

# MASTER'S DEGREE IN STRATEGIC MARKETING

HYBRID MODALITY  
CURRICULUM PLAN



Generando desarrollo, cambiando el futuro

PERIOD II

ETHICS AND LEADERSHIP			
ILL:	PEL:	IL:	TH:
16	16	112	144
Online			

BUSINESS INTELLIGENCE			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

SERVICE AND CUSTOMER EXPERIENCE DESIGN (CX)			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

STRATEGIC MARKETING FOR CMOs			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

BRAND AND PRODUCT MANAGEMENT			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

SEMESTRE II

CHANNEL AND OMNICHANNEL STRATEGY			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

COMMUNICATION AND DIGITAL MARKETING STRATEGIES			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

ARTIFICIAL INTELLIGENCE AND MARKETING AUTOMATION			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

FINANCIAL MARKETING DECISIONS			
ILL:	PEL:	IL:	TH:
20	32	92	144
Blended			

STRATEGIC MARKETING PLAN			
ILL:	PEL:	IL:	TH:
16	16	112	144
Online			

## Curricular Organization Unit

## Hourly Distribution



Advanced Disciplinary Training

(ILL) Instructor-Led Learning

192 h



Research

(PEL) Practical and Experiential Learning

288 h



Degree Completion

(IL) Independent Learning

960 h

**TOTAL HOURS 1440 h**

**TOTAL CREDITS 30 CREDITS**