

# Communication projects, campaigns and techniques

**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

Communication projects, campaigns and techniques

### Code

102549

### Academic year

2024-25

### Degree

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

### ECTS Credits

3

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

**Gomariz López, Antonio**

*Licenciado en Comunicación Audiovisual (UCM)*  
*Máster en Comunicación Institucional y Política (URJC)*  
*Director en Llorente & Cuenca*

### **Lecturers**

Professor responsible for the subject