

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

2024-25

Degree

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

ECTS Credits

6

Type

ELECTIVE

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Romero Frías, Esteban

*Profesor Titular de Economía Financiera y Contabilidad
Universidad de Granada*

Lecturers

Del Barrio García, Salvador

*Doctor en Ciencias Económicas y Empresariales
Catedrático de Comercialización e Investigación de Mercados
Universidad de Granada*