

New product



Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can have or expect from the products and services you offer.



RESEARCH

A careful study or systematic study in order to establish facts or to discover new information.



IDEAS

Any thoughts, opinions, creation, suggestions or conceptions that is existing in the mind as to a possible cause of action.



ANALYSIS

A process to examine something in detail in order to explain it as a basis of discussion or interpretation.



FUNCTION

An action or activity proper to a person or thing, the purpose for something which is designated for.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of a brand strategy.

Brand identity you have, should be consistent, because it leads to a strong brand equity.



SPECIALIZATION IN

- Commercialization and Trade Marketing
- Market Research and Consumer Behavior
- Digital Marketing
- Strategic Brand Management

In order to graduate from the Marketing Undergraduate Program, students must prove that they have completed the intermediate level of English, French, German, Italian or Portuguese by submitting a language proficiency certificate issued by any of the institutes recognized by Universidad de Lima.

MARKETING

Faculty of Business and Economics

The Marketing Undergraduate Program prepares students to work as professionals specialized in management and decision making in the different product lines under their responsibility: goods, services or brands. This preparation in analysis and interpretation of participation, growth, coverage and profitability in the market enables marketing professionals to successfully work with their clients and consumers, and successfully carry out entrepreneurship projects to establish their own businesses.



UNIVERSIDAD
DE LIMA

MARKETING Faculty of Business and Economics

LEVEL I	LEVEL II	LEVEL III	LEVEL IV	LEVEL V	LEVEL VI	LEVEL VII	LEVEL VIII	LEVEL IX	LEVEL X
Personal and Social Development ³	Economics and Business ³	Consumer Anthropology ³	Costing and Budgeting ⁴	Management of Distribution Channels ⁴	Pricing Policy and Price Setting ⁴	People Management and Human Development ³	E-Commerce ³	Data Analytics ³	Strategic Advertising Planning ³
Research Methodologies ³	Social and Political Processes ³	Introduction to Finance ³	Microeconomics ³	Product and Brand Management ⁴	Logistic Marketing Operations ³	Social Marketing ³	Strategic Tools for Business and Marketing ⁴	Research Seminar on Marketing I ³	Research Seminar on Marketing II ⁴
Globalization and Contemporary Peruvian Issues ³	Language and Communication II ³	General Accounting ⁴	Business Planning and Control ³	Statistics Applied to Marketing ⁴	Advertising and Media ⁴	Finance for Marketing ⁴	Services Marketing ³	Marketing Plan ³	Trade Negotiation ³
Language and Communication I ⁵	Philosophy Topics ³	Principles of Management ⁴	Marketing Fundamentals ³	Preparation of Financial Statements ³	Branding ³	Corporate Communication and Image ³	Project Evaluation Methodologies and Techniques ⁴	Business Ethics and Sustainability ³	International Marketing ³
Basic Mathematics ⁵	Basic Statistics for Business ³	Business Statistics I ⁴	Consumer Behavior ³	Macroeconomics ³	Qualitative Market Research ³	Digital Marketing ³	Sales Management ⁴	Customer Relationship Management ³	Marketing of Shopping Centers and Hypermarkets ³
Civic Ethics ¹	Mathematics Applied to Business ⁵	Mathematics for Business Management ⁴	Business Statistics II ⁴	Business Organization and Management ³	Quantitative Market Research ³	Marketing Strategies ³	Management Skills Workshop ³	Trade Marketing and Merchandising ³	Sports Marketing Management ³
		IT Tools for Management I ³	IT Tools for Management II ³	Commercial Law ³	Innovation Management ³	Neuromarketing ³	Marketing B2B ³	Inbound Marketing Workshop ³	Marketing at the Base of the Pyramid ³
					Value Proposition Design ³	BTL Marketing and Promotion ³	Mobile Marketing ³	Retail Marketing ³	
							Simulation of Marketing Decisions ³	Personal Marketing ³	
							Commercial Intelligence ³		
							Market Research Workshop ³		
Mandatory credits ²⁰	Mandatory credits ²⁰	Mandatory credits ²²	Mandatory credits ²⁰	Mandatory credits ²¹	Mandatory credits ²⁰	Mandatory credits ¹⁹	Mandatory credits ¹⁸	Mandatory credits ¹⁸	Mandatory credits ¹³

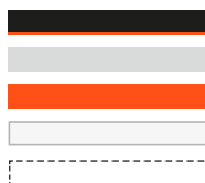
Mandatory subjects of the General Studies Program

Mandatory subjects of the Marketing Undergraduate Program

Elective subjects of the Marketing Undergraduate Program

Mandatory subjects shared in the Faculty of Business and Economics*

Subjects in common among the undergraduate programs



Credit Summary	No. of Credits	Type of Credit
General Studies	40	Mandatory
Faculty	151	Mandatory
Total Elective Subjects	18	Elective
Total Credits	209	

Subject to curricular change.

*The Faculty of Business and Economics comprises the Management, Accounting, Economics, Marketing and International Business undergraduate programs.

