

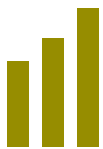
MASTER'S DEGREE in GLOBAL MARKETING, ITESO



This program forms professionals with a global vision, who participate in the creation and/or direction of organizations, offering unique and original value to different market segments, developing satisfiers and commercializing goods and services in national and international environments.

THIS PROGRAM IS FOR YOU:

Professionals with a minimum of two years of working experience, who work in business, consulting and entrepreneurial environments and wish to specialize in the area of Marketing. Professionals who are interested in developing skills oriented toward innovation, effectiveness and the continuous improvement of the goods, services and methodologies needed to increase competitiveness in the sector where they work.



This program offers a healthy balance between professional updating, research, and innovation. It is consistent with social needs and responds to the challenges of the local and global environments.

REASONS TO STUDY AT ITESO:

- ✦ You develop a global vision that will allow you to understand and implement sustainable and innovative marketing and financial strategies for the marketing of goods and services in national and international markets, complying with international standards and integrating humanistic values and attitudes.
- ✦ You take part in a program oriented toward consumer and competition analysis, and the design of innovative strategies with a systemic vision.
You study with highly recognized research professors, who combine theory, case analysis, and practice in the workplace.
- ✦ You consult with experts in the areas of marketing, consumer psychology, sociology, economics, administration, and finance, among others, within a framework of sustainability and social responsibility.

Contact Information:

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**STUDY
PLAN**

Fundamentals:

Five required subjects

Electives:

Choose four courses from this curricular program or from any ITESO graduate program, depending on your personal project and in coordination with your academic advisor.

Area of Research, Development, and Innovation (RDI, in its initials in Spanish) to obtain the degree:

Four required RDIs.



You can design your curricular route and strengthen different specialization areas by combining courses from different ITESO graduate programs for the development and integration of a personal project.

Economy, industry and strategy
Marketing management
Neuromarketing
Product: dynamics and development
Financial decisions

Consumer behavior
Market intelligence
Service marketing
Strategic marketing
Branding strategies
Integrated marketing communications
Logistics and supply chain
Decisive advertising
Relationship marketing
Intercultural management
Special topics in Marketing

RDI 1: Research, Development, and Innovation 1/ Define topic or problem
RDI 2: Research, Development, and Innovation 2/ Design project
RDI 3: Research, Development, and Innovation 3/ Develop project
RDI 4: Research, Development, and Innovation 4/ Develop and complete project



Total: 9 courses plus 4 Research, Development, and Innovation seminars = 88 credits in two years following the suggested route.

**SUGGESTED
ROUTE**

Term 1

Economy, industry and strategy
Marketing management
Research, Development, and Innovation 1

Term 2

Neuromarketing
Product: dynamics and development
Research, Development, and Innovation 2

Term 3 (summer course)

Elective

Term 4

Financial decisions
Elective
Research, Development, and Innovation 3

Term 5

Elective
Elective
Research, Development and Innovation 4

**Program
coordinator:**

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The subjects in this study plan are subject to constant updating, and changes can be made to their order or content.

Recognition of Official Validity of Studies (RVOE) by the Ministry of Public Education as set forth in Ministerial Agreement No. 15018, published in the Official Journal of the Federation on November 29, 1976.

