

# 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

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**Academic year**

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**Degree**

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

**ECTS Credits**

2

**Type**

MANDATORY

**Duration**

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**Language**

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