



Pontificia Universidad  
**JAVERIANA**  
Cali

# Master in Marketing

Snies: 104194- Duration: 3 Sem.Reg. Cal. 1334 of February 3, 2015 for 7 years.



**JAVERIANA**  
**ES** *más*

# SEO

# WWW

## Más PROJECTION

As a Master in Marketing, you will have the ability to lead the design, execution and measurement of impacts of **marketing strategies**, based on a deep **analysis and knowledge of the consumer**, incorporating **innovation** components in value propositions, the **latest trends** in information and communications, as well as **ethical** and responsibility principles social in their decisions.

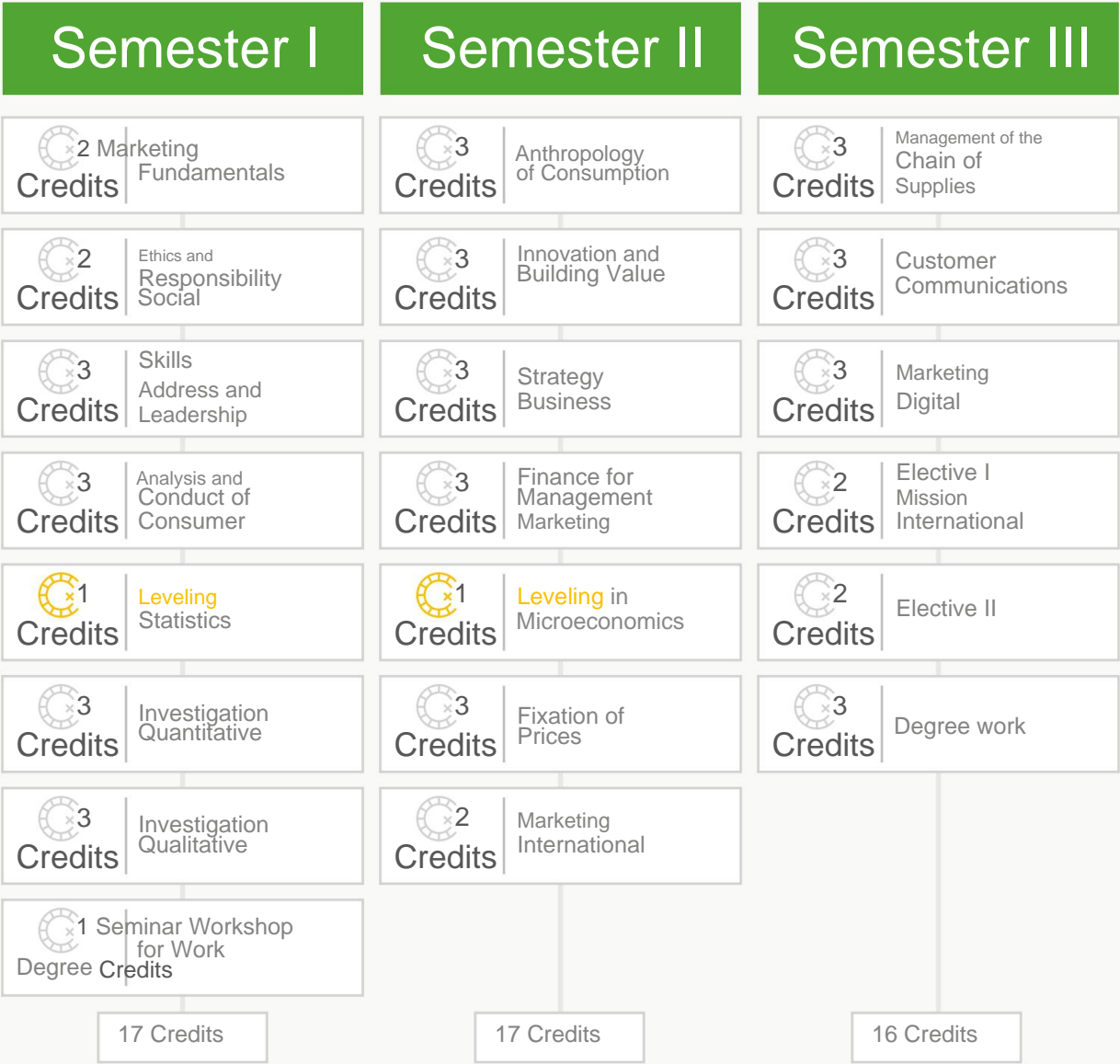
- You will have the **opportunity to do the double program** with the Master of Business Administration by taking an additional semester.

# Master in Marketing

3 Semesters



# Curriculum



Methodology: In-person - Monthly immersion - Thursdays, Fridays and Saturdays from 8:00 am to 12:00 pm and 2:00 pm to 6:00 pm - Credits: 50 - Duration: 3 semesters

# Más Experience

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- **Product and service innovation through the Design Thinking methodology** (the only university in South America associated with the Sugar Network with Stanford University).
- **First university in the region with high-definition cameras and facial recognition algorithms** that allow the buyer to be segmented and generate heat maps.
- **The only real shopping space in the Colombian Southwest, equipped with sunglasses. eye tracking 'Eye-tracking'.**
- **International missions** within which the Autonomous University of Barcelona, Universidad del Pacifico and The Beijing Center for Chinese.
- **Problem- and project-based learning**, group session in Gesell chamber, role-playing, ethnography, packaging testing, outdoors, simulators and planimetry.
- This program has the **AACSB International Accreditation**, the **seal of quality in business education** that exalts the excellence of universities in teaching, research, curricular development and student learning.





# MÁS PROFESSIONALS



**Jaime Segura**  
- Ecommercial General Manager.

“The Master's Degree in Marketing brought new possibilities to my professional life, tools to take on the challenges and demands of the corporate environment. These contributions are important because I am currently in charge of leadership and strategic planning, and the fulfillment of objectives such as greater profitability, efficiency of the company's resources and the satisfaction of our customers. Furthermore, the experience of studying this postgraduate program helped me break paradigms with new strategies that allowed me to learn to position the corporate brand and its philosophy, and helped me positively rethink aspects such as critical thinking, creativity, initiative and intuition. ”.



**Lina María Izquierdo**  
- Novonordisk  
diabetes segment  
sales  
representative.

“The most valuable thing about living the Master's Degree in Marketing is the opportunity to meet professionals from other sectors, share successful experiences and build knowledge from the discussions and tools incorporated. On a professional level, I think that the success I have today in my work is thanks to everything I learned during my master's degree. I am an influential person (according to my DISC) who works daily to strengthen my areas of opportunity thanks to the level of consciousness that I acquired with each contribution from my teachers, and on a personal level I always say that the investment is not enough to pay for the wonderful people who are They remained forever and that surely if it had not been for the mastery I would never have known.”

# JAVERIANA ES *MÁS*



MONITORED MINEDUCATION  
Res. 12220 of 2016

## Open enrollment

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