

• MASTER'S IN:  
MARKETING MANAGEMENT

• TOTAL CREDITS OF THE PROGRAM: 34

• SCHOOL:  
ESCUELA DE EMPRESAS

## YEAR 1

SEMESTER 1	CODE	COURSE NAME	CREDITS
	MMKT 6001	Liberal arts workshop	1
	MMKT 6002	Strategic marketing	2
	MMKT 6003	Consumer behavior	2
	MMKT 6004	Statistics for marketing	2
	MMKT 6005	Marketing analytics	2
	MMKT 6006	Market research	2
	MMKT 7991T	Capstone project I	2
		<b>TOTAL CREDITS</b>	<b>13</b>

SEMESTER 2	CODE	COURSE NAME	CREDITS
	MMKT 6010	Leadership workshop	1
	MMKT 6011	Innovation and new products	2
	MMKT 6012	Brand management	2
	MMKT 6013	Communication strategy	2
	MMKT 6014	Pricing strategy	2
	MMKT 6015	Channel strategies	2
	MMKT 6016	Services marketing	1
	MMKT 7992T	Capstone project II	2
		<b>TOTAL CREDITS</b>	<b>14</b>

SEMESTER 3	CODE	COURSE NAME	CREDITS
<b>SUMMER</b>	MMKT 6020	Finance applied to marketing	2
	MMKT 6021	Digital marketing	3
	MMKT 7993T	Capstone project III	2
		<b>TOTAL CREDITS</b>	<b>7</b>

**Note 1.** The sequence of the courses in this curriculum could vary depending on the availability of professors, schedules, location, etc.; the academic load will be respected as noted.

**Note 2.** The graduate program is conducted entirely in Spanish.