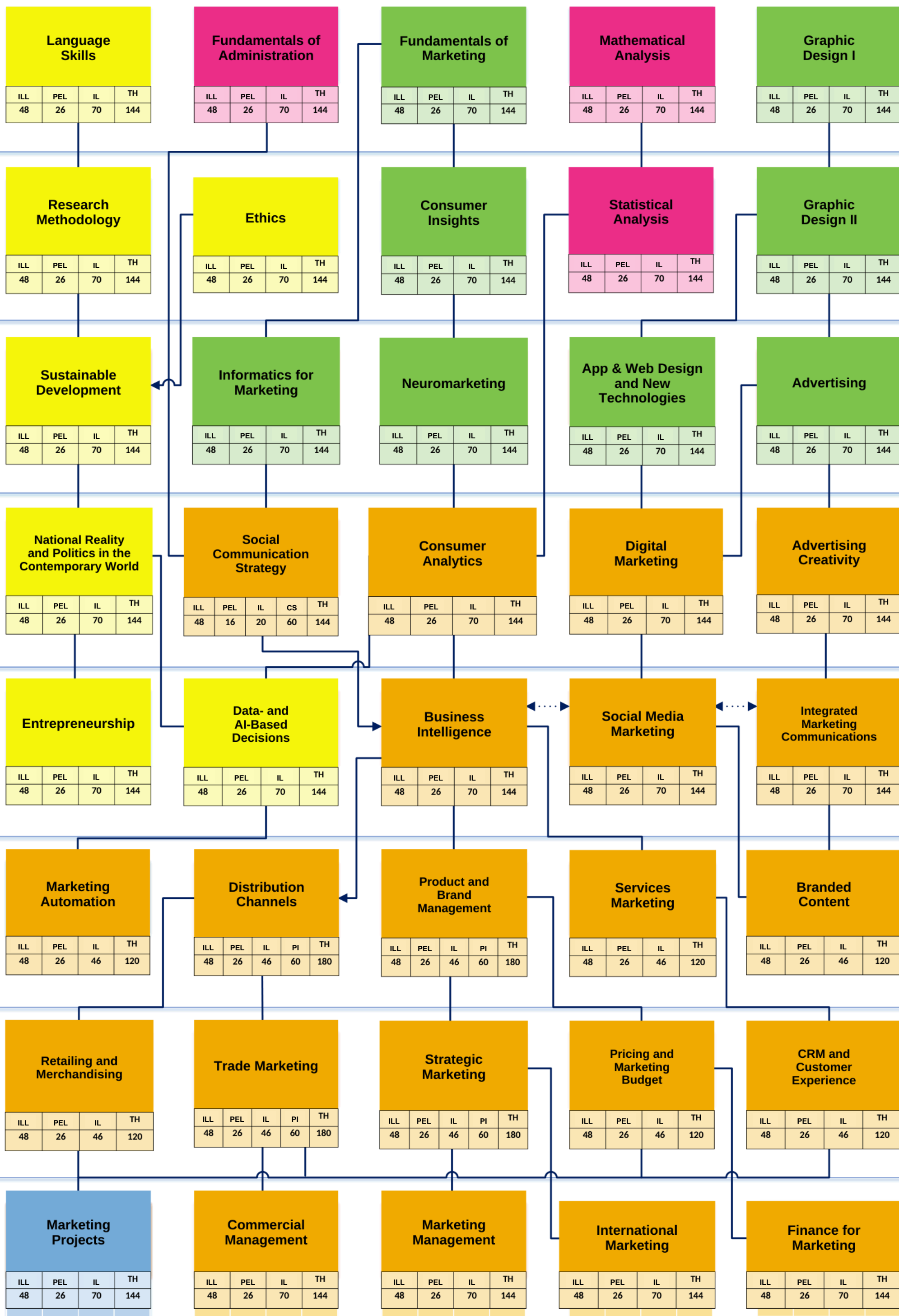


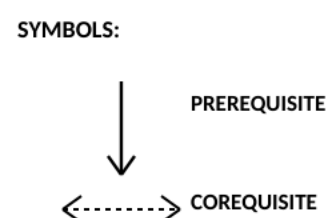
UNIVERSIDAD TECNOLÓGICA ECOTEC
FACULTY OF COMMUNICATION, HUMANITIES AND CREATIVITY
PROGRAM: MARKETING
MODALITY: IN-PERSON
CURRICULUM PLAN



SEMESTER I
SEMESTER II
SEMESTER III
SEMESTER IV
SEMESTER V
SEMESTER VI
SEMESTER VII
SEMESTER VIII



Symbols	Curricular Organization Unit
Yellow	Basic
Green	Professional
Orange	Curricular Integration Unit
Blue	Foundational Core
Pink	Program Aligned Core



Regular Academic Periods (PAO)	Number of courses per PAO	Number of hours per PAO
I	5	720
II	5	720
III	5	720
IV	5	720
V	5	720
VI	5	720
VII	5	720
VIII	5	720
Total	40	5760

Abbrev.	Learning Components:	Hours
ILL	Learning in contact with the instructor	1920
PEL	Practical-experimental learning	1030
IL	Independent learning	2510
PI	Professional Internship	240
CS	Community Service	60
TH	Total course hours	5760
Curricular Integration Unit Courses		
	Integrative Project	
Total Hours		5,760

Abbrev.	Learning Components	Hours
FC	Foundational Core	1008
PAC	Program Aligned Core	432
THCEG	Total Hours of the General Education Curriculum	1440