



SPECIALIST CERTIFICATIONS

- Commercialization and Trade Marketing
- Digital Marketing
- Market Research and Consumer Behavior
- Strategic Brand Management



MAR KETING

The Marketing Undergraduate Program trains students to become experts in both management and decision-making of aspects related to marketing, commercial management, brand management, market research, product development and innovation, digital marketing, and data analytics. This allows graduates to excel in the field, developing solid products and consolidating strategies to generate competitiveness in the market, with a robust approach on people, ethics, and sustainability.

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4	LEVEL 5	LEVEL 6	LEVEL 7	LEVEL 8	LEVEL 9	LEVEL 10
PERSONAL AND SOCIAL DEVELOPMENT 3	ECONOMICS AND BUSINESS 3	CONSUMER ANTHROPOLOGY 3	COSTING AND BUDGETING 4	MANAGEMENT OF DISTRIBUTION CHANNELS 4	PRICING POLICY AND PRICE SETTING 4	PEOPLE MANAGEMENT AND HUMAN DEVELOPMENT 3	E-COMMERCE 3	DATA ANALYTICS 3	STRATEGIC ADVERTISING PLANNING 3
RESEARCH METHODOLOGIES 3	SOCIAL AND POLITICAL PROCESSES 3	INTRODUCTION TO FINANCE 3	MICROECONOMICS * 3	PRODUCT AND BRAND MANAGEMENT 4	LOGISTIC MARKETING OPERATIONS 3	SOCIAL MARKETING 3	STRATEGIC TOOLS FOR BUSINESS AND MARKETING 4	RESEARCH SEMINAR ON MARKETING I 3	RESEARCH SEMINAR ON MARKETING II 4
GLOBALIZATION AND CONTEMPORARY PERUVIAN ISSUES 3	LANGUAGE AND COMMUNICATION II 3	GENERAL ACCOUNTING 4	BUSINESS PLANNING AND CONTROL * 3	STATISTICS APPLIED TO MARKETING 4	ADVERTISING AND MEDIA 4	FINANCE FOR MARKETING 4	SERVICES MARKETING 3	MARKETING PLAN 3	TRADE NEGOTIATION 3
LANGUAGE AND COMMUNICATION I 4	PHILOSOPHY TOPICS 3	MANAGEMENT FUNDAMENTALS * 4	MARKETING FUNDAMENTALS * 3	PREPARATION OF FINANCIAL STATEMENTS 3	BRANDING 3	CORPORATE COMMUNICATION AND IMAGE * 3	PROJECT EVALUATION METHODOLOGIES AND TECHNIQUES 4	BUSINESS ETHICS AND SUSTAINABILITY 3	INTERNATIONAL MARKETING * 3
BASIC MATHEMATICS 5	BASIC STATISTICS FOR BUSINESS 3	BUSINESS STATISTICS I * 4	CONSUMER BEHAVIOR * 3	MACROECONOMICS * 3	QUALITATIVE MARKET RESEARCH 3	DIGITAL MARKETING * 3	SALES MANAGEMENT * 4	CUSTOMER RELATIONSHIP MANAGEMENT * 3	MARKETING OF SHOPPING CENTERS AND HYPERMARKETS 3
CIVIC ETHICS 2	MATHEMATICS APPLIED TO BUSINESS 5	MATHEMATICS FOR BUSINESS MANAGEMENT * 4	BUSINESS STATISTICS II * 4	BUSINESS ORGANIZATION AND MANAGEMENT * 3	QUANTITATIVE MARKET RESEARCH 3	MARKETING STRATEGIES * 3	MANAGEMENT SKILLS WORKSHOP * 3	TRADE MARKETING AND MERCHANDISING * 3	SPORTS MARKETING MANAGEMENT 3
MANDATORY CREDITS 20	MANDATORY CREDITS 20	IT TOOLS FOR MANAGEMENT I * 3	IT TOOLS FOR MANAGEMENT II * 3	COMMERCIAL LAW * 3	INNOVATION MANAGEMENT * 3	NEUROMARKETING 3	INDUSTRIAL MARKETING 3	INBOUND MARKETING WORKSHOP 3	MARKETING AT THE BASE OF THE PYRAMID 3
		MANDATORY CREDITS 22	MANDATORY CREDITS 20	MANDATORY CREDITS 21	VALUE PROPOSITION DESIGN 3	BTL MARKETING AND PROMOTION 3	MOBILE MARKETING 3	RETAIL MARKETING 3	MANDATORY CREDITS 13
					MANDATORY CREDITS 20	MANDATORY CREDITS 19	SIMULATION OF MARKETING DECISIONS 3	PERSONAL MARKETING 3	
							COMMERCIAL INTELLIGENCE 3	MANDATORY CREDITS 18	
							MARKET RESEARCH WORKSHOP 3		
							MANDATORY CREDITS 18		

Mandatory subjects of the General Studies Program

Mandatory subjects of the Marketing Undergraduate Program

Elective subjects of the Marketing Undergraduate Program

Mandatory subjects shared in the Faculty of Business and Economics**

Subjects in common among the undergraduate programs



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CREDIT SUMMARY

	CREDITS	TYPE OF CREDIT
General Studies	40	Mandatory
Faculty	151	Mandatory
Total Elective Subjects	18	Elective
Total Credits	209	

Subject to curricular change.

** The Faculty of Business and Economics comprises the Management, Accounting and Finance, Economics, Marketing and International Business undergraduate programs.