

International Marketing

MASTER'S DEGREE MBA IN INTERNATIONAL 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

International Marketing

Code

102194

Academic year

2024-25

Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

ECTS Credits

3

Type

MANDATORY

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Fernández del Hoyo, Alfonso Pedro

*Profesor Doctor del Departamento de Marketing
Universidad Pontificia de Comillas-ICADE*

Lecturers

Magariño Peñalba, Victor

*Director de Marketing y Desarrollo de Negocios
Comunycarse Network Consultants*

Cerviño Fernández, Julio

*Profesor Titular de Comercialización e Investigación de Mercados
Universidad Carlos III de Madrid*