

# Creation and International Management of Brands: the Made in Spain perspective

**MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT**

***UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO***

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## GENERAL DATA

### Name

Creation and International Management of Brands: the Made in Spain perspective

### Code

102219

### Academic year

2023-24

### Degree

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

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

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### **Lecturers**

Porfessor responsible for the subject