

# MASTER IN MARKETING MANAGEMENT **CESA**

SNIES 91491 / NEW CURRICULUM / 3 SEMESTRES  
**Double Degree with ESIC Spain**

# 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 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.

**20%**

of our graduates have international work experience.

**63%**

have initiated intrapreneurship within their organizations.

*Source: Graduate Profile Study - 2023*

STRATEGIC, DECISION MAKERS,  
DECISIVE AND ASSERTIVE WITH 360°  
VISION.

***THAT'S HOW WE ARE IN THE MASTER'S  
IN MARKETING MANAGEMENT.***

The Master in Marketing Management develops strategic and personal competencies to become a professional decision-maker. To offer assertive and creative solutions in organizational environments and to have a 360-degree vision of the industry and the market.

## OUR DIFFERENTIATOR

We provide international experience and vision to form leaders capable of performing and responding to challenges in a globalized world.

Focus on the advanced development of knowledge, attitudes, and skills to solve problems in organizational environments.

We have a joint and personalized training process offering learning according to your needs.

Master's degree with cutting-edge emphasis, trends and frontier knowledge applied to real cases.

We have laboratories with the latest applied technology for experimentation, testing, and creation of solutions.



# DOUBLE DEGREE AS MASTER IN MARKETING AND COMMERCIAL MANAGEMENT.

- | Integrates the knowledge of two prestigious business schools, both nationally (CESA) and internationally (ESIC).
- | Academic exchanges to strengthen and share professional skills and experiences within the community.
- | Internationalization shapes professionals capable of generating value through intercultural competencies and international experiences.
- | Unified thesis projects between the two business schools.
- | Through CESA and ESIC, you will broaden your horizons, enhancing your skills.



Internationalization of students to strengthen business analysis capabilities, develop competencies, and managerial skills in the fields of marketing.

## UPON COMPLETING YOUR MASTER'S IN MARKETING MANAGEMENT, YOU WILL BE ABLE TO:

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Analyze the relationships between organizations, markets, and consumers.

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Manage cutting-edge marketing variables with technical expertise.

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Communicate effectively and lead teams.

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Create strategies to enhance business capabilities.

## PILLARS OF THE LEARNING PROCESS

**Manage Markets,  
Management  
Technologies,  
and Effective  
Interrelations.**

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

**Lead Growth and  
Transformation  
Processes.**

Guide growth and transformation processes based on scientific criteria and appropriate methodologies tailored to market contexts.

**Adopt Critical  
Stances.**

Advocate for the interests of consumers, shareholders, employees, the environment, and society.



## DORYS RODRÍGUEZ CASTRO

**DIRECTOR OF MARKETING PROGRAMS**

**PH.D. IN BUSINESS AND TERRITORIAL COMPETITIVENESS**

Marine Biologist from Universidad Jorge Tadeo Lozano. Ph.D. in Business and Territorial Competitiveness, Innovation, and Sustainability from Universidad Deusto, and Master of Science in Biological Sciences from Universidad Nacional de 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 considerable experience in the formulation and execution of research and innovation projects for small and medium-sized enterprises. Her work has led to the funding of projects for the development or enhancement of new products/services by entities such as Minciencias, SGR, SENA, and Colombia Productiva.

### NETWORKING

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

### EDUCATIONAL TECHNOLOGY

- + Specialized educational platforms.

### INTERNATIONALIZATION

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

### WELLNESS

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



### 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.



# PROGRAM CYCLES

**3 SEMESTERS**

**48 CREDITS**

**25 COURSES**

## SEMESTER 1

### Transversal Disciplinary Fundamentals in Marketing.

Executive-level content, offered alongside various master's programs, that strengthens and develops leadership skills and competencies for business success.

## SEMESTER 2

### Disciplinary Core in Relevant and Trending Topics.

Primarily explains the scope of marketing, focusing on trends that address organizational challenges.

## SEMESTER 3

### Specialization Options for the Program.

Offers content of interest with three specialization options:

- Commercial Management
- Communication and Branding Management
- User Experience (UX) Management

## SPECIALIZATION OPTIONS FOR THE PROGRAM

- + Specialization in Commercial Management
- + Specialization in Communication and Branding Management
- + Specialization in User Experience (UX) and CX Management

# STUDENT PROFILE

## ADMISSIONS PROFILE

The Master's Program in Marketing Management is aimed at professionals with a minimum of two years of experience, holding mid-management roles or similar positions within the marketing management of companies and organizations.

It is also suited for professionals leading entrepreneurial activities or business management, to drive the development of companies and organizations in alignment with their market goals.

## GRADUATE PROFILE

The graduate will be a professional specialized in cutting-edge managerial and technical skills in the field of marketing, equipped to lead technical management teams.

Aligned with the principles and values of CESA, they will guide companies and organizations toward achieving their various market objectives.

DEGREE | Master in Marketing Management, CESA | Master in Marketing and Commercial Management, ESIC.

INVESTMENT | \$24.876.800 per semester (2025 rate).

### DURATION

3 semesters

### MODE

On-site

### CREDITS

48 total credits

### SCHEDULE

Thursday from 5:30 to 9:30 p.m.  
Friday from 4:00 to 8:00 p.m.  
Saturday from 8:00 a.m. to 12:00 m.

*\*Full-time availability required for international courses during the following hours:  
Mondays to Thursdays: 5:30 p.m. – 9:30 p.m.  
Fridays and Saturdays: 8:00 a.m. – 6:00 p.m.*

# THREE SEMESTERS

## PREPARATORY

### Preparation and Program Readiness.

CESA seeks better academic results by conducting preparation courses with the objective of ensuring a good experience in class. These courses are a way to update knowledge, get used to the university ecosystem and meet classmates.

## FIRST SEMESTER – FOUNDATIONAL

### Essentials of the Master's in Marketing Management

In the first semester, solid foundations are guaranteed to help understand the debates surrounding marketing management. Therefore, competencies related to business administration are strengthened through courses in various areas such as finance and business analytics.

## SECOND SEMESTER – IN-DEPTH STUDY

### Development of Professional Competencies and Skills.

The student will delve into marketing trends applied to both local and international contexts.

## THIRD SEMESTER – SPECIALIZATIONS AND ELECTIVES

### Professional Needs and Interests.

The specializations and electives are designed to complement, support, and satisfy professional needs and interests. During this period, the student will have the opportunity to delve into one of the specializations, such as Commercial Management, Communication and Branding Management, or User Experience Management.



# THREE SEMESTERS

## PREPARATORY

Accounting  
Financial Mathematics  
Quantitative Methods

**Total credits: 0**

- Preparatory
- Finance
- Strategy
- Human Talent
- Marketing
- Research
- Electives
- Emphasis electives

## FIRST SEMESTER – FOUNDATIONAL

Innovation and Creativity  
(2 Credits)

Marketing Fundamentals  
(2 Credits)

Financial Decision-Making  
(2 Credits)

Business Analytics  
(2 Credits)

CESA Seminar  
(2 Credits)

Competitive Strategy  
(2 Credits)

Business Economics  
(2 Credits)

Digital Transformation  
(2 Credits)

Introduction to Thesis  
(1 Credit)

**Total credits: 17**

## SECOND SEMESTER – IN-DEPTH STUDY

Marketing Management  
(2 Credits)

Commercial Management  
(2 Credits)

Consumer Management  
(2 Credits)

Customer Relationship and CX Management  
(2 Credits)

Pricing Management  
(2 Credits)

Digital Strategy Management  
(2 Credits)

Branding Management  
(2 Credits)

Thesis Proposal  
(1 Credit)

**Total credits: 15**

## THIRD SEMESTER – SPECIALIZATIONS AND ELECTIVES

Marketing for Global Markets  
(2 Credits)

Sustainability and Marketing  
(2 Credits)

ESIC - CESA Degree Project  
(2 Credits)

Elective I  
(2 Credits)

Specialization Course  
Commercial Management  
(8 Credits)

Specialization Course  
Communication and Branding Management  
(8 Credits)

Specialization Course  
User Experience Management  
(8 Credits)

**Total credits: 16**

The student chooses 1 emphasis option.  
Each emphasis opens with a minimum of 12 students.

EMPHASIS OPTIONS



# OUR TEAM OF TEACHERS

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# Business School

Address:

**Cra 6 No. 34-51**

E-mail:

**posgrados.aspirante@cesa.edu.co**

Virtual PBX:

**(571) 3395300**

**Ext. 2185 -2187**

WhatsApp:

**+57 318 465 77 12**

Register here:



VIGILADO MINEDUCACIÓN

