

Commercial Research (II) - Market Research Reports

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

Commercial Research (II) - Market Research Reports

Code

102193

Academic year

2023-24

Degree

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

ECTS Credits

3

Type

MANDATORY

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Tobalina Saiz, Sandra

*Profesora Asociada
Universidad Carlos III de Madrid*

Lecturers

Fuentes Castro, Esther

Consultor en investigación de mercados.

Gómez Quijano, Arturo

*Profesor Asociado
Universidad Complutense de Madrid*

Centenera Ulecia, Jesús

*Socio Director
Agerón Internacional S.L.*