



## MASTER IN COMMUNICATION AND MARKETING

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faculty of  
Communication



The Anáhuac University emerged in 1964 with the fundamental objective of elevating the human and social condition of men and women in Mexico, through the comprehensive training of positive action leaders with values and social conscience.

MISSION

Contribute to the comprehensive training of positive action leaders and institutionally promote the development of people and society, inspired by the values of Christian humanism.

DIRECTOR'S MESSAGE



Our program is based on the synergy between Communication and Marketing, disciplines that today comprehensively impact organizations, from the corporate mission to the strategic direction of the business.

We train *marketing* specialists with a solid profile in *branding*, markets and audiences, digital *marketing* , *neuromarketing* and Big Data analysis that will allow our graduates to be highly competitive leaders in the creative and business fields.

To be a University Community that contributes to and promotes the process of comprehensive training of people who, for their excellent and innovative professional and cultural preparation at an international level, for their profound human and moral training inspired by the perennial values of Christian humanism, and for their genuine social conscience are leaders of positive action that promote the development of human beings and society.

MISSION OF THE FACULTY

ABOUT THE FACULTY

Founded in 1970, the Faculty of Communication of the Universidad Anáhuac México has constantly renewed its study plans in order to remain at the forefront and respond adequately to the challenges that each stage in the history of the information and knowledge society has presented. tax. Thus, the Faculty has had processes to update and redesign its study plans, which places it among one of the most dynamic within the wide spectrum of communication schools in the country and Latin America.



ABOUT THE MASTERY

The structure and content of our program responds to the new needs of the business sector that have developed in recent years and are directed towards knowledge and skills that foster analytical capacity, methodological vision, and understanding of business reality in professionals. and interaction with the different functional areas of the company, particularly in the areas of marketing, advertising and communication.

The positioning that the program has achieved is due to the specialization alternatives in areas such as:

- *Branding*: building powerful brands • Advertising, creativity and innovation
- Analytical marketing
- Digital marketing

The above provides greater depth and focus on critical factors of the organization, oriented to its markets and consumers through digital and traditional platforms.

AIM

Train ethical and human people with the knowledge, skills and abilities that allow them to undertake the development of their activity as marketing directors, with responsibility, global perspective and a business approach.



ADMISSION PROFILE

Graduates of bachelor's degrees in Communication, Public Relations, Advertising, Graphic Design or another professional area, with work experience linked to marketing or related fields that guarantee their ability to develop successfully in the program (upon approval by the Admissions Committee).

GRADUATE PROFILE

Upon completion of the Master's Degree in Communication and Marketing, the student will have the following professional and research skills:

- You will direct comprehensive projects and strategies for the construction, development and marketing of products, services and brands in a legal, creative and successful manner, incorporating the latest trends in the construction of genuine, human, leading and memorable brands that care about the well-being of customers. different audiences, with strict compliance with the codes of ethics and care for the environment in all its areas.
- You will achieve a specific focus within the professional elective areas you choose.
- You will structure comprehensive marketing plans through decision making, through in-depth knowledge of consumer attitudinal models, constant research and the application of neurosciences.
- You will design, produce and measure creative and innovative advertising solutions integrated with services and brands that manage to satisfy and exceed the expectations of different audiences through advanced strategies, techniques and use of technology.

AREAS OF PROFESSIONAL AND PERSONAL PERFORMANCE

Graduates will be able to work in key positions in areas of marketing, communication, advertising and related areas, in national and multinational companies or in specialized agencies, occupying management positions.

PROFESSIONAL SKILLS

- |                              |                                  |                                     |                                    |
|------------------------------|----------------------------------|-------------------------------------|------------------------------------|
| • Apply knowledge            | • Collaborate in finding         | • Develops projects comprehensively | • Generates new models to          |
| and philosophical methods to | alternative solutions to         | through the analysis of ideas,      | based on personalist philosophical |
| form a comprehensive and     | ethical-humanistic problems or   |                                     | theories to spread the             |
| modern vision of the person, | dilemmas that arise in the       | concepts and arguments of           | importance of Christian humanism,  |
| from their professional      | different areas of activity      | personalist philosophy to           | with impact on different           |
| work, that responds to the   |                                  | implement them in any               | professional fields.               |
| demands of today's society.  | human: family, work and society. | field of                            |                                    |
|                              |                                  | human knowledge.                    |                                    |



CURRICULUM

Primer trimestre	Habilidades analíticas y minería de datos	Inteligencia estratégica de mercados	Mercadotecnia integral y construcción de marcas
Segundo trimestre	Electiva multidisciplinaria	Desarrollo de proyectos <i>transmedia</i>	Innovación y creatividad para la planeación estratégica
Tercer trimestre	Mercadotecnia digital	Mercadotecnia global	Electiva profesional I
Cuarto trimestre	Electiva Anáhuac I	Canales de distribución y <i>retail</i>	Estrategias de comunicación publicitaria y patrocinios
Quinto trimestre	Seminario de Desarrollo de proyectos y emprendimiento	Estrategias de precio y promoción	
Sexto trimestre	Seminario de Investigación estratégica aplicada al diseño de proyectos	<i>Neuromarketing</i>	
Séptimo trimestre	Seminario de Dirección y evaluación de proyectos	Electiva profesional II	Electiva profesional III
Octavo trimestre	Electiva Anáhuac II	Auditoría y evaluación de marcas	

ACADEMIC AREAS



Master's subjects



common trunk



Anahuac Electives



Professional electives

CURRICULAR STRUCTURE

- The duration is ideally two years.
- It is made up of eight quarters, taking two or three subjects per quarter.
- North Campus and South Campus
- Two schedules are offered designed so that they do not interfere with students' work activities.

Three days a week varying between Monday and Friday, from 7:00 p.m. to 10:00 p.m. and Saturdays from 8:00 a.m. to 2:00 p.m.

LINES OF RESEARCH AND KNOWLEDGE APPLICATION

- Marketing
- Digital Marketing
- Communication
- Social Media
- Big Data
- *Neuromarketing*



TITLE

We have three forms of qualification:

- **General Knowledge Exam:** the master's student may choose to take the General Knowledge Exam, which will address the general learning results of the academic program taken and, in general, knowledge, attitudes, values and the development of skills. achieved. Art. 48 CRA.
- **Complementary Studies (Diploma):** the student who has completed all the credits of the program he/she took may choose the Complementary Studies option. These are studies in accordance with the graduation profile of the master's programs, designed or approved by the Faculty or School, whose purpose is to deepen or add knowledge and techniques to the training acquired in the master's program taken. Art. 53 CRA.
- **Final Application Work:** the student may choose to obtain the degree by presenting an application work in which he proposes a practical solution to a specific problem in the professional field in which he works, applying the knowledge acquired in the program taken. The scope of the work must be defined jointly by its advisor and the program coordinator.

Art. 60 CRA.

ACKNOWLEDGMENTS AND ACCREDITATIONS

- The Faculty of Communication of our University is the second in Latin America to be accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC).
- International accreditation was achieved by the Latin American Council for Accreditation of Education in Journalism (CLAEP), which constitutes the academic branch of the Inter-American Press Society (SIP). It is the second Faculty of Communication in the country to obtain it.
- It is the first Faculty of Communication in the country to obtain accreditation and reaccreditation by the Communication Accreditation Council (CONAC).
- The Faculty of Communication has the most advanced technological infrastructure of all the Communication schools and faculties in the Spanish-speaking world, which is recognized by various technology companies, among which Sony, Tascam and Avid stand out.
- Program accredited by the Interinstitutional Committees for the Evaluation of Higher Education (CIEES).

AGREEMENTS

- Shanghai International Studies University (SISU), Shanghai, China
- Mexican Association of Organizational Communicators (AMCO)
- Mexican Association of Promotions Agencies (AMAPRO)
- Mexican Association of Advertising Agencies (AMAP)
- Mexican Association of Pharmaceutical Advertising Agencies (AMAPF)
- Mexican Association of Direct and Interactive Marketing (Direct)
- Mexican Association of Relationship Professionals Public (PRORP)
- BBDO Mexico
- Confederation of the Industry of the Marketing Communication in Mexico (CICOM)
- Mexican Institute of Teleservices (IMT)



ADDITIONAL ACTIVITIES

SOCIAL COMMITMENT

- The largest volunteer service at the national level of private universities
- National and international brigades



ARTISTIC ACTIVITIES

- Guided visits to cultural centers
- Dance, music and theater presentations
- Dance, music, singing, visual arts and painting workshops

SPORTS

- Gym
- Climbing wall
- Courts (soccer, American football, tennis, volleyball, basketball and paddle tennis)
- Athletics track



PASTORAL

- Social action
- Evangelization missions
- Comprehensive formation and social awareness activities
- Conferences
- Spiritual retirement



TEACHING FACULTY



Dr. Erika Del Castillo Lince

Doctor in Communication and Strategic Marketing from the Universidad Anáhuac México. Master in DCEI from the Autonomous University of Barcelona. He worked in companies such as Coca-Cola Company, the Government of the State of Mexico and CANIRAC. She is currently a teacher and coordinator of the Master's Degree in Communication and Marketing at the Universidad Anáhuac México.



Dr. Rosa López

Doctor in Interdisciplinary Research from the Universidad Anáhuac México. Specialist in Psychology and Neurosciences. Reviewer in the Journal of Behavior, Health & Social Issues. Aurora has two books published and more than 30 international publications.



Dr. A.S. Jose Miguel Rodriguez Grill

Doctor in Management Science in Cuba. Ingeniero in automated systems and computers in kyiv, Ukraine. He has directed international high-tech projects between Cuba and Russia. He directs the Analitika & Intelligence Center and is a Solution Provider for the Strategic and Competitive Intelligence Professionals (SCIP-USA) of the United States.



Dr. Luis Herrero Corona

Doctor in Communication and Marketing from the Universidad Anáhuac México. He has an MBA from the University of Texas. He is executive director of De las Heras Demotecnia. He was coordinator of meetings for the Social Encounter Party (PES), as well as general director of Suasor Consultores. He has various publications and presentations at an international level.



Prof. María Cristina Rábago

PhD student in Communication and Marketing from the Universidad Anáhuac México. Master in Administration from ITESM. He has participated in various seminars such as Delivering Excellent Customer Service and Northwestern University Kellogg. She was director of Business Programs at Tec de Monterrey. She is currently academic coordinator of the Continuing Education Center of the Universidad Anáhuac México.



Mr. Oscar Daniel Ocegüera

PhD student in Communication and Marketing from the Universidad Anáhuac México. He has an MBA from ITSEM, as well as various diplomas and certifications such as Commercial Propoerty Marketing Certification from Colliers Univer. He is founder and CEO of DOA Consulting, and has taught courses and workshops internationally.



Dr. Delia Gómez Morales

Doctor in International Trade from the University of Florida. Researcher and professor at the Faculty of Communication at the Universidad Anáhuac México. Author of the book Hunters of North American television series: analysis and impact.



Dr. Matthew Whitehouse

Doctor in Marketing and Management from the UPAEP. He worked at a management level in companies such as Oxford Pendaflex México and Procter & Gamble. For 10 years he was the Rector of the Incarnate Word University Campus México. He was part of the INA-DEM/World Bank expert panel.



Dr. José Luis Ponce Orozco

Doctor in Management and Leadership of Institutions from the Universidad Anáhuac México. He has a certificate from the Harvard Negotiation Project by Law School from Harvard University and one more from Wadhwani Entrepreneur Certi-fication from the Wadhwani Global University of India.



Prof. Martha Gabriela Vaca Arizmendi

PhD student in Communication and Strategic Marketing from the Universidad Anáhuac México. She has a master's degree in Public Administration and Public Policy from ITESM. He is a columnist for various media. He has collaborated in the three levels of government in areas of social communication, digital, networking, and planning. She is a professor at several universities and a lecturer specialized in digital communication issues.



Mr. Carlos Cienfuegos

Candidate for Doctor in Public Administration from the Universidad Anáhuac México and master in Business Management from the Pan American Institute of Senior Business Management (IPADE). He is certified by Harvard Business School in “The Art & Craft of Discussion Leadership” program. He was director of the Anáhuac Faculty of Communication, as well as other programs, including the ITESM Graduate Program. He has participated as a jury in awards such as the EFFIE and the AMAPRO Festival. He is a lecturer and professor.



Dr. Andromeda Martínez Nemecio

Doctor and master in Communication from the Universidad Iberoamericana, she has a Diploma in Journalism from the Center for Economic Research and Teaching (CIDE). She is the academic coordinator of the Master's Degree in Strategic Media Management and the Master's Degree in Strategic Journalism, and a teacher at various universities. He has collaborated with the National Institute of Ecology and Climate Change, as well as the National Electoral Institute. She was an editor at Radio Formula, Radio Educación and Radio 13.



*“Marketing is not the art of selling what one produces, but of knowing what to produce”*

— Philip Kotler



## ADMISSION REQUIREMENTS

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1. Integrate a file with the following documentation:

- Bachelor's degree (original and copy) • Professional license (original and copy)
- Bachelor's degree certificate (original and copy) • CURP (original and copy) • Birth certificate (original and copy) • Two letters of academic recommendation or work • Curriculum
- Admission application (provided by the University)

2. The same day that the documentation is delivered, the interview is held with the academic coordinator of the program. Is It is essential to schedule it in advance.

3. The result of the interview, as well as the documents, are submitted to an Admissions Committee that determines what applicant is suitable to enter the postgraduate course. Anyone who has been admitted will be provided with a file number.

After admission, the corresponding registration must be paid.

The opening of this program is subject to a minimum number of students.



# MASTER IN COMMUNICATION AND MARKETING

## ACADEMIC RECOGNITION

The Universidad Anáhuac México will grant the degree of Specialist in Comprehensive Marketing and the degree of Master in Communication and Marketing to the participant who takes and passes all the subjects in the study plan and the degree modality authorized by this Institution. Recognition of Official Validity of Studies of the Ministry of Public Education by Presidential Decree published in the *DOF* on November 26, 1982.

## Academic coordination:

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## REPORTS

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Álvaro Obregón, Mexico City, CP 01840



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