

# 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

### Language

## FACULTY

### Coordinator/s

**Bazaga Fernández, Isabel**

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### Lecturers

Professor responsible for the subject