

Public Marketing

**MASTER'S DEGREE IN PUBLIC MANAGEMENT AND
LEADERSHIP (Blended Learning)**

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

101578

Academic year

2017-18

Degree

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

ECTS Credits

2,5

Type

MANDATORY

Duration

Duracion A

Language

FACULTY

Coordinator/s

Salcedo Fernández, Antonio

*Doctor en Economía de la Empresa
Director de Proyectos del Área de Formación
ESIC Business & Marketing School*

Lecturers

Pérez-Pla Westendorp, José Luis

Consultor y Director de CEGOS España

Fontanini Fantoni, Antonio

*Doctor en Ciencias de la Información
Presidente de Informalia Consulting*

Serrano Ortega, Manuel

*Doctor Ingeniero Industrial
Profesor de Transformación Digital
ESIC Business & Marketing School*

Carrión Maroto, Juan

Socio Director de Be-Up