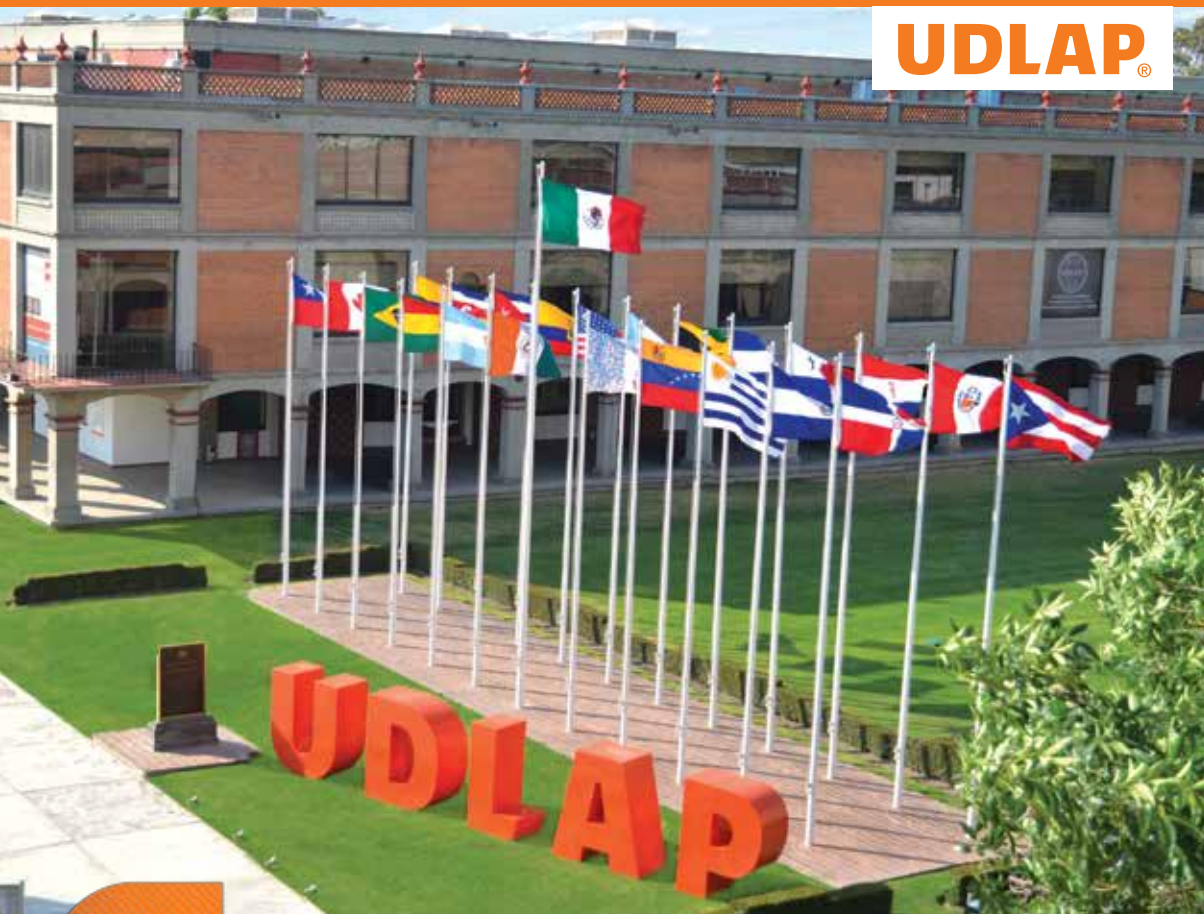


UNIVERSIDAD DE LAS AMÉRICAS PUEBLA

UDLAP[®]



STUDY IN
MEXICO.
STUDY AT
UDLAP

www.udlap.mx

MARKETING

EDNE
SCHOOL OF
BUSINESS AND
ECONOMICS

STUDY MARKETING

AT UDLAP

As a graduate from the Bachelor of Marketing, you will be able to understand market needs, creating proposals to deliver products and services. You will make strategic decisions using market research and data analytics tools to propose significant changes in consumer behavior, product innovation, negotiation and sales, branding, retail, e-marketing, market intelligence, and integral communication in different industries and sectors, at a local, national, and international level.

Once you have finished your study program, you will have a bachelor's degree in addition to a licenciatura degree. Therefore, your studies will be recognized worldwide.

JOB MARKET

- *Marketing director in different companies and industries.*
- *NGOs, public and/or political institutions or companies that manage products or services.*
- *Brand management and strategy.*
- *Market research and intelligence.*
- *New product development.*



AN UDLAP STUDENT HAS

- Conviction to work for the greater good and to achieve success.
- Ability to reach goals through continuous learning.
- Ability to face the challenges of an increasingly competitive world.
- Creative to carry out innovative projects of commercial or social applications
- Can communicate complex ideas both verbally and in writing

Thanks to more than 200 agreements with prestigious international universities, you will be able to make academic exchanges or complete a double degree program.

UDLAP ACADEMIC EXCELLENCE

The prestige of our faculty is backed by their extensive teaching experience. 99% of our full-time professors have a graduate degree and one in three is a member of the National System for Researchers (Sistema Nacional de Investigadores - SNI). Given the faculty's experience and their academic quality, they will be able to guide you in finding new ways to express yourself and be critical, innovative, and creative.

UDLAP is accredited at a national and international level by the Mexican Federation of Private Institutions of Higher Education (Federación de Instituciones Mexicanas

Particulares de Educación Superior - FIMPES) and, since 1959, by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The accreditation agency Quacquarelli Symonds (QS) awarded 5 global stars to our university, making it the first one-campus university in Latin America to achieve this recognition. UDLAP earned 5 stars in the teaching, alumni employability, internationalization, inclusiveness, and art and culture categories; this means that we offer the highest standards of academic quality and educational services when compared to the best universities in Mexico and the world.



CURRICULUM

MARKETING



	Course	Credits
1 st Term	Management Fundamentals	6
	Foreign Language I	6
	University Math	6
	General Studies Elective In Arts *	6
	General Studies Elective In Math *	6
	Information Technologies In The Construction Of Knowledge	6

2 nd Term	Academic Reasoning	6
	Calculus I	6
	Accounting	6
	Company And Economics	6
	Fundamentals Of Marketing	6
	Foreign Language II	6

3 rd Term	Cost Accounting I	6
	Corporate Law	6
	Macroeconomic Environment	6
	Academic Writing	6
	Statistics For Business I	6
	Qualitative Market Research	6
	Foreign Language III	6

4 th Term	Financial Administration	6
	Consumer Behavior	6
	Organizational Behavior	6
	Statistics For Business II	6
	General Studies Elective In Behavioral Sciences *	6
	Information Technologies In Business	6

	Course	Credits
5 th Term	Algorithms And Data Analysis	6
	Integral Communication In Marketing	6
	Product Innovation	6
	Quantitative Market Research	6
	General Studies Elective In Natural Sciences *	6
	General Studies Elective In Humanities *	6
	Professional Practices 1	6

6 th Term	Brand Management	6
	Market Intelligence I	6
	Marketing And Retail Sales	6
	Internal Marketing	6
	International Marketing	6
	Negotiation And Sales	6
	Select Topics 1	6

7 th Term	Ethics And Social Corporate Responsibility	6
	Market Intelligence II	6
	Service Marketing	6
	Social Marketing	6
	Public Relations Planning	6
	Professional Practices 2	6
	Select Topics 2	6

8 th Term	E-Marketing	6
	Business Intelligence	6
	Strategic Marketing	6
	Select Topics 3	6

TOTAL CREDITS 300

UDLAP OUTREACH

Prestigious national and international companies have a relationship with the university. As an UDLAP student you have the best opportunities to access and succeed in the working world, either through professional practices or research projects that will help you enter the job market once you graduate.



BE PART OF THE UDLAP COMMUNITY

Your academic formation can be complemented through extracurricular workshops offered at the university, as well as by participating in student organizations and cultural and sports activities that will contribute to your growth as a student and future practicing specialist.

If you live in one of the four residential colleges, you will enjoy the university environment thoroughly and be able to socialize with students of

other Bachelor's and other cultures, thus complementing your academic formation with significant experiences that will have a great impact in your personal and professional relationships. Living at UDLAP provides recreational areas and all the services you need, in addition to the amenities found in an apartment.

The university also has dining services, snack areas, and ATMs, among other facilities.



YOUR TIME IS NOW. JOIN US

ADMISSION PROCESS

- Take the entrance exam.
- Students from high schools that have an agreement with UDLAP do not have to take the entrance exam. Consult the list of participating high schools at: www.udlap.mx/preparatoriasdeconvenio
- Deliver the basic documents for admission: www.udlap.mx/solicitudes
- Information and deadlines for scholarships can be found at: www.udlap.mx/becas
- Current fees and tuition: www.udlap.mx/finanzas

WE WANT TO HEAR FROM YOU

Students Recruitment:

Tel.: +52 (222) 229 21 12

informes.nuevoingreso@udlap.mx

 (+521) 222 577 38 29

Scholarships:

Tel.: +52 (222) 229 27 02

informacion.beca@udlap.mx

International Recruitment:

Tel.: +52 (222) 229 20 00 Ext. 4758 • 3165

Toll Free Number from USA: 1 844 873 2970
abroad@udlap.mx

Switchboard:

Tel.: +52 (222) 229 20 00

Ext. 5222 • 4799 • 4260 • 2189

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THE UDLAP ACADEMIC
QUALITY AND PRESTIGE
ARE ENDORSED BY QS,
SACSCOC AND FIMPES



Universidad de las Américas Puebla

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