

HUMANITIES AND SOCIAL SCIENCES

Objectives

To prepare professionals able to detect consumers' needs, likes, and preferences, creating strategies that respond satisfactorily to the demands of both national and international trade according to the company's resources, in order to obtain the profits that guarantee its continued presence in the market and the constant development of the community.

Areas for Potential Employment

Graduates of this program will be able to work: in public or private companies in the areas of marketing research, logistics, strategic planning, international trade, public relations, advertising and the design of new products and promotional campaigns; and as professors and researchers in educational institutions.

First Semester

- Introduction to Administration
- Principles of Accounting
- Basic Mathematics
- Professional Communication
- Principles of Economy
- Introduction to Law
- English I

Second Semester

- Organizational Analysis
- Systems and Accounting Procedures
- Financial Mathematics
- Computer Science Applied to Business
- Microeconomics
- Business Law
- English II

Third Semester

- Preparation for Business
- Principles of Cost Accounting
- Probability and Statistics
- Macroeconomics
- Introduction to Marketing
- Research Methodology
- English III

Fourth Semester

- World Geography and Culture
- Calculus Applied to Business
- Market Research
- Elements of Psychology
- The Philosophy of Science
- Marketing Research
- English IV

Fifth Semester

- Philosophical Anthropology
- International Law
- Consumer Behavior
- International Trade
- Budgeting
- Business Leadership
- English V

Sixth Semester

- Mexican Foreign Trade
- Basic Finance
- Strategic and Operative Planning
- Globally-Marketed Products
- International Pricing and Estimates
- International Negotiation Strategies
- English VI

Seventh Semester

- Total Quality Management
- Financing Systems for Foreign Trade
- Advertising and Media
- Services Marketing
- Distribution Channels
- International Logistics
- Professional Sales Techniques

Eighth Semester

- Internship
- International Business: Mock Session
- Design and Evaluation of Investment Projects

International Marketing

Student Profile

The student in this program should:

- Have a sense of responsibility regarding community development;
- Be creative, enthusiastic, and innovative;
- Have good interpersonal skills;
- Be skilled in languages;
- Be enterprising, participative, and pioneering;
- Be willing to do research;
- Be able to analyze, synthesize, and solve problems.

- International Promotion and Advertising
- Design in Advertising
- Sales Management and Supervision
- Elective: International

Ninth Semester

- Professional Ethics
- Export Projects
- International Trade Strategies
- Sales Promotion
- Marketing Management
- Elective: International
- Elective: Marketing

Elective Subjects

International:

- The Southeast-Asian Economy
- Latin American Markets
- Economy in the European Region
- Introduction to Chinese Culture
- Canadian Culture and Economy
- The Japanese Market: Business Opportunities

Marketing:

- Public Relations
- Direct Marketing
- Social Marketing
- Industrial Marketing

