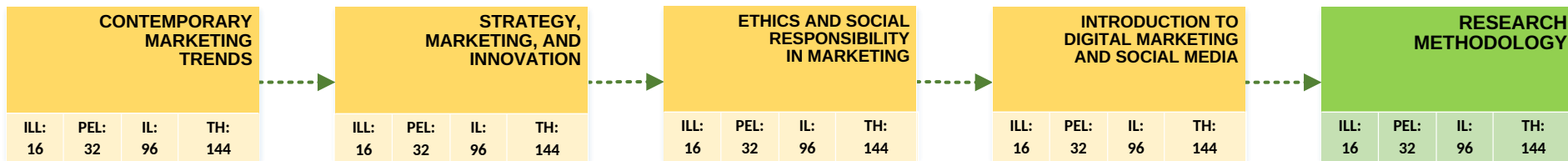


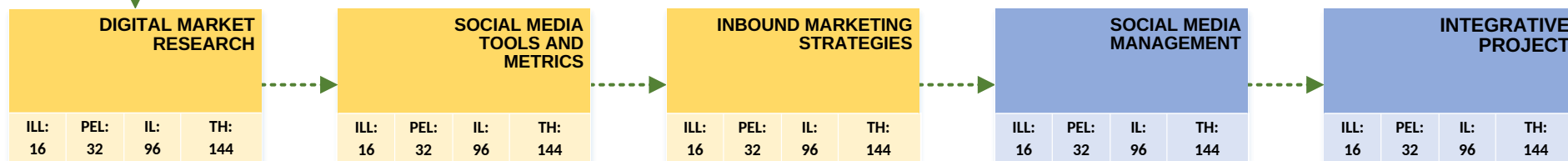
UNIVERSIDAD TECNOLÓGICA ECOTEC
MASTER'S DEGREE IN DIGITAL MARKETING AND SOCIAL MEDIA
ONLINE MODALITY
CURRICULUM PLAN



ACADEMIC PERIOD I



ACADEMIC PERIOD II



KEY:

---> CO-REQUISITE

↓ PREREQUISITE

| Symbol | Curricular Organization Unit |
|--------|-------------------------------------|
| | Advanced Disciplinary Training Unit |
| | Research Unit |
| | Degree Completion Unit |

| Abbreviation | Learning Component | Hours |
|---------------------------------------|-------------------------------------|--------------|
| ILL | Instructor-Led Learning | 160 |
| PEL | Practical and Experiential Learning | 320 |
| IL | Independent Learning | 960 |
| Degree Completion Unit Courses | | |
| | Social Media Management | |
| | Integrative Project | |
| TOTAL PROGRAM HOURS | | 1,440 |

| Regular Academic Periods (RAP) | Number of Courses per RAP | Number of Hours per RAP |
|--------------------------------|---------------------------|-------------------------|
| I | 5 | 720 |
| II | 5 | 720 |
| Total | 10 | 1,440 |