

Public Marketing

MASTER'S DEGREE IN SENIOR PUBLIC 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

Public Marketing

Code

102741

Academic year

2024-25

Degree

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

ECTS Credits

6

Type

MANDATORY

Duration

Cuatrimestral

FACULTY

Coordinator/s

Bazaga Fernández, Isabel

*Titular de Universidad del Área de Ciencia Política y Gestión Pública.
Directora del máster en dirección estratégica de la Seguridad Pública
Investigadora principal del proyecto UE y Counteradhub (DG JUSTICE)
Universidad Rey Juan Carlos*

Lecturers

Professor responsible for the subject