

# Public Marketing

**MASTER'S DEGREE IN SENIOR PUBLIC MANAGEMENT  
(Spanish Edition)**

***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 Marketing

### Code

102730

### Academic year

2024-25

### Degree

[MASTER'S DEGREE IN SENIOR PUBLIC MANAGEMENT \(Spanish Edition\)](#)

### ECTS Credits

6

### Type

MANDATORY

### Duration

Cuatrimestral

## **FACULTY**

### **Lecturers**

Porfessor responsible for the subject