**UNDERGRADUATE PROGRAM**

# MARKETING

**UNIVERSIDAD SANTO TOMÁS**

| SEMESTER | I | | | | II | | | | III | | | | IV | | | | V | | | | VI | | | | VII | | | | VIII | | | | IX | | | | TOTAL | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| CORE ISSUES | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS A WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURSPER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | COURSE/ SUBJECT | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | CREDITS | FACE-TO-FACE HOURS PER WEEK | INDEPENDENT STUDY HOURS PER WEEK | % |
| Exchange processes, markets and other exchange scenarios | MARKETING FUNDAMENTALS | 3 | 4 | 5 | | | | 0 | PRODUCT STRATEGY | 3 | 4 | 5 | | | | | DISTRIBUTION CHANNEL STRATEGIES | 3 | 4 | 5 | SALES PROMOTION AND MERCHANDISING | 3 | 4 | 5 | | | | | | | | | | | | | | | | | | | |
| | | | | | MACROECONOMICS | 3 | 4 | | | | | | | | | | | | | | | | | | | | | | | E - BUSINESS (ENGLISH) | 3 | 4 | 5 | DATA MINING | 3 | 4 | 5 | 27 | 40 | 36 | 18% |
| | MATHEMATICS I | 2 | 4 | 2 | MATHEMATICS II | 2 | 4 | 2 | | | | | | | | | | | | | | | | | CONSTITUTIONAL AND LABOR LAW | 2 | 4 | 2 | | | | | | | | | | | | |
| Consumer | MICROECONOMICS | 3 | 4 | 5 | RESEARCH METHODOLOGY | 2 | 4 | 2 | THE SOCIOLOGY OF CONSUMPTION | 3 | 4 | 5 | THE PSYCHOLOGY OF CONSUMPTION | 3 | 4 | 5 | QUALITATIVE MARKETING RESEARCH | 3 | 4 | 5 | QUANTITATIVE MARKETING RESEARCH | 3 | 4 | 5 | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | STATISTICS I | 2 | 4 | 2 | STATISCTICS II | 2 | 4 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | ANTHROPOLOGY | 2 | 4 | 2 | THEOLOGICAL CULTURE | 2 | 4 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | 25 | 40 | 35 | 17% |
| Branding | | | | | CREATIVITY AND INNOVATION IN MARKETING | 3 | 4 | 5 | | | | | | | | | ADVERTISING AND PUBLIC RELATIONS | 3 | 4 | 5 | | | | | BRANDING I - BRANDING STRATEGY | 3 | 4 | 5 | BRANDING II - BRANDING MEASUREMENT | 3 | 4 | 5 | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 12 | 16 | 20 | 8% |
| Marketing Management Processes | | | | | | | | | | | | | ADMINISTRATIVE AND ORGANIZATIONAL THEORIES | 3 | 4 | 5 | PRICING | 3 | 4 | 5 | | | | | SALES MANAGEMENT | 3 | 4 | 5 | ENTREPRENEURSHIP AND BUSINESS PLAN | 3 | 4 | 5 | STRATEGIC MARKETING MANAGEMENT (ENGLISH) | 3 | 4 | 5 | | | | |
| | | | | | BASIC ACCOUNTING | 3 | 4 | 5 | FINANCIAL MATHEMATICS | 2 | 4 | 2 | COSTS AND BUDGETS | 3 | 4 | 5 | | | | | | | | | | | | | | | | | | | | | | | | |
| | INSTITUTIONAL PHILOSOPHY | 2 | 4 | 2 | | | | | | | | | EPISTEMOLOGY | 2 | 4 | 2 | POLITICAL PHILOSOPHY | 2 | 4 | 2 | | | | | ETHICS | 2 | 4 | 2 | | | | | | | | | | | | |
| | HENRY DIDÓN COURSE | 0 | 4 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | 45 | 80 | 59 | 30% |
| | ORAL AND WRITTEN COMMUNICATION | 2 | 4 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | **ENGLISH I** | 2 | 4 | 2 | **ENGLISH II** | 2 | 4 | 2 | **ENGLISH III** | 2 | 4 | 2 | **ENGLISH IV** | 2 | 4 | 2 | **ENGLISH V** | 2 | 4 | 2 | **ENGLISH VI** | 2 | 4 | 2 | | | | | | | | | | | | | | | | |
| ELECTIVE COURSES | | | | | | | | | | | | | | | | | | | | | OPTIONAL INSTITUTIONAL COURSE | 3 | 4 | 5 | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | FURTHER COURSE I | 3 | 4 | 5 | FURTHER COURSE II | 3 | 4 | 5 | FURTHER COURSE III | 3 | 4 | 5 | FURTHER COURSE IV | 3 | 4 | 5 | | | | |
| | | | | | | | | | | | | | | | | | | | | | COMPLEMENTARY OPTIONAL COURSE I | 3 | 4 | 5 | COMPLEMENTARY OPTIONAL COURSE II | 3 | 4 | 5 | COMPLEMENTARY OPTIONAL COURSE III | 3 | 4 | 5 | COMPLEMENTARY OPTIONAL COURSE IV | 3 | 4 | 5 | 39 | 76 | 45 | 26% |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | INTERNSHIP | 12 | 40 | 0 | | | | |
| TOTAL PER SEMESTER | | 14 | 28 | 18 | | 17 | 28 | 18 | | 14 | 24 | 18 | | 15 | 24 | 21 | | 16 | 24 | 24 | | 17 | 24 | 27 | | 16 | 24 | 24 | | 15 | 20 | 25 | | 24 | 56 | 20 | 148 | 252 | 195 | 100% |