

BACHELOR'S DEGREE IN MARKETING

YOUR DEGREE

The Bachelor's Degree in Marketing covers one of the eight most important fields in modern business: those in which today's companies are founded and by which they formulate their growth and consolidation plans. The following are some details about the degree.

YOUR POSSIBILITIES

With you in the marketing area, your company can create innovative commercial and digital strategies for generating value propositions that meet consumers' needs.

EBC QUALITY ASSURANCE

To strengthen you professionally, the subjects you'll study in the Bachelor's Degree in Marketing are divided up into distinct areas of preparation, each of them intended to make sure that the knowledge you acquire becomes, in practice, a way to distinguish yourself in any organization.

PROFESSIONALIZATION

You will develop the knowledge, skills and attitudes specific to marketing, to participate successfully in the organization.

Market Intelligence

You will learn how to evaluate market opportunities based on an analysis of internal and external information that can help you make the right decisions.

Marketing

You will know how to propose business strategies to deliver value to clients.

Integrated communications

You will be able to propose publicity and communication strategies for various market segments, to achieve overall commercial goals.

Design and innovation

You will generate differentiated value propositions to meet the needs of the market.

Media and digital strategy

You will create digital marketing, loyalty and communication strategies to guarantee satisfactory returns for your organization.

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CURRICULUM

		MARKET INTELLIGENCE	MARKETING	INTEGRAL COMMUNICATIONS	DESIGN AND INNOVATION	MEDIA AND DIGITAL STRATEGY	
8	Global entrepreneurship	Business intelligence	Marketing management	Corporate public relations	Corporate identity design	Certification in digital campaigns*	Marketing seminar
7	Entrepreneurship lab	Differentiation and positioning	B2B Marketing	Direct marketing	Brand design	Campaign monetization*	Business simulator
6	Entrepreneurship ecosystem	Quantitative research	Sales strategies	Advertising	Design of experiences and services	Digital campaigns and content*	Project management
5	Intra-entrepreneurship	Qualitative research	Distribution and logistics	Sales and promotion	Product design	Digital Media*	Technology management
4	Communication and persuasion	Consumer psychology	Setting prices	Market segmentation	Design and visual communication	Users' digital experience*	Business English IV
3	Social and sustainable entrepreneurship	Business finance	Basic costs and budgeting	Labor law	Global business	Business statistics	Business English III
2	Business models	Financial math	Accounting basics	Principles of law	Business economics	Information management	Business English II
1	People-oriented design	Business math	Financial reporting	Comprehensive marketing	Management basics	Analytical thought	Business English I
	Subject 1	Subject 2	Subject 3	Subject 4	Subject 5	Subject 6	Subject 7

Entrepreneurship preparation
 Professionalization
 Business preparation

Technology preparation
 English preparation
 School-work transition

*Design of these courses supported by consulting and validation from 