

MMT

Master in Marketing

(Edition 2024)

First Trimester

Code	Name	CL	L	U	CA	S	UDC
FZ4043	Financial Analysis for Marketing Decision Making	2.5	0	9	2		3
MT4025	Consumer Behavior	2.5	0	9	2	12	3
MT4028	Fundamentals of Marketing and Data Analysis	2.5	0	9	2		3
MT5059	Market Research and Understanding	2.5	0	9	2		3
		10	0	36	8	12	12

Second Trimester

Code	Name	CL	L	U	CA	UDC
MT4029	Branding and Innovation Strategic Management	2.5	0	9	2	3
MT4030	Pricing Strategy and Behavioral Economics	2.5	0	9	2	3
MT5048	User Experience (UX) and Omnichannel Marketing	2.5	0	9	2	3
MT5060	Digital Marketing Strategy	2.5	0	9	2	3
		10	0	36	8	12

Third Trimester

Code	Name	CL	L	U	CA	S	UDC
AD4082	Leadership for Human Flourishing	2.5	0	9	2		3
EM4003	Transversal Pathways I	2.5	0	9	2	12	3
MT4031	Marketing Budgets and Metrics	2.5	0	9	2		3
MT5061	Prosocial Behavior of Individuals, Brands and Companies	2.5	0	9	2		3
		10	0	36	8	12	12

Fourth Trimester

Code	Name	CL	L	U	CA	S	UDC
MT5062	Capstone Project	2.5	0	9	2		3
OP5100	Elective I	2.5	0	9	2	12	3
OP5101	Elective II	2.5	0	9	2	12	3
OP5102	Elective III	2.5	0	9	2		
		10	0	36	8	24	9

Academic credits

- CL** The letter "CL" indicates the number of class-hours per week.
- L** The letter "L" indicates the number of laboratory-hours per week.
- U** The letter "U" represents the equivalent time in courses lasting 15 weeks (semester) and 12 weeks (trimester), of weekly work that the student dedicates to the course to meet its objectives. They include the "class hours", as well as the time dedicated to the student's independent work.
- CA** The letters "CA" represents the number of semester credit hour of the course.
- S** Semanas de duración
- UDC** Load Units

Program Outcomes

Justification

The Master's Degree in Marketing is aligned with the vision of the Institution, as it seeks to train ethical, innovative leaders capable of leading their organizations to achieve long-term goals with positive social impact and sustainable business models supported by technology. It is also aligned with the school's strategy to challenge the status quo and make EGADE Business School a benchmark for business in Latin America. Additionally, according to QS World University Rankings, Tecnológico de Monterrey is recognized in the Top 20 worldwide in the field of marketing.

Objective of the Program

The Master's Degree in Marketing at Tecnológico de Monterrey aims to train marketing specialists to be able to design and implement effective and innovative strategies focused on customer experience that generate sustainable value to maximize revenue and meet current market needs. This will be through the use of advanced tools for data analysis based on consumer behavior and market research to make informed decisions, in order to create brand and product management experiences, as well as identify opportunities to build strong customer relationships.

Target Audience

Applicants to the Master's in Marketing (MMT) program are professionals who have at least three relevant years of professional experience, who have obtained a professional degree from a national or international higher education institution of recognized prestige, and who meet at least one of the following criteria in their professional development profile:

- Occupy decision-making and people management positions, with prospects for organizational growth, considering important the systemic understanding of the organization and support methodologies for decision making.
- Experienced in their professional area and with interest in developing innovative business models, seeking to increase the company's competitiveness or create new businesses through the knowledge and use of cutting-edge management tools and models and entrepreneurship.
- With work experience who wish to develop and/or strengthen consulting skills to support continuous improvement, competitiveness and sustainability of organizations in the region through the application of diagnostic methodologies generating innovative and effective solutions.
- With leadership potential by showing passion for learning, critical thinking and professional growth that impacts the generation of value in organizations through the use of leadership skills, knowledge, techniques and effective management tools.

Applicant Profile

To enter the Master's Degree in Marketing at Tecnológico de Monterrey, the applicant is expected to

- Possess knowledge in the field of marketing, seeking to transform their professional profile and be updated with the latest content in the discipline.
- Possess verbal and mathematical reasoning skills that are related to the ability to infer, analyze and synthesize, complemented with the exploration of competencies to organize, obtain and understand information that generates innovative strategies.
- Be familiar with the use of information and communication technologies, so that they are able to search for data and reports, as well as to use these tools to send and receive valuable information.
- Preferably, they are expected to have high reading comprehension skills in English.
- They should be talented, enthusiastic, committed to the development of their environment and the welfare of society; people who have the potential to successfully complete their graduate program and become leaders with an entrepreneurial spirit, human sense and internationally competitive.

Graduate Profile

At the end of the Master in Marketing program the student will be able to:

- Create and implement marketing strategies aligned with the values of the company, focused on generating value for the customer and taking care of all stakeholders of the company.
- Analyze the technological environment, environmental trends and available data to apply them in business decision making and develop innovative solutions.
- Measure and manage the profitability and metrics of marketing strategies to maximize the company's profitability in a competitive business context.
- Successfully lead marketing strategy in a highly competitive and constantly evolving environment.
- Understand and apply multidisciplinary knowledge to solve complex marketing problems.
- Enhance the performance of their work team, exercising responsible leadership.
- Be a leader with an entrepreneurial spirit, human sense and internationally competitive.
- To be an ethical, fair, equitable and socially responsible professional.

Campus that offer this program

Campus	Number of periods offered	From	Closed for new students
Sede EGADE Monterrey	Complete	Trimester Sep - Dec 2024	
Sede EGADE Santa Fe	Complete	Trimester Sep - Dec 2024	

Last update: 21/August/2023