

## 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:

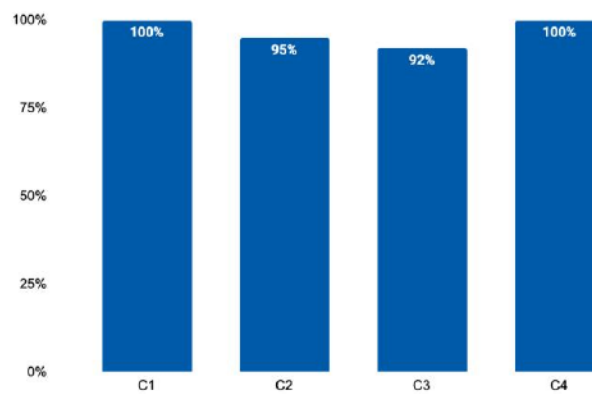
| CE Components of CE1: Customer and consumer orientation |  | SEM1-2025 Results |
|---|--|-------------------|
| C1  | Identify the basic principles of customer and consumer orientation.                        | 100%              |
| C2  | Classifies consumer needs and wants, using purchasing behavior models.                     | 95%               |
| C3  | Analyze the consumer behavioral factors that support market research.                      | 92%               |
| C4  | Evaluate customer satisfaction for the development of effective marketing strategies.      | 100%              |
| CE Components of CE2: A Prospective Market View         |  | SEM1-2025 Results |
| C1  | Identify the variables in the behavior of a market.  | 100%              |
| C2  | Implements an effective methodology for collecting market data.                            | 94%               |
| C3  | Interprets market research based on trends and consumer behavior.                          | 92%               |
| C4  | Develops reports with the data obtained to facilitate decision-making marketing decisions. | 100%              |

| CE Components of CE3: Adaptability |   | SEM1-2025 Results |
|------------------------------------|---|-------------------|
| C1                                 | Identify the variables that influence market changes.                     | 100%              |
| C2                                 | Classify marketing strategies that respond to the needs of organizations. | 97%               |
| C3                                 | Develops strategic solutions that respond to consumer needs.              | 92%               |
| C4                                 | Evaluate the results of the proposed solutions.                           | 100%              |

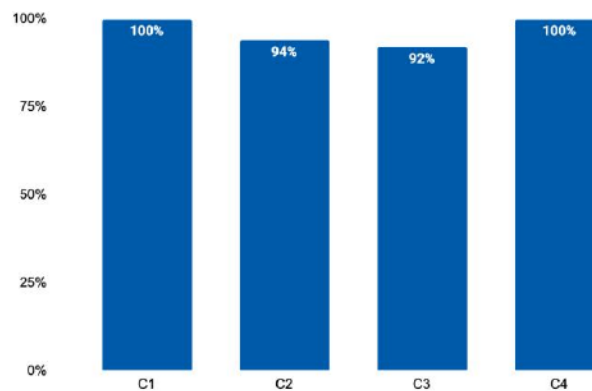
| CE Components of CE4: Results Orientation |   | SEM1-2025 Results |
|---|---|-------------------|
| C1  | Identify the marketing indicators geared towards achieving results. | 100%              |
| C2  | Select research methods.  | 92%               |
| C3  | Analyze the performance indicators of marketing management.         | 92%               |
| C4  | Evaluate marketing metrics and budgets.                             | 100%              |

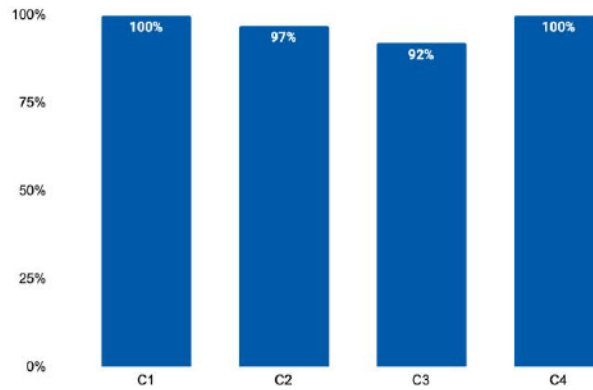
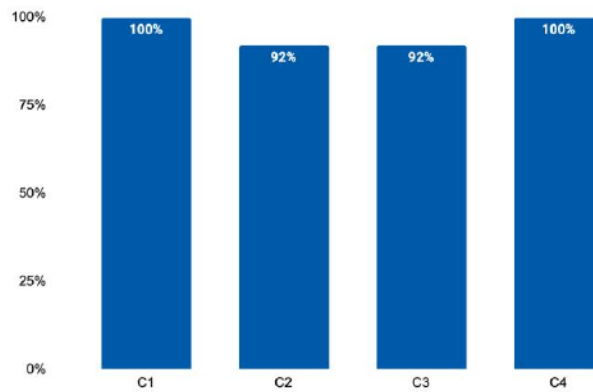
**Graphical presentation of the results achieved in transversal skills and their components** (Goal: at least 70% of students reach the “acceptable achievement” level)

**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

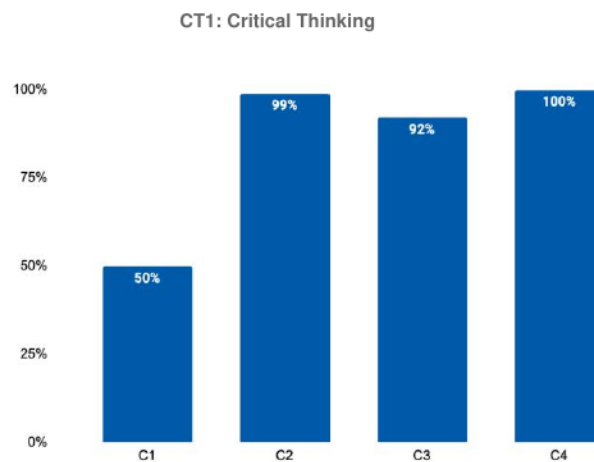
| CE Components of CT1: Critical Thinking |   | SEM1-2025 Results |
|---|---|-------------------|
| C1                                      | Identify problems or situations presented.            | 50%               |
| C2                                      | Interprets information in various contexts.           | 99%               |
| C3                                      | Build arguments by issuing well-founded judgments.    | 92%               |
| C4                                      | Applies viable solutions in solving complex problems. | 100%              |
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| CE Components of CT2: Leadership and teamwork |  | SEM1-2025 Results |
|---|--|-------------------|
| C1  | Organizes collaborative work teams.                          | 50%               |
| C2  | Takes on commitments with initiative and proactivity.        | 95%               |
| C3  | Develops collaborative leadership and group cohesion.        | 92%               |
| C4  | Leads ethical decision-making and joint conflict resolution. | 100%              |

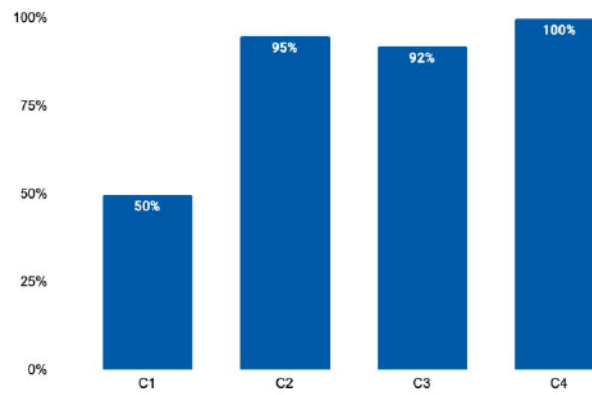
| CE Components of CT3: Creativity and Innovation |   | SEM1-2025 Results |
|---|---|-------------------|
| C1  | Expresses original ideas in diverse contexts.             | 100%              |
| C2  | Relates concepts by addressing problems with originality. | 93%               |
| C3  | Develop an open and flexible attitude towards change.     | 92%               |
| C4  | Implements creative solutions with a critical approach.   | 100%              |

| CE Components of CT4: Research |  | SEM1-2025 Results |
|--------------------------------|--|-------------------|
| C1                             | Identify the research problem.   | 100%              |
| C2                             | Apply the research method.   | 90%               |
| C3                             | Analyze the research results.  | 92%               |
| C4                             | Prepare a final report communicating the results of the investigation. | 100%              |

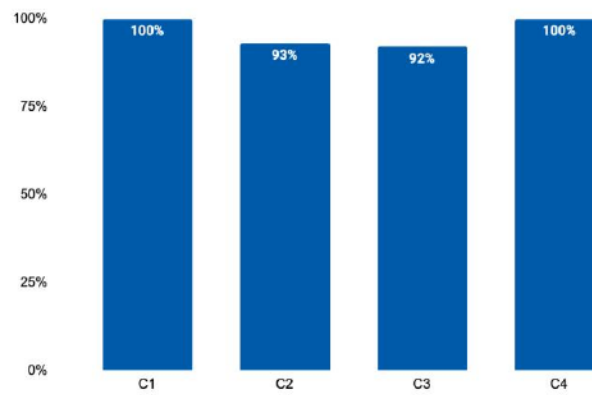
**Graphical presentation of the results achieved in transversal skills and their components** (Goal: at least 70% of students reach the “acceptable achievement” level)



### CT2: Leadership and teamwork



### CT3: Creativity and Innovation



### CT4: Research

