



MASTER'S IN MARKETING MANAGEMENT DEL CESA

SNIES
91491

Strategy and impact: the
hallmarks of the marketing
directors we train at CESA.
Dual international degree.

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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, decisive, and assertive with a 360-degree perspective



This is what we're all about
in the Master's in Marketing
Management program

What **set us apart**

We provide international experience and perspective to develop leaders capable of performing effectively and responding to challenges in a globalized world.

Focus on the advanced development of knowledge, attitudes, and problem-solving skills in organizational settings.

A master's program with a focus on cutting-edge trends and frontier knowledge applied to real-world cases.

We have state-of-the-art laboratories for experimentation, testing, and the creation of solutions.

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.

The idea...

Marketing Emprendedor

Daniel wants to start a business and is taking advantage of this inclusive program to delve deeper into the business he dreams of owning.

Benefits: You'll have the opportunity to tailor your strategy, plan and execute effective tactics aligned with the goals of your business idea. You'll also be able to build and manage your brand.



The idea...

Marketing Trends

Ana is interested in and enjoys new trends; she takes advantage of the integrative project to explore a topic or new marketing trends that she is passionate about.

Advantages: When you're passionate about something, it becomes easier to research and analyze various sources of information. You'll gain greater clarity about your goals and what motivates you.

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



The idea...

Corporate Marketing

Simón wants to advance in his company and is using the integration project as a tool to improve his work.

Advantages: Since you are familiar with your company, you understand its processes and areas for improvement; you may already have conducted prior research or can easily do so (both internally and externally).

Benefits: By improving your mastery of advanced marketing concepts, you could propose innovative marketing strategies, plan and execute effective tactics aligned with the organization's goals, and thus advance your professional standing within your company.



Profile of a graduate of the
Master's program in

Marketing Management

Graduates of the Master's in Marketing Management program will develop the strategic and interpersonal skills needed to become professional decision-makers. They will possess cutting-edge managerial and technical skills in the field of marketing, enabling them to lead technical management teams in designing effective and creative solutions for companies and organizations as they pursue their various global market objectives.



Dual degree as

Master of Business Administration and Business Management



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



It combines the expertise of two business schools with a strong national (CESA) and international (ESIC) reputation.



Consolidation of senior projects between the two business schools.



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



Internationalization prepares professionals to create value through intercultural skills and international experiences.

Pillars of the Learning Process

Managing markets, management technologies, and effective coordination.

Leveraging management technologies to navigate current market conditions and create value for organizations.

Lead growth and transformation initiatives.

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

Take a critical stance.

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

Cycles of the Program

3
semesters

48
credits

25
courses

Semester 1 Cross-disciplinary foundations of marketing.

Senior management content offered across various master's programs, designed to strengthen and develop leadership skills and competencies for the business world.

Semester 2 A core curriculum focusing on relevant and trending topics.

It primarily explores the scope of marketing in relation to trends that impact organizational challenges.

Semester 3 Academic disciplines and areas of emphasis..

It offers content of interest with three areas of focus:

- Business Management.
- Communication and Branding Management.
- User Experience Management.



Three Semesters

LEVELING

First Semester

Second Semester

Third Semester

Accounting
Financial Mathematics
Quantitative Methods

Total credits: 0

Innovation and Creativity
(2 Credits)

Fundamentals of Marketing
(2 Credits)

Financial Decisions
(2 Credits)

Business Analytics
(2 Credits)

CESA Seminar
(2 Credits)

Competitive Strategy
(2 Credits)

Business Economics
(2 Credits)

Digital Transformation
(2 Credits)

Integrative Project - Milestone 1
(1 Credit)

Total credits: 17

Marketing Management
(2 Credits)

Sales Management
(2 Credits)

Consumer Management
(2 Credits)

Customer Relations and CX
(2 Credits)

Pricing Management
(2 Credits)

Digital Strategy Management
(2 Credits)

Branding Management
(2 Credits)

Integrative Project - Milestone 2
(1 Credit)

Total credits: 15

Marketing for Globalized Markets
(2 Credits)

Sustainability and Marketing
(2 Credits)

Integrative Project - Milestone 3
(2 Credits)

Elective I
(2 Credits)

Emphasis Courses Sales Management
(8 Credits)

Emphasis Courses Communication and
Branding Management
(8 Credits)

Emphasis Courses Experience
Management
(8 Credits)

Total credits: 16

Students choose one concentration.
Each concentration requires a minimum of 12 students
to be offered.

EMPHASIS OPTIONS

Prerequisite Courses

- Finance
- Strategy
- Human Resources
- Marketing
- Research
- Elective Courses
- Elective Emphases

Note: The university reserves the right to start a cohort only if the required number of applicants has enrolled. If a cohort does not begin, CESA will refund 100% of the tuition fees paid by the applicant.

Program Emphasis Options

Sales Management

B2B Consultative Selling

Understanding the needs of the industry.

Designing the value proposition and building relationships with B2B clients.

Precision marketing

E-commerce and digital sales.

The impact of business strategy on business results.

B2C Sales

Brand activation strategies.

Digital commerce strategy.

Management of Sales Teams

Sales strategy: account management, distribution channels, and territories.

Planning and scorecards.

Communications and Branding Management

Corporate Identity and Portfolio Management

Arquitectura de marca.

Construcción de marcas con propósito.

Evaluación del impacto de las marcas.

Luxury Marketing / Base of the Pyramid

Brand strategy for luxury products and services and the base of the pyramid.

Content Strategy

Definition of brand values.

Brand communication strategy in public and private settings.

Content production for brands.

New Media Management and Planning

Modeling reach, coverage, audiences, and brand strategy profiles (target audience).

Omnichannel media planning.

Customer Experience Management

Creating Archetypes

Tools for understanding customers, consumers, and prospects.

Archetype models: for identifying customer expectations.

Business Model – Customer Centricity

A customer-centric business model that integrates CRM into decision-making regarding the customer experience.

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)

Master's Degree in Marketing and Sales Management (ESIC)

SCHEDULE:

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

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

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

**Full-time enrollment is required for international courses.*

DURATION

3 semestres

MODE

On site

*****Certification of the concentration is contingent upon successful completion of the four courses that comprise it.***

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

