

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

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

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

Code

102219

Academic year

2024-25

Degree

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

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimstral

Language

FACULTY

Coordinator/s

Cerviño Fernández, Julio

*Profesor Titular de Comercialización e Investigación de Mercados
Universidad Carlos III de Madrid*

Lecturers

Porfessor responsible for the subject