



VIGILADO MINEDUCACIÓN



MASTER'S DEGREE IN MARKETING MANAGEMENT AT **CESA**

SNIES 91491

NEW CURRICULUM | 3 SEMESTERS

Dual degree with ESIC Spain

Be the strategic leader who guides organizations.



50 Years

Developing Business Leaders

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

We prepare professionals capable of understanding the environment and and lead digital transformation processes to define a clear vision of the 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, decisive, and assertive with a 360° vision



This is how
we are in the
Master's Program
in Strategic
Marketing

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.

Support Centers

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

Centers of Excellence

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

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.

Wellness

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

Educational Technology

- Plataformas especializadas en educación.

The idea...

Entrepreneurial Marketing

Daniel wants to start his own business and is using this integrated project to delve deeper into the business he dreams of owning.

Benefits: He will have the opportunity to personalize his strategy, plan and execute effective tactics aligned with his business goals. He will also be able to build and manage his brand.



The idea...

Marketing Trends

Ana is interested in and enjoys new trends, and she's using this integrated project to explore a marketing topic or emerging trends that she's passionate about.

Advantages: When you're passionate, it's easier to consult and analyze various sources of information. You'll gain greater clarity about your goals and your motivations.

Benefits: New opportunities may open up for you, since, as this is a recent trend, there's a shortage of qualified people to fill these positions or lead new initiatives in the marketing field.



The idea...

Corporate Marketing

Simon wants to grow within his company and uses the integrated project as a tool to introduce improvements in his work.

Advantages: Being familiar with your company, he understands its processes and areas for improvement. You likely have prior research or can easily conduct it (both internal and external).

Benefits: By improving your understanding of advanced marketing concepts, you could propose innovative marketing strategies, plan and execute effective tactics aligned with the organization's objectives, and thus boost your professional development within your company.



Marketing Trends

Marketing
1.0

Product



Marketing
2.0

Client



Marketing
3.0

Sustainability



Marketing
4.0

Digital



Marketing
5.0

Driven by the IA



Marketing
6.0

Inmersive



Corporate Marketing

Stage 5 Viability and scalability

- Implementation plan.
- Control panel.
- Contingency plan.

Stage 4 Experimentation

- Market research.
- Technical and commercial feasibility.
- Cost-benefit analysis.
- Feedback from customers and stakeholders.

Stage 3 Strategic Marketing Plan

- Strategies.
- Tactics.
- KPIs.

Stage 2 Objective

- Problem/Challenge.
- Corporate Objectives.
- Goals from customer, financial, innovation, and process perspectives.

Stage 1 Situational analysis

- Business model.
- Customer.
- Competitors.
- Competition.
- Market trends.
- Results and performance.

Entrepreneurial Marketing

Stage 5 Viability and scalability

- Strategic marketing plan.
- Brand.
- Channels.

Stage 4 Experimentation

- 4 ps / 7 ps.
- Value proposition.
- Positioning.
- Price.

Stage 3 Strategic Marketing Plan

- Marketing or branding strategies.
- Tactics: lead generation and conversion.
- KPIs (third level).

Stage 2 Prototyping

- Technical and commercial feasibility.
- Cost-benefit analysis.
- Feedback from customers and stakeholders.

Stage 1 Product/ service

- Research and development.
- Proof of concept.
- Product development.
- Market launch.

Profile of the graduate of the
Master's program in

Marketing Department

Graduates of the Master's program in Marketing Management will develop strategic and personal competencies to become effective decision-makers. They will possess cutting-edge managerial and technical skills in the field of marketing, enabling them to lead technical management teams that design assertive and creative solutions for companies and organizations to achieve their diverse global market objectives.



Double degree as

Master's Degree in Business Management and Sales



Academic exchanges to strengthen and share professional skills and experiences within the community.



Integrates the knowledge of two highly prestigious national (CESA) and international (ESIC) business schools.



Unification of degree projects between the two business schools.



Through CESA and ESIC, you will broaden your horizons and strengthen your competencies.



Internationalization develops professionals capable of generating value with intercultural skills and international experience.

Pilars of the Learning Process

Managing markets, management technologies, and effective interrelationships.

Mastering current market conditions with management technologies to generate value for organizations.

Leading growth and transformation processes.

Guiding growth and transformation processes based on scientific criteria and appropriate methodologies, according to market contexts.

Take critical positions.

To defend the interests of consumers, shareholders, workers, the environment and society.

Program Overview

3
semesters

48
credits

25
courses

Semester 1 Cross-cutting disciplinary foundations of marketing.

High-level management content, in spaces with different master's degrees that allow strengthening and developing leadership skills and competencies for business life..

Semester 2 Disciplinary core in relevant and trending topics.

It mainly explains the scope of marketing, associated with trends that apply to organizational challenges.

Semester 3 Disciplinary and emphasis cores.

It presents engaging content with three areas of focus:

- Commercial direction.
- Communication and branding direction.
- User experience direction.



Three Semesters

LEVELING

Accounting
Financial Mathematics
Quantitative Methods

Total credits: 0

First Semester

Innovation and Creativity
(2 Credits)

Marketing Fundamentals
(2 Credits)

Financial Decisions
(2 Credits)

Business Analytics
(2 Credits)

CESA Chair
(2 Credits)

Competitive Strategy
(2 Credits)

Business Economics
(2 Credits)

Digital Transformation
(2 Credits)

Introduction to Thesis/
Dissertation
(1 Credit)

Total credits: 17

Second Semester

Marketing Management
(2 Credits)

Sales Management
(2 Credits)

Customer Management
(2 Credits)

Customer Relations and CX
(2 Credits)

Pricing Management
(2 Credits)

Digital Strategy Management
(2 Credits)

Branding Management
(2 Credits)

Thesis Proposal
(1 Credit)

Total credits: 15

Third Semester

Marketing for Globalized Markets
(2 Credits)

Sustainability and Marketing
(2 Credits)

ESIC - CESA Graduation Project
(2 Credits)

Elective I
(2 Credits)

Specialization Courses
Commercial Management
(8 Credits)

Specialization Courses Communication
and Branding Management
(8 Credits)

Specialization Courses
Experience Management
(8 Credits)

Total credits: 16

Students choose one specialization.
Each specialization requires a minimum of 12 students.

- Leveling Courses
- Finance
- Strategy
- Human Resources
- Marketing
- Research
- Electives
- Elective Emphasis

EMPHASIS OPTIONS

Note: The university reserves the right to begin cohorts only after the required number of applicants have enrolled. If a cohort is not started, CESA will refund 100% of the academic fees paid by the applicant.

Program emphasis options

Commercial Management

B2B Consultative Selling

- Understanding industry needs.
- Value proposition design and B2B client relationship building. Precision marketing.

E-commerce and digital sales.

- Impact of sales strategy on business results.

B2C Sales

- Brand activation strategies.
- Digital commerce strategy.

Sales team management.

- Sales strategy: account management, distribution channels, and territories.
- Planning and dashboards.

Communication and Branding Department

Identidad corporativa y gestión del portafolio

- Corporate Identity and Portfolio Management
- Brand Architecture

Building Purpose-Driven Brands

- Brand Impact Assessment
- Luxury/Base of the Pyramid Marketing

Brand Strategy for Luxury and Base of the Pyramid Products and Services

- Content Strategy
- Defining Brand Values
- Brand Communication Strategy in Public and Private Settings

Content Production for Brands

- New Media Management and Planning
- Modeling Reach, Coverage, Audiences, and Profiles for the Brand Strategy (Target Audience)
- Omnichannel Media Planning

Customer Experience Management

Archetype Building

- Tools for understanding clients, consumers, and prospects.
- Archetype models: for identifying customer expectations.

Business model – customer centricity

- Customer-centric business model: linking CRM to experience decision-making.
- Customer experience metrics.

Customer experience lab

- Design, validation, and implementation of the customer experience journey.
- User experience design

Customer experience models.

- Data integration using new technologies.
- Customer experience audit model: customer experience mockups and blueprints.

TITLE

Master's Degree in Marketing Management

(CESA)

Máster en Dirección de Marketing y Gestión Comercial (ESIC)

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.

Full-time availability for international subjects.

DURATION

3 semesters

MODE

On-site

REGISTRATION OPEN

**July 14 to
December 12,
2025**

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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