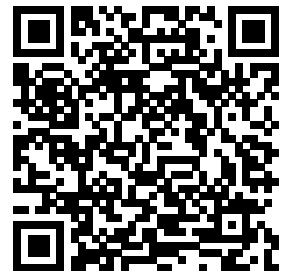


Introduction to Marketing

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

Introduction to Marketing

Code

102192

Academic year

2019-20

Degree

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

ECTS Credits

2

Type

MANDATORY

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Palencia Alacid, Pedro

Director de Ventury

Lecturers

Villegas García, Margarita

Fundadora

Board of Directors Leadership

Quiñones García, Myriam

Profesora Asociada

Universidad Autónoma de Madrid

Moreno-Figueroa Sendino, Carlos

Socio Director de Concepto Staff y de Ideal Sinergies Management