



Universidad Autónoma de Baja California
Facultad de Ciencias Administrativas





FACULTAD
DE CIENCIAS
ADMINISTRATIVAS
UABC ■

Licenciatura en Mercadotecnia 2022-2

Etapas

Etapas Básicas


| I | II | III | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div> Inglés I 38970</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Inglés II 38977</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Fundamentos de Metodología de Investigación 38984</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div> Desarrollo de Habilidades Socioemocionales 38971</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Estadística 38981</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Estadística Aplicada a la Mercadotecnia 40361</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
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| <div> Habilidades de Redacción y Comunicación 38972</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Introducción a la Mercadotecnia 38979</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div> Análisis del consumidor 40363</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
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| <div> Herramientas Digitales 38973</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>4</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 4 | -- | 6 | <div> Fundamentos del Turismo en los Negocios 38980</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div> Pensamiento Estratégico Administrativo 40364</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div> Introducción a la Administración 38974</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div> Introducción a la Contabilidad 38978</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>4</td><td>--</td><td>8</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 4 | -- | 8 | <div> Products 40365</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div> Matemáticas 38976</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div> Ética, Derechos Humanos y Responsabilidad Social 38983</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div> Optativa 40389 Content marketing</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 |
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Etapas Disciplinarias

| IV | | | | | | V | | | | | | VI | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|-----|----|--|----|----|----|-----|----|---|----|----|----|---|---|--|--|--|--|--|----|----|----|-----|----|---|----|---|----|---|--|--|--|--|--|--|----|----|----|-----|----|---|----|---|----|---|
| <div></div> <div>Técnicas Cuantitativas de Investigación de Mercados 40366</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>3</td><td>--</td><td>7</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 3 | -- | 7 | <div></div> <div>Investigación de Mercados 40372</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>4</td><td>--</td><td>8</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 4 | -- | 8 | <div></div> <div>Desarrollo de Nuevos Productos y Servicios 40378</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>3</td><td>--</td><td>7</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 3 | -- | 7 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div></div> <div>Técnicas Cualitativas de Investigación de Mercados 40367</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>3</td><td>--</td><td>7</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 3 | -- | 7 | <div></div> <div>Presupuestos para la Mercadotecnia 40373</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>1</td><td>2</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 1 | 1 | 2 | -- | 5 | <div></div> <div>Finanzas Aplicadas a la Mercadotecnia 40379</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>2</td><td>1</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 1 | 2 | 1 | -- | 5 |
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| <div></div> <div>Marketing Diagnostic Models 40368</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div></div> <div>Mercadotecnia de Servicios 40374</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div></div> <div>International Marketing 40380</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div></div> <div>Análisis de Precios 40369</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div></div> <div>Corporate Marketing Strategies 40375</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 | <div></div> <div>Digital Marketing 40381</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>3</td><td>--</td><td>7</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 3 | -- | 7 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| <div></div> <div>Normatividad Aplicada a la Mercadotecnia 40370</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>1</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 1 | -- | 5 | <div></div> <div>Publicidad 40376</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>1</td><td>1</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | 1 | 1 | -- | 6 | <div></div> <div>Comercialización y Logística 40382</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | -- | 2 | -- | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <div></div> <div>Planeación Estratégica de Ventas 40371</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>--</td><td>3</td><td>7</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | -- | 3 | 7 | <div></div> <div>Promoción de Ventas 40377</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 5 | <div></div> <div>Optativa 40392 Auditoria de medios</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>2</td><td>--</td><td>2</td><td>--</td><td>6</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 2 | -- | 2 | -- | 6 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | -- | -- | 3 | 7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | -- | 2 | -- | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | -- | 2 | -- | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <div></div> <div>40395 Optativa Taller de fotografía comercial</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 | <div></div> <div>40394 Optativa Identidad corporativa</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>1</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 1 | -- | 1 | -- | 5 | <div></div> <div>40393 Optativa Strategic brand management</div> <table><tr><td>HC</td><td>HL</td><td>HT</td><td>HPC</td><td>CR</td></tr><tr><td>1</td><td>--</td><td>3</td><td>--</td><td>5</td></tr></table> | | | | | | HC | HL | HT | HPC | CR | 1 | -- | 3 | -- | 5 |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | -- | 3 | -- | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | -- | 1 | -- | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| HC | HL | HT | HPC | CR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | -- | 3 | -- | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |


Etapas Terminales

VII




Desarrollo de Emprendedores 39013

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 1 | -- | 3 | -- | 5 |




Ethics in Marketing 40383

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 2 | -- | 2 | -- | 6 |



Publicidad Digital 40384

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 1 | -- | 3 | -- | 5 |



Comunicación Integral de Mercadotecnia 40385

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 2 | -- | 3 | -- | 7 |

Optativa

40402 Merchandising

| | | | | |
|----|----|----|----|----|
| H | H | H | HP | C |
| C | L | T | C | R |
| -- | -- | -- | -- | Vr |

Optativa

40397 Análisis de las Tendencias en Mercadotecnia


| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| -- | -- | -- | -- | Vr |

Optativa

40400 Community management


| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| -- | -- | -- | -- | Vr |

VIII



Internal Marketing Audit 40386

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 1 | -- | 3 | -- | 5 |



External Marketing Audit 40387

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 1 | -- | 3 | -- | 5 |

Optativa

40291 Personal Branding

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 2 | -- | 3 | -- | 7 |

Optativa

40399 Innovación estratégica de mercadotecnia

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 2 | -- | 2 | -- | 6 |

Optativa

40398 Mercadotecnia Industrial

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 2 | -- | 2 | -- | 6 |

Optativa

40400 Community Management

| | | | | |
|----|----|----|-----|----|
| HC | HL | HT | HPC | CR |
| 1 | -- | 3 | -- | 5 |

ÁREAS DE CONOCIMIENTO



Estrategias de Mercadotecnia



Comercialización y Ventas



Investigación de Mercados



Asignaturas Obligatorias



Asignaturas Tronco Común



Asignaturas Optativas



Asignaturas Seriadas

CRÉDITOS REQUERIDOS:

Créditos Obligatorios: 255

Créditos Optativos: 58

Práctica Profesional: 10

PVVC: 2

Total: 325

Unidad de Aprendizaje Integradora

HC= HORAS CLASE
HL= HORAS LABORATORIO
HT= HORAS TALLER
HPC= HORAS PRÁCTICA
CR= CRÉDITOS

Prácticas Profesionales
10 CR

Proyectos de Vinculación con Valor en Créditos
2CR