

# 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

2023-24

### Degree

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

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

**Llopis Franco, Miguel**

*Director de negocio  
Synergic Partners*

### **Lecturers**

Porfessor responsible for the subject