

# Sales and customers management

**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

Sales and customers management

### Code

102206

### Academic year

2024-25

### Degree

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

### ECTS Credits

2

### Type

MANDATORY

### Duration

Cuatrimestral

### Language

## **FACULTY**

### **Coordinator/s**

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### **Lecturers**

**Morán González, Miguel**

*LICENCIADO EN DERECHO.*

*DIRECTOR COMERCIAL.*

*COMPLUTENSE.*

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