

SPECIALIZATION IN STRATEGIC MARKETING at CESA

(SNIES 3899)



You'll learn from experts, integrate technology into your processes, and put into practice what the market demands today.

50 Years

Developing Business Leaders

A photograph of a man with dark hair and a beard, wearing a white shirt and a dark blue suit jacket. He is wearing black-rimmed glasses and is looking down at a white document he is holding. He is writing with a blue pen. The background is a solid blue.

An institution that was founded in 1974 to train professionals who could meet the need to that could respond to the need to strengthen the Colombian business fabric, a source of development and growth for the country.

Our Graduate Programs

A photograph of a woman with curly hair, wearing a dark blue dress. She is pointing with her right hand at a computer screen which displays a colorful bar chart. The background is a bright, modern office environment.

We prepare professionals capable of understanding the environment and lead digital transformation processes to define a clear vision of the business.

100%

of our teachers are part of the business world business world in senior management.

25%

of our graduates are entrepreneurs.

78%

of our graduates occupy positions in middle or senior management.

63%

have initiated intrapreneurship within their organizations.

20%

of our graduates have international work experience.

Strategic, analytical and creative



This is how we are
in the Strategic
Marketing
Specialization

Agile and decisive
at the tactical and
operational level

What sets us apart

Being a strategic marketing specialist at CESA involves:
Knowledge, Skills, and Attitudes

Knowledge: Mastery of technical strategic marketing competencies to structure, execute, evaluate, and scale marketing strategies.

Skills: Development of strategic, analytical, and creative thinking skills.

Attitudes: An agile and decisive specialist in tactical and operational matters.

Experience CESA

Networking

- Knowledge exchange between + senior executives, peers, and professors.
- Connection with business leaders.
- Multidisciplinarity in academic life.
- Active alumni community.

Internationalization

- International workshops.
- International faculty.
- Business study tours.
- Strengthening of a second language (English).
- Exchange programs.

Library

- More than 27,000 volumes on business administration, finance, and economics.
- Over 860,000 titles available.
- 11,962 subscriptions to specialized journals.
- Access to leading business databases (Passport, EMIS, Bloomberg, Financial Times).
- Access to Coursera and Harvard Business Publishing.

Support Centers

- Financial laboratory.
- DIGA (Support Center for reading, speaking, and writing).
- SUMA (Support Center for mathematics and statistics).

Wellness

- Career guidance and job placement.
- Sports clubs.
- Recreation and relaxation.
- Psychological counseling center.
- Cultural activities.

Centers of Excellence

- Entrepreneurship and Innovation Center.
- Corporate Governance Center.
- Leadership Center.

Educational Technology

- Plataformas especializadas en educación.

Program Overview

2
semesters

31
credits

13
courses

Pilars of the Learning Process

Understanding markets and management technologies.

Understanding current market conditions and management technologies to generate value for organizations.

Take critical stances.

Defend the interests of consumers, shareholders, workers, the environment, and society.

Plan growth and transformation processes.

Guide growth and transformation processes based on scientific criteria and appropriate methodologies, in accordance with market contexts.



Profile of graduates of the
Specialization in

Strategic Marketing

The Strategic Marketing Executive at CESA is a leader with a comprehensive business vision, combining strategic, analytical, and creative thinking to generate sustainable value. They design and execute marketing strategies that strengthen the organization's financial, commercial, and reputational results, acting with innovation, agility, and a strong ethical commitment.

Two Semesters

First Semester

Marketing Fundamentals
(2 Credits)

Creativity
(2 Credits)

Marketing Mix
(3 Credits)

Consumer and Environment
(2 Credits)

Market Research
(3 Credits)

Marketing Plan I
(2 Credits)

CESA Lecture
(2 Credits)

Total credits: 16

Second Semester

Elective
(2 Credits)

Digital Strategy
(3 Credits)

Marketing Mix II
(3 Credits)

Information Systems
(2 Credits)

Marketing Finance
(3 Credits)

Marketing Plan II
(2 Credits)

Total credits: 15

- Finance
- Marketing
- Strategy
- Leadership
- Human Resources
- Electives

TITLE

Strategic Marketing Specialist

SCHEDULE:

Thursday:
5:30 p.m. to
9:30 p.m.

Friday:
4:00 p.m.
to 8:00 p.m.

Saturdays:
8:00 p.m.
to 12:00 m.

DURATION

2 semesters

MODE

On-site

**REGISTRATION
OPEN**

**January 13, to
June 12, 2026**

Dorys Rodriguez



**Director of Postgraduate
Marketing Programs**

A marine biologist from Jorge Tadeo Lozano University, she holds a Ph.D. in Business and Territorial Competitiveness, Innovation, and Sustainability from Deusto University and a Master's degree in Biological Sciences from the National University of Colombia. She has extensive experience in research and innovation management in both public and private entities. Her research interests focus on the evaluation and sustainability of social systems. She has broad experience in the formulation and execution of research and innovation projects for small and medium-sized enterprises (SMEs). Her work has resulted in securing funding for projects aimed at the refinement or development of new products and services from entities such as Minciencias, SGR, SENA, and Colombia Productiva.





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VIGILADO **MINEDUCACIÓN**

