



SPECIALIST CERTIFICATIONS

- Commercialization and Trade Marketing
- Strategic Brand Management
- Market Research and Consumer Behavior
- Digital Marketing
- Entrepreneurship in Innovation and Technology Marketing
- Entrepreneurship in Sports Marketing and Sponsorship
- Data Science and Machine Learning

SCHOOL OF BUSINESS



MAR KETING

The Marketing Undergraduate Program shapes professionals skilled in marketing management and decision-making, commercial management, brand management, market research, product innovation and development, digital marketing, and data analytics. This comprehensive training empowers graduates to excel, build strong brands, and develop competitive market strategies, guided by ethics, sustainability, and human values.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7	LEVEL 8	LEVEL 9	LEVEL 10
LANGUAGE AND COMMUNICATION I 4	APPLIED PHILOSOPHY 3	CONSUMER ANTHROPOLOGY 3	COST ANALYSIS AND BUDGETING * 4	MANAGEMENT OF DISTRIBUTION CHANNELS 3	PRICING POLICY AND STRATEGY 3	STRATEGIC MARKETING MANAGEMENT 4	E-COMMERCE 3	DATA ANALYTICS 3	STRATEGIC ADVERTISING PLANNING 3
CIVIC ETHICS 2	LANGUAGE AND COMMUNICATION II 3	INTRODUCTION TO FINANCE * 3	MICROECONOMICS * 3	PRODUCT AND BRAND MANAGEMENT 4	MARKETING LOGISTICS OPERATIONS 3	SOCIAL MARKETING 3	STRATEGIC TOOLS FOR BUSINESS AND MARKETING 4	MARKETING RESEARCH SEMINAR I 3	MARKETING RESEARCH SEMINAR II 4
MATHEMATICS APPLIED TO BUSINESS I 5	ECONOMICS AND BUSINESS 3	GENERAL ACCOUNTING * 4	CONSUMER SOCIOLOGY 3	STATISTICS APPLIED TO MARKETING 4	ADVERTISING AND MEDIA 3	FINANCE FOR MARKETING 4	PROJECT EVALUATION METHODOLOGIES AND TECHNIQUES 4	BUSINESS NEGOTIATION 3	INTERNATIONAL MARKETING STRATEGIES 3
PSYCHOLOGICAL PROCESSES 3	INTRODUCTION TO INTERNATIONAL TRADE 3	BUSINESS STATISTICS I 4	MARKETING PROCESSES 3	PREPARATION OF FINANCIAL STATEMENTS * 3	BRANDING 3	CORPORATE COMMUNICATION AND IMAGE 3	SALES MANAGEMENT 4	SERVICES MARKETING 3	CUSTOMER RELATIONSHIP AND LOYALTY STRATEGY 4
RESEARCH METHODOLOGIES 3	BASIC STATISTICS FOR BUSINESS 3	MATHEMATICS FOR BUSINESS MANAGEMENT * 4	BUSINESS ADMINISTRATION AND MARKETING 3	MACROECONOMICS * 3	QUALITATIVE MARKET RESEARCH 3	DIGITAL TRANSFORMATION AND MARKETING 3	ETHICS AND BUSINESS SUSTAINABILITY * 3	TRADE MARKETING AND MERCHANDISING 3	MARKETING PLAN 3
MODERN NATIONAL ECONOMIC HISTORY 3	MATHEMATICS APPLIED TO BUSINESS II 5	IT TOOLS FOR MANAGEMENT I * 3	BUSINESS STATISTICS II 4	CUSTOMER EXPERIENCE 3	QUANTITATIVE MARKET RESEARCH 3	ENDOMARKETING AND HUMAN CAPITAL MANAGEMENT 3	SPORTS MARKETING MANAGEMENT 3	INBOUND MARKETING WORKSHOP 3	MARKETING FOR SHOPPING CENTERS AND HYPERMARKETS 3
MANDATORY CREDITS 20	MANDATORY CREDITS 20	MANDATORY CREDITS 21	IT TOOLS FOR MANAGEMENT II * 3	MANDATORY CREDITS 20	DATA SCIENCE APPLIED TO MARKETING 2	NEUROMARKETING 3	MOBILE MARKETING 3	RETAIL MARKETING 3	MARKETING AT THE BASE OF THE PYRAMID 3
			MANDATORY CREDITS 20		MANDATORY CREDITS 20	BTL MARKETING AND PROMOTION 3	SIMULATION OF MARKETING DECISIONS 3	PERSONAL MARKETING 3	SPONSORSHIP AND BRAND PARTNERSHIPS 3
						VALUE PROPOSITION DESIGN 3	COMMERCIAL INTELLIGENCE 3	MARKETING AND B2B SALES 3	MANDATORY CREDITS 17
						MARKETING METRICS 3	MARKET RESEARCH WORKSHOP 3	MARKETING 5.0 ENTREPRENEURSHIP 3	
						AGILE MARKETING METHODS 3	MANDATORY CREDITS 18	OCCUPATIONAL SAFETY, HEALTH, AND ORGANIZATIONAL WELL-BEING * 3	
						MANDATORY CREDITS 20		MANDATORY CREDITS 15	

Mandatory subjects of the General Studies Program

Mandatory subjects of the Marketing Undergraduate Program

Elective subjects of the Marketing Undergraduate Program

Subjects in common among the undergraduate programs



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CREDIT SUMMARY

General Studies

CREDITS

40

TYPE OF CREDIT

Mandatory

School

151

Mandatory

Total Elective Subjects

18

Elective

Total Credits

209

Subject to curricular change.