

Public Marketing

MASTER'S DEGREE IN SENIOR PUBLIC MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



GENERAL DATA

Name

Public Marketing

Code

101830

Academic year

2016-17

Degree

[MASTER'S DEGREE IN SENIOR PUBLIC MANAGEMENT](#)

ECTS Credits

6

Type

MANDATORY

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

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Lecturers

Professor responsible for the subject