

International marketing of goods and services

MASTER'S DEGREE MBA IN INTERNATIONAL 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

International marketing of goods and services

Code

102221

Academic year

2020-21

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Llopis Franco, Miguel

*Director de negocio
Synergic Partners*

Lecturers

Porfessor responsible for the subject