

Communication projects, campaigns and techniques

**MASTER'S DEGREE IN PUBLIC MANAGEMENT AND
LEADERSHIP**

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

Communication projects, campaigns and techniques

Code

102549

Academic year

2024-25

Degree

[MASTER'S DEGREE IN PUBLIC MANAGEMENT AND LEADERSHIP](#)

ECTS Credits

3

Type

ELECTIVE

Duration

Cuatrimestral

Language

FACULTY

Coordinator/s

Gomariz López, Antonio

Licenciado en Comunicación Audiovisual (UCM)

Máster en Comunicación Institucional y Política (URJC)

Director en Llorente & Cuenca

Lecturers

Professor responsible for the subject