

# International marketing of goods and services

**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 of goods and services

### **Code**

102221

### **Academic year**

2017-18

### **Degree**

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

### **ECTS Credits**

1

### **Type**

ELECTIVE

### **Duration**

Cuatrimestral

### **Language**

## **FACULTY**

### **Coordinator/s**

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### **Lecturers**

Porfessor responsible for the subject