

UNIVERSIDAD DE SONORA
DIVISIÓN DE CIENCIAS ECONÓMICAS Y ADMINISTRATIVAS
PLAN DE ESTUDIOS 2018-2
LICENCIATURA EN MERCADOTECNIA

I		II		III		IV		V		VI		VII		VIII						
001 BASIC PRINCIPLES OF MARKETING 10 5T 0P EP SA SC OB		008 MARKETING 10 5T 0P EP 001 SC OB		000 ORAL AND WRITTEN COMMUNICATION 6 2T 2P EB SA SC OB		021 INTERNATIONAL MARKETING 8 3T 2P EP SA SC OB		028 ADVERTISING I 7 3T 1P EP SA 034 OB		024 ADVERTISING II 7 2T 3P EP 028 SC OB		ELECTIVE Requisito 229 créditos 6 2T 2P EE SA SC OP		ELECTIVE Requisito 229 créditos 6 2T 2P EE SA SC OP		Eje		Subjects	Cred.	%
120 STRATEGIES FOR LEARNING TO LEARN 7 0T 3P EC SA SC OB		009 MICROECONOMICS 8 4T 0P EB SA SC OB		015 MACROECONOMICS 8 4T 0P EB SA SC OB		023 MARKET INTELLIGENCE 7 2T 1P EP SA SC OB		022 CONSUMER BEHAVIOR 8 3T 2P EP SA SC OB		037 CURRENT TRENDS IN MARKETING AND CONSUMPTION 7 3T 1P EE SA SC OB		042 PRODUCT DESIGN AND DEVELOPMENT 7 3T 1P EI SA SC OB		ELECTIVE Requisito 229 créditos 6 2T 2P EP SA SC OP		Activo. Complem.		4	16	4.40%
003 MANAGEMENT FUNDAMENTALS 8 3T 2P EB SA SC OB		121 CHARACTERISTICS OF NOWADAYS SOCIETY 3 0T 3P EC SA SC OB		025 ADMINISTRATIVE STATISTICS 8 3T 2P EB 004 SC OB		035 PUBLIC RELATIONS 8 3T 2P EE SA SC OB		041 BRAND MANAGEMENT 7 3T 1P EP SA SC OB		ELECTIVE Requirement 229 credits 6 2T 2P EP SA SC OP		030 STRATEGIC MARKETING PLANNING 7 3T 1P EI SA SC OB		045 ENTREPRENEURSHIP 6 2T 2P EI SA SC OB		OP, EP		3	18	5%
004 MATHEMATICS 8 3T 2P EB SA 025 OB		011 INNOVATION AND CREATIVITY 7 3T 1P EB SA SC OB		014 DESIGN AND DEVELOPMENT OF RESEARCH IN MARKETING 8 4T 0P EB SA SC OB		016 PROCESS MANAGEMENT IN ORGANIZATIONS 8 3T 2P EB SA SC OB		031 MARKETING RESEARCH I 8 3T 2P EP SA SC OB		038 MARKETING RESEARCH II 8 3T 2P EP SA 043 OB		043 DATA ANALYSIS AND VARIANT METHODS IN MARKETING 6 2T 2P EP 038 SC OB		046 SALES TECHNIQUES 6 2T 2P EP SA SC OB		OP, EE		4	24	7%
005 BUSINESS LAW 8 4T 0P EB SA SC OB		012 BUSINESS ACCOUNTING 6 1T 4P EB SA 26 OB		018 COSTING AND PRICING MODELS 8 3T 2P EB SA SC OB		020 FINANCIAL ADMINISTRATION 8 3T 2P EB 12 SC OB		022 SALES MANAGEMENT 8 3T 2P EP SA SC OB		039 DIGITAL MARKETING 8 3T 2P EI SA SC OB		ELECTIVE Requirement 229 credits 6 2T 2P EE SA SC OP		044 MERCHANDISING 7 3T 1P EP SA SC OB		Total Cred.		50	364	100.00%
123 NEW TECHNOLOGIES FOR INFORMATION AND COMMUNICATION 3 0T 3P EC SA SC OB		019 LEGAL ASPECTS OF MARKETING 8 4T 0P EP SA SC OB		013 MARKETING DESIGN SOFTWARE 4 0T 4P EP SA 027 OB		027 ADVERTISING AND GRAPHIC DESIGN 6 2T 2P EP 013 SC OB		033 MARKETING AND TRADING SYSTEMS 7 3T 1P EP SA SC OB		040 SALES PROMOTION 7 3T 1P EP SA SC OB		ELECTIVE Requirement 229 credits 6 2T 2P EP SA SC OP		ELECTIVE Requirement 229 credits 6 2T 2P EE SA SC OP		SUBJECTS		7	50	
124 ETHICS AND PROFESSIONAL DEVELOPMENT 3 0T 3P EC SA SC OB		017 OFIMATIC SOFTWARE 8 3T 2P EB SA SC OB		119 CULTURAL AND SPORTS ACTIVITIES 4 0T 4 0 SA SC OB						SOCIAL SERVICE Requirement 255 credits SA SC OB		PROFESSIONAL PRACTICES Requirement 260 credits 17 SA SC OB		CENEVAL EXAM SA SC OB		CREDITS		43	322	88%
SUBJECTS		7		7		6		6		6		6		6		6		50		
CREDITS		43		50		46		45		43		55		37		37				
CRE. ACC		43		93		139		184		229		327		364		364				
HOURS		28		30		28		30		27		24		24		218				
PERSONALIZING ELECTIVES																				
ELECTIVE GREEN MARKETING 6 2T 2P EP SA SC OP		ELECTIVE POLITICAL MARKETING 6 2T 2P EP SA SC OP		ELECTIVE AGRO-FOOD MARKETING 6 2T 2P EP SA SC OP		ELECTIVE SPORTS MARKETING 6 2T 2P EP SA SC OP		ELECTIVE NEUROSCIENCE APPLIED TO MARKETING 6 2T 2P EP SA SC OP		ELECTIVE SERVICE SECTOR MARKETING 6 2T 2P EP SA SC OP										
SPECIALIZING ELECTIVES																				
COMMERCIALIZATION																				
ELECTIVE PACKING AND PACKAGING WORKSHOP 6 2T 2P EE SA SC OP		ELECTIVE SHOPPING WORKSHOP 6 2T 2P EE SA SC OP		ELECTIVE LOGISTIC AND DISTRIBUTION CHAINS 6 2T 2P EE SA SC OP		ELECTIVE RETAIL MARKETING 6 2T 2P EE SA SC OP		ELECTIVE TRANSPORT 6 2T 2P EE SA SC OP		ELECTIVE ELECTRONIC BUSINESS LOGISTIC 6 2T 2P EE SA SC OP										
ADVERTISING STRATEGIC COMMUNICATION																				
ELECTIVE SEMIOTIC IN ADVERTISING MEDIA 6 2T 2P EE SA SC OP		ELECTIVE ECONOMIC VALUATION OF PROMOTIONAL CAMPAIGNS 6 2T 2P EE SA SC OP		ELECTIVE ADVERTISING PHOTOGRAPHY 6 2T 2P EE SA SC OP		024 MARKETING MANAGERMENTS OF DIGITAL COMMUNITIES 6 2T 2P EE SA SC OP		ELECTIVE MASS MEDIA WORKSHOP 6 2T 2P EE SA SC OP		ELECTIVE ADVERTISING MEDIA MANAGEMENT 6 2T 2P EE SA SC OP										
ENTREPRENEURSHIP																				
ELECTIVE F. & E. OF RESEARCH PROJECTS 6 2T 2P EE SA SC OP		ELECTIVE CORPORATE CULTURE 6 2T 2P EE SA SC OP		ELECTIVE FRANCHISE SYSTEM 6 2T 2P EE SA SC OP		ELECTIVE MARKETING CONSULTANCY 6 2T 2P EE SA SC OP		ELECTIVE BUSINESS PLAN 6 2T 2P EE SA SC OP		ELECTIVE LEADERSHIP WORKSHOP 6 2T 2P EE SA SC OP										

