

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

[Print](#)