

# ***BACHELOR OF ARTS IN MARKETING***

This bachelor-level program aims to transform the student into a strategic marketing professional in today's global business environment, with a deep comprehension of business analytics in decision making, market automation, marketing research, service marketing, e-marketing, and real-world cases to develop skills in marketing decision making.

This **BACHELOR OF ARTS IN MARKETING** offers a curriculum based on theoretical concepts, such as brand management, consumer behavior, business to business marketing that will allow our students to pursue successful careers in media coordination, media buying, market research, public relations, advertising sales and product development.



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