

Graduate profile of the Bachelor of Marketing

The ECOTEC marketing graduate is a strategic professional with critical thinking skills geared towards measurable results. Their high adaptability and forward-thinking vision allow them to anticipate market trends, designing innovative and technological solutions focused on consumer value. Skilled in independent research and ethical decision-making, they lead multidisciplinary teams with creativity, resilience, and responsibility, driving competitiveness and sustainable growth for organizations in dynamic, global environments.

Results of the graduate profile evaluation

Specific skills

The results of the evaluation of the graduate profile, with respect to the specific (professional) competencies that the marketing professional will acquire, are the following:

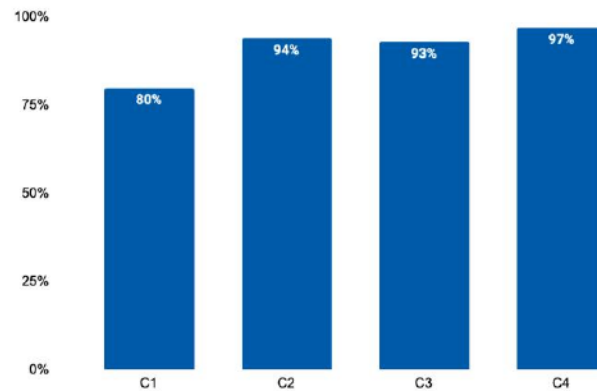
CE Components of CE1: Customer and consumer orientation		SEM2-2024 Results
C1	Identify the basic principles of customer and consumer orientation.	80%
C2	Classifies consumer needs and wants, using purchasing behavior models.	94%
C3	Analyze the consumer behavioral factors that support market research.	93%
C4	Evaluate customer satisfaction for the development of effective marketing strategies.	97%
CE Components of CE2: A Prospective Market View		SEM2-2024 Results
C1	Identify the variables in the behavior of a market.	75%
C2	Implements an effective methodology for collecting market data.	100%
C3	Interprets market research based on trends and consumer behavior.	100%
C4	Develops reports with the data obtained to facilitate decision-making marketing decisions.	91%

CE Components of CE3: Adaptability		SEM2-2024 Results
C1	Identify the variables that influence market changes.	85%
C2	Classify marketing strategies that respond to the needs of organizations.	100%
C3	Develops strategic solutions that respond to consumer needs.	97%
C4	Evaluate the results of the proposed solutions.	91%

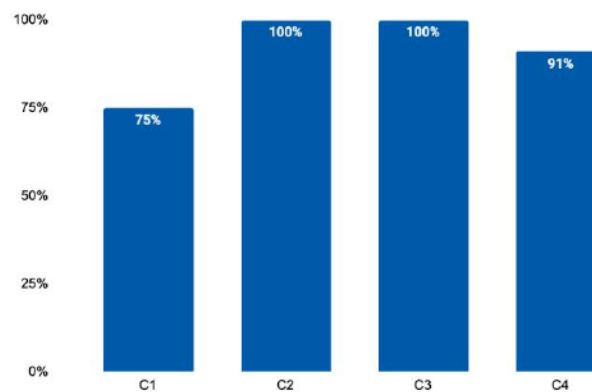
CE Components of CE4: Results Orientation		SEM2-2024 Results
C1	Identify the marketing indicators geared towards achieving results.	78%
C2	Select research methods.	100%
C3	Analyze the performance indicators of marketing management.	100%
C4	Evaluate marketing metrics and budgets.	96%

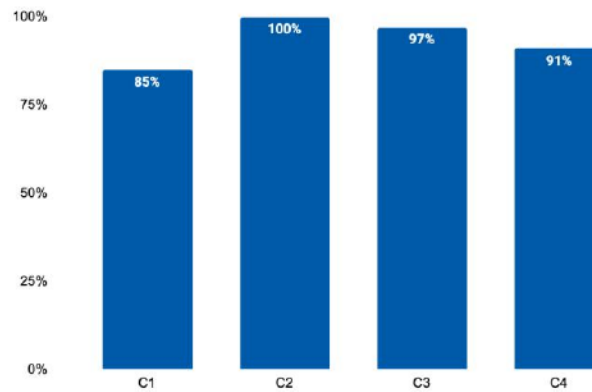
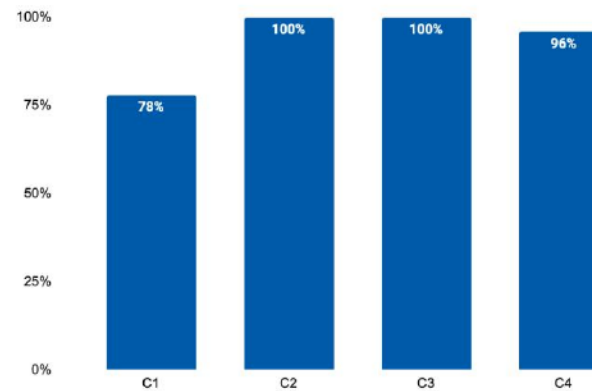
Graphical presentation of the results achieved in transversal skills and their components (Goal: at least 70% of students reach the “acceptable achievement” level)

CE1: Customer and consumer orientation



CE2: Prospective market view



CE3: Adaptability

CE4: Results orientation

Cross-cutting skills

The results of the evaluation of the graduate profile regarding the transversal competencies that

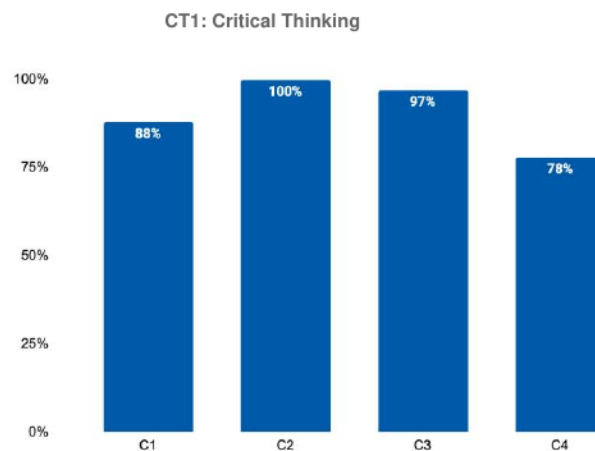
CE Components of CT1: Critical Thinking		SEM2-2024 Results
C1	Identify problems or situations presented.	88%
C2	Interprets information in various contexts.	100%
C3	Build arguments by issuing well-founded judgments.	97%
C4	Applies viable solutions in solving complex problems.	78%
C4	Applies viable solutions in solving complex problems.	78%

CE Components of CT2: Leadership and teamwork		SEM2-2024 Results
C1	Organizes collaborative work teams.	83%
C2	Takes on commitments with initiative and proactivity.	82%
C3	Develops collaborative leadership and group cohesion.	97%
C4	Leads ethical decision-making and joint conflict resolution.	96%

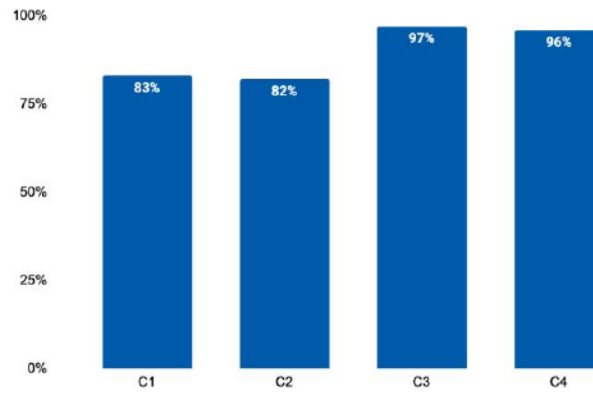
CE Components of CT3: Creativity and Innovation		SEM2-2024 Results
C1	Expresses original ideas in diverse contexts.	85%
C2	Relates concepts by addressing problems with originality.	100%
C3	Develop an open and flexible attitude towards change.	100%
C4	Implements creative solutions with a critical approach.	96%

CE Components of CT4: Research		SEM2-2024 Results
C1	Identify the research problem.	88%
C2	Apply the research method.	82%
C3	Analyze the research results.	100%
C4	Prepare a final report communicating the results of the investigation.	96%

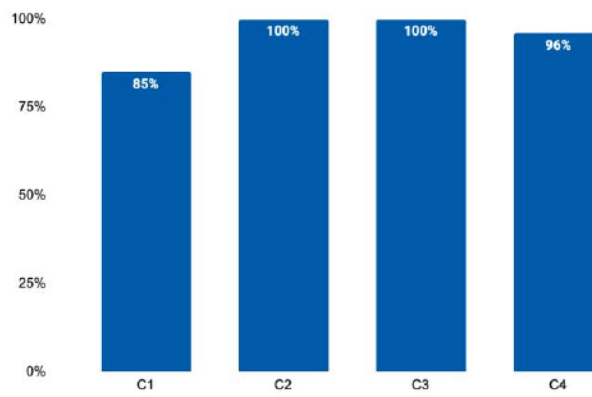
Graphical presentation of the results achieved in transversal skills and their components (Goal: at least 70% of students reach the “acceptable achievement” level)



CT2: Leadership and teamwork



CT3: Creativity and Innovation



CT4: Research

