

# Creation and International Management of Brands: the Made in Spain perspective

**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

Creation and International Management of Brands: the Made in Spain perspective

### Code

102219

### Academic year

2020-21

### Degree

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

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

**Cerviño Fernández, Julio**

*Profesor Titular de Comercialización e Investigación de Mercados  
Universidad Carlos III de Madrid*

### **Lecturers**

Professor responsible for the subject