

# Public digital marketing

**MASTER'S DEGREE IN PUBLIC MANAGEMENT AND  
LEADERSHIP**

***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 digital marketing

### Code

102545

### Academic year

2023-24

### Degree

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

### ECTS Credits

6

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

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