**Master in Marketing Management**

#3 IN LATIN AMERICA

START

2024

PONTIFICAL CATHOLIC UNIVERSITY OF PERU

RUC: 20155945860

homeProgramsSpecialized Master's DegreesMaster's Degree in Marketing Management

THE PROGRAM

INTERNATIONAL EXPERIENCE

TEACHING PLAN

ACADEMIC PLAN

HOW TO APPLY?

REQUEST MORE INFORMATION

SIGN UP NOW

The Master's Degree in Marketing Management has been designed jointly between CENTRUM PUCP and Arellano Marketing. We prepare future Marketing Managers with projection to General Management with a deep knowledge of Peru and emerging markets.

MODALITIES AND SCHEDULES

Modality

Schedule Details

Modality: In -person

Frequency: Biweekly

Duration: 24 school months

Hours: Every 15 days, Fridays from 7:00 p.m. to 10:30 p.m. and Saturdays from 9:30 a.m. to 9:30 p.m.

Addressed to

Marketing and advertising professionals seeking to enhance their management skills and knowledge in developing strategies, innovative leaders seeking to prepare to manage the commercial or marketing area of ​​their company.

Accreditations

Association to Advance Collegiate Schools of Business (AACSB International)

European Foundation for Management Development (EQUIS)

The Association of MBAs (AMBA)

Investment S/ 66,900

Examination fee: S/.330

Direct Financing: Up to 30 months without interest, prior evaluation

Exclusive discounts according to your profile

The prices and conditions of the program are subject to variation.

ADVANTAGES OF THE MASTER'S DEGREE

Centrum reasons program

CENTRUM PUCP has Arellano Marketing as a strategic partner to train marketing professionals with a vision for General Management and help them understand how to apply global strategies to the Latin American reality.

Contributes to the development of Peru through research, consulting and development of marketing people in Latin America.

It is made up of a multidisciplinary team of professionals with extensive experience in multinational and national companies.

Develops innovative methodological and analytical tools, helping to understand consumer behavior.

You will be able to expand your networks of contacts and expand your growth opportunities, by being part of the student communities of CENTRUM PUCP and EADA Business School