

# Positioning and Engineering Brands: key tools for international competitiveness

**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

Positioning and Engineering Brands: key tools for international competitiveness

### Code

102218

### Academic year

2020-21

### Degree

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

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

**Peralba Fortuny, Raúl**

*Presidente*

*Positioning Systems*

### **Lecturers**

Porfessor responsible for the subject