



AROS liderando transformación para el país

At **CESA** design integrated marketing strategies
that transform markets.



Study the
SPECIALIZATION IN
Strategic
Marketing
at **CESA.** SNIES 3899



VIGILADO MINEDUCACIÓN

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

CRITICAL, STRATEGIC AND TACTICAL

*THIS IS WHO WE ARE IN THE SPECIALIZATION IN
STRATEGIC MARKETING.*

In the Specialization in Strategic Marketing you will become a critical professional and expert in the formulation of marketing plans with the objective of generating value to organizations and clients. All this through methodologies that provide differential value as a professional.

OUR DIFFERENTIATOR

High level networking with interdisciplinary and transversal value connections with students and teachers.

We have vanguard deepening, trend and frontier knowledge that applies in the fundamental areas of Marketing.

We provide content to enhance leadership and strengthen decision making in organizational environments.

Applied research, as a methodological basis to make relevant proposals to an economic sector.

UPON COMPLETION OF YOUR SPECIALIZATION IN STRATEGIC MARKETING YOU WILL HAVE THE ABILITY TO:

Formulate a marketing plan.

Evaluate the impact of marketing decisions.

Plan new marketing management systems.

PILLARS OF THE LEARNING PROCESS

Understand
markets and
management
technologies.

Understand current
market conditions
with management
technologies to generate
value to organizations.

Assume critical
positions.

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

Plan growth and
transformation
processes.

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



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 OVERVIEW

2 SEMESTERS **31** CREDITS **13** COURSES

STUDENT PROFILE

ADMISSION PROFILE

The Specialization in Strategic Marketing program is aimed at professionals in executive roles of coordination and management in companies, whether in marketing or related areas; professionals in charge of activities such as entrepreneurship or business management, who work in other disciplinary areas of knowledge and who require mastery of the fundamental criteria of marketing, to design the strategy in accordance with the market goals defined by the organizations.

GRADUATE PROFILE

After completing the specialization program, the graduate is expected to be a responsible, autonomous person with the ability to make quick and safe decisions. Additionally, with a high capacity for risk and motivation for achievement.

TITLE

Specialist in
Strategic Marketing
SNIES 3899

DURATION

2 semesters

MODE

On-site

TUITION

\$20.928.100
per semester
(2025 rate)

Total credits: 31

SCHEDULE

Thursdays: 5:30 p.m. – 9:30 p.m.
Fridays: 4:00 p.m. – 8:00 p.m.
Saturdays: 8:00 a.m. – 12:00 m.

Note: The university reserves the right to start the cohorts only if the required number of applicants have enrolled. In case of not starting a cohort, CESA will reimburse 100% of the academic fees paid by the applicant.

TWO SEMESTERS

FIRST SEMESTER

SECOND SEMESTER

Marketing Fundamentals
(2 Credits)

Creativity
(2 Credits)

Marketing Mix
(3 Credits)

Consumer and Environment
(2 Credits)

Marketing Research
(3 Credits)

Marketing Plan I
(2 Credits)

CESA Seminar
(2 Credits)

Total credits: 16

Elective
(2 Credits)

Digital Strategy
(3 Credits)

Marketing Mix II
(3 Credits)

Information Systems
(2 Credits)

Finance Applied to Marketing
(3 Credits)

Marketing Plan II
(2 Credits)

Total credits: 15

- Finance
- Strategy
- Human Talent

- Marketing
- Leadership
- Electives

OUR TEAM OF TEACHERS





Business School

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