



New **Curriculum**

Specialization in Strategic Marketing at **CESA**

SNIES 3899

**The marketing
strategy is built
on data and AI.**

Builds expertise in market
analytics, strategic
branding, and human-AI
co-creation.





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.

Source: Graduate Profile Study - 2023

Strategic, analytical and creative



This is how we are
in the Strategic
Marketing
Specialization

Agile and decisive
at the tactical and
operational level

Our **value promise**

“Scaling professional career paths in marketing”

Value promise components:

- S** Knowledge, Know-how, and Mindset/Being
- C** In-demand technical marketing skills
- A** *Augmentation* of human skills with GenAI
- L** **Híbrido Leadership:** strategic, analytical, and creative
- E** Employability and Entrepreneurial Marketing

CESA Experience

Internationalization

- International workshops.
- International faculty.
- Business study tour.

Well-being

- Career counseling and planning.
- Sports clubs.
- Recreation and relaxation.
- Psychological counseling center.
- Cultural activities.

Library

- More than 1,018,254 e-books.
- More than 26,919 print titles.
- 11,962 subscriptions to specialized journals.
- More than 5,157 academic publications.
- Access to the best business databases (Passport, EMIS, Bloomberg, Financial Times). Access to Coursera and Harvard Business Publishing.

Support Centers

- Financial Lab.
- DIGA (Support Center for Reading, Oral Communication, and Writing).
- SUMA (Support Center for Mathematics and Statistics).

Networking

- Knowledge exchange among senior executives, colleagues, and professors.
- Networking with business leaders.
- A multidisciplinary approach to academic life.
- An active alumni community.

Center of Excellence

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

Program Overview

2
semesters

24
credits

12
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

A highly specialized marketing executive in strategic marketing, capable of integrating strategic, analytical, and creative thinking—enhancing skills through martech and human-AI co-creation—to generate sustainable value for the organization and its stakeholders.

A hybrid leader who manages marketing teams and projects with the agility and precision today's market demands, focused on financial and market results, communicating with assertiveness and strategic vision across different organizational levels.

Two Semesters

First Semester

Second Semester

Strategic Marketing
(2 Credits)

Consumer and Context
(2 Credits)

Market Research and Analytics
(2 Credits)

Precision Marketing
(2 Credits)

Growth Marketing
(2 Credits)

Pricing and RGM
(2 Credits)

Total credits: 12

Experience Management and CX
(2 Credits)

Brand and Communication Management
(2 Credits)

Commercial and Channel Management
(2 Credits)

Human-GenAI Co-creation
(2 Credits)

Elective
(2 Credits)

Business Challenges
(2 Credits)

Total credits: 12

**Advanced Revenue
Growth Marketing**
(2 Credits)

**Advanced Growth
Marketing**
(2 Credits)

**Organizational
Communication**
(2 Credits)

Trade Marketing
(2 Credits)

The university reserves the right to launch cohorts only if the required number of applicants is enrolled. If a cohort does not open, CESA will refund 100% of the academic fees paid by the applicant.

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 a.m.
to 12:00 m.

DURATION

2 semesters

MODE

On-site

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

