



**Master of Science in Marketing and Sales for Christian Organizations
(Offered both in English and in Spanish)**

Objectives: To train Managers with a comprehensive vision of the areas of Marketing and Sales with capacity and security in decision-making. An executive empowered with the necessary tools for the development of managerial competencies as such, both personal and professional. A professional who establishes innovative and disruptive strategies aligned with the current time and organizational objectives, generating a transformative impact from marketing and sales, generating competitiveness and efficiency.

Graduate Profile: The Graduate in the Master of Science Degree in Marketing and Sales for Christian Organizations develops the following professional competencies to:- Identify the needs of the consumer or customer to adapt marketing and sales management to the needs of current markets.- Establish a link between the Mission and Business Vision aligned with the Marketing and Sales policies and strategies of the organization.- Define and establish markets, target markets and the respective methods of research and analysis of results based on the commercial policies and strategies established by the organization.- Plan and manage the marketing and commercial negotiation activities of the organization- Acquire the skills, knowledge and tools of planning, organization and management of the sales and marketing teams.- Develop the managerial skills that allow the creation and management of sales teams that generate added value to the organization.- Develop a Marketing and Commercial Plan, and apply it in the general context of a company or enterprise

Curriculum Map

Core Subjects: 9 credits

HUM 501 Academic Writing 3 Credits

RSM 502 Research Methods I 3 Credits

RSM 503 Research Methods II 3 Credits

Core Content Subjects for discipline: 12 credits

BUS 561 Market Research 3 credits

BUS 562 Seminar on Consumer Behavior 3 credits

BUS 563 International Marketing 3 credits

BUS 564 Communication and Public Relations Strategies for Marketing 3 credits

Thesis Process: 15 credits

RSM 504 Thesis I 3 credits

RSM505 Thesis II 12 credits

Total credits: 36