets, in different competitive situations, as well as in the international arena.

Language(s) of Instruction
English

Host Institution Course Number
801955

Host Institution Course Title
MARKETING DIRECTO Y MARKETING RELACIONAL

Host Institution Course Details
http://comercioyturismo.ucm.es/estudios/grado-comercio-plan-801955

Host Institution Campus
Somosaguas

Host Institution Faculty
Facultad de Comercio y Turismo

Host Institution Degree
Comercio

Host Institution Department
Organización de Empresas

Course Last Reviewed
2024-2025

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