

## **Business School**

### **Marketing B.S.**

#### **Program Goal:**

To form graduates in marketing capable of designing, executing and evaluating creative and innovative strategies in organizations, with the ability to perform in the fields of marketing and sales management, market intelligence, product and service design, promotion and advertising as well as business generation; In order to serve the productive sectors, non-profit and government organizations under the ethical, sustainable and humanist principles that contribute to improve the quality of life of society in a globalized context.

#### **Profile of the applicant**

Ability to solve problems  
ability to work as a team,  
Development of skills of thought (Analytical skills))  
Taste for learning and investigating  
Know new things  
Ability to relate with other people  
Ability for information technologies (ICT)  
Being responsible  
Independent  
Ability to persuade people

#### **PROFILE OF THE GRADUATE:**

##### **Knowledge**

- Market Research Methodology.
- Methods and techniques for collecting, analyzing, organizing and interpreting data and information.
- Methodologies for analysis and diagnosis of the global environment.
- Methods and techniques for the development of commercial plans and programs.
- Methodology for the preparation of sales forecasts.
- Marketing strategies, distribution and sales.
- Branding strategies.
- Promotional strategies and techniques.
- Investment projects.
- Laws and regulations related to marketing implementation.
- English language.

##### **Abilities**

- Design and carry out market research projects to identify potential customers, business opportunities, set the selling price, make the best investment in the media, know the political preferences and intention of citizens and determine the most suitable points of sale.

- Identify opportunities and threats in the global market through different marketing tools and propose different mechanisms for business expansion.
- Apply sales forecasting techniques and set sales goals to determine strategies and tactics consistent with the organization.
- Design, coordinate and evaluate marketing mix programs to gain competitive advantages
- Design customer and after-sales tracking programs to achieve customer loyalty.
- Analyze pricing strategies and monitor their behavior and acceptance in order to position brands and products in the consumer's mind.
- Structure distribution and logistics strategies to deliver products and services to customers at the right place, time and price.
- Determine the life cycle of a product based on market growth trends and come up with the best strategies that allow a rapid development of the organization.
- Plan and coordinate communication campaigns, public relations, publicity, promotion of sales, direct marketing and merchandising to inform, remember and persuade consumers to buy the products and services offered by the organization.
- Determine the feasibility of a technical, economic, financial or market investment project in order to achieve the business objectives.
- Apply the inherent regulations to the design of marketing strategies to avoid sanctions and fines in the organization.
- Listen, read, write and speak in English according to the Institutional Program of Foreign Languages.

#### **Attitudes**

- Proactive and Innovative
- Ethical performance
- Teamwork
- Business leadership
- Respect
- Spirit of service

#### **Values**

- Objectivity
- Sustainability
- Initiative and creativity
- Social responsibility
- Autonomy
- Pluralism
- Humanism
- Quality
- Equity and equality

#### **WORK FIELD:**

The marketing graduate takes the exercise of his profession in marketing areas, sales, market research, advertising, administration, etc. in consumer, industrial or service companies, whether private or public companies and non-profit institutions, the following are activities that can be developed by marketers:

Commercial Director.

- Marketing Director.
- Advertising and promotion manager.
- Business Development.
- Market researcher.
- Adviser, consultant or director of sales areas (managers and supervisors).
- Store manager, product manager or brand manager.
- Public relations manager or advisor.
- Director or advisor of image management.
- Media Director.
- Direct Marketing Manager or Advisor.
- New product development Manager or advisor.
- Director or consultant of logistics and national or international distribution.
- International marketing director or consultant.
- Social media manager.
- Pricing strategies director or consultant



**LENGHT:**

Eight semesters.

ECONOMIC AND ADMINISTRATIVE SCIENCES CENTRE

BACHELOR'S DEGREE IN MARKETING

2016 CURRICULUM

MAJOR NUMBER 59

First Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Financial accounting	2	3	7	Business	Accounting
Economic Environment	3	2	8	Business	Economy
Marketing	4	1	9	Business	Marketing
Innovation and creativity	1	3	5	Business	Marketing
Administration	3	2	8	Business	Administration
Mathematics	3	2	8	Basic Sciences	Mathematics and Physics
Communicative Competencies	2	3	7	Social Sciences	Communication

Second Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Segmenting and positioning	2	3	7	Business	Marketing
Cost analysis	2	3	7	Business	Accounting
Consumer psychology	3	2	8	Social Sciences	Psychology
Customer Service	2	2	6	Business	Marketing
Tenders and acquisitions	2	2	6	Business	Marketing
probability and statistics	2	3	7	Basic Sciences	Statistics
Data processing software	1	4	6	Basic Sciences	Information Systems

Third Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Consumer Behavior	1	3	5	Business	Marketing
Modern marketing trends	3	2	8	Business	Marketing
Basic Finance	3	2	8	Business	Finance
Statistical Methods	2	2	6	Basic Sciences	Statistics
Software for digital projects	1	4	6	Basic Sciences	Information Systems
Corporate law	3	2	8	Social Sciences	Law
Research Methodology	2	2	6	Social Sciences	Education

Fourth Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Quantitative Market Research	2	3	7	Business	Marketing
Advertising Strategies	2	2	6	Business	Marketing
Personal and Corporate Marketing	2	2	6	Business	Marketing
Corporate Finance	2	3	7	Business	Finance
Multivariate analysis	2	3	7	Basic Sciences	Statistics
International Law	2	3	7	Social Sciences	Law
Professional Ethics	2	2	6	Social Sciences	Philosophy

Fifth Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Qualitative Market Research	2	3	7	Business	Marketing
Advertising Laboratory	1	4	6	Business	Marketing
Public Relations	2	3	7	Business	Marketing
Product Development	2	3	7	Business	Marketing
Project Evaluation	2	2	6	Business	Finance
Package Design	2	2	6	Design and Construction	Representation

Sixth Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
International Marketing	3	2	8	Business	Marketing
Distribution Channels and Logistics	2	3	7	Business	Marketing
Pricing	2	3	7	Business	Marketing
Sales Promotion	2	3	7	Business	Marketing
Merchandising	2	3	7	Business	Marketing
Social and Service Marketing	2	3	7	Business	Marketing

Seventh Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Entrepreneurship development	1	4	6	Business	Administration
Political Marketing	2	3	7	Business	Marketing
Product and Service Quality	2	2	6	Business	Human Resources
Sales Management	3	2	8	Business	Marketing
Strategic Marketing	1	4	6	Business	Marketing
Brand Management	2	3	7	Business	Marketing
Professional Elective I					

Eighth Semester					
	T	P	C	CENTRE/SCHOOL	DEPARTMENT
Marketing Management				Business	Marketing
Digital Marketing Laboratory				Business	Marketing
Marketing Seminar				Business	Marketing
Human Resources Management				Business	Human Resources
Professional Elective II					

## INSTITUTIONAL PROGRAMS:

- Internship
- Social Service
- Tutoring
- Mobility and academic exchange
- Foreign language learning
- Humanistic training program

## DEGREE REQUIREMENTS

- I. Foreign Language Requirement
- II. 9 credits of the Humanist Training Program
- III. Social Service Institutional Program Requirement (500 hours)
- IV. Internship Program Requirement (240 hours)
- V. Presenting the College Exit Exam