

# BA in Marketing

Course Code	First Semester	Credits	Hours
ADN23101	Principles of administration	5.62	60
FIN23102	Finance information workshop	5.62	60
MAT23103	Mathematics for business	5.62	60
DER23104	General notions in law	5.62	60
MER23105	Marketing	5.62	60
MER23106	Design thinking	5.62	60
LEX23107	English I	12.62	135
Course Code	Second Semester	Credits	Hours
ADN23201	Entrepreneurial dynamic	5.62	60
SIS23202	Technology for business	5.62	60
MAT23203	Financial mathematics workshop	5.62	60
FIN23204	Corporate finance	5.62	60
ECO23205	Business economics	5.62	60
ADN23206	Business and culture	5.62	60
LEX23207	English II	12.62	135
Course Code	Third Semester	Credits	Hours
MER23301	Market structure analysis	5.62	60
ADN23302	Human and executive skills	5.62	60
ADN23303	Global business	5.62	60
CON23324	Costs and budgeting in marketing	5.62	60
MER23325	Quantitative market research	5.62	60
MER23326	Consumer behavior	5.62	60
LEX23304	English III	12.62	135
Course Code	Fourth Semester	Credits	Hours
ADN23401	Business model and commercialization	5.62	60
MER23402	Communication and professional image	5.62	60
MER23429	Price fixing	5.62	60
COE23430	Intellectual and industrial property	5.62	60
MER23431	Qualitative market research	5.62	60
MER23432	Market fragmentation	5.62	60
LEX23403	English IV	12.62	135
Course Code	Fifth Semester	Credits	Hours
ADN23501	Business feasibility	5.06	54
MER23527	Product differentiation and positioning	6.75	72
MER23528	Market Information Systems	5.06	54
MER23529	Promotion	5.06	54
MER23530	Business-to-business marketing	5.06	54
MER23531	Product innovation	6.75	72
Course Code	Sixth Semester	Credits	Hours
ADN23601	Leadership and negotiation skills	5.06	54
MER23631	Distribution channels and logistics	6.75	72
MER23632	Marketing services	5.06	54
MER23633	Advertising	5.06	54
MER23634	Design marketing plans	6.75	72
MER23635	Marketing and competitiveness	5.06	54

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Course Code	Seventh Semester	Credits	Hours
ADN23701	Strategic planning and thinking	5.06	54
MER23729	Marketing management and audit	6.75	72
MER23730	Brand management	5.06	54
MER23512	Public relations	5.06	54
MER23727	Administración sales	5.06	54
MER23731	Digital marketing	6.75	72
Course Code	Eight Semester	Credits	Hours
ADN23801	Values in business	5.06	54
MER23828	Integrated marketing seminar	5.06	54
MER23829	Global strategies lab	5.06	54
ADN23830	Corporate identity	6.75	72
FIN23831	Financing alternatives	5.06	54
MER23832	Marketing trend analysis	6.75	72
MER23833	Professional practices	23.37	54