

Master of Arts in Digital Marketing (M.A.)

- **MKT 503: Introduction to Digital Marketing (2 Créditos)**

The course studies digital marketing as a tool that adds value to organizations. The content includes the behavior of the digital consumer, digital media, online sales channels, an introduction to developing valuable content through social networks, and a series of essential general metrics to measure the performance of digital strategies implemented in each of the platforms that make up the organization's digital ecosystem.

- **DSC 502: Intelligence and data analysis (2 Créditos)**

The course helps participants use available data within and outside their organizations to make decisions at various levels of the organizational structure. It describes the environment of data management systems, data scales (big data, deep data, small data), the description of architectures and methodologies for the generation, structuring, processing, and analysis of data, the description of the data management process for various types, the presentation of current and future data processing tools, data visualization tools, and case studies for decision-making with the explained tools.

- **MKT 524: Branding and Digital Positioning (2 Créditos)**

The course presents the fundamental concepts for the development and construction of a brand identity in the digital environment and its immediate positioning in the main search engines, which will allow for high conversion rates and efficiency in sales performance and return on investment.

- **MKT 566: Marketing Metrics (2 Créditos)**

The course develops the concepts of the different metrics at the online and offline level that are used to help quantify the performance of each of the investments made in marketing, with the aim of increasing the return on investment and a greater economic benefit for the company.

- **ADM 512: Innovation and Intellectual Capital Management (3 Créditos)**

This course studies the methodologies of Design and Creative Thinking, creative thinking, the creative process, innovation techniques, customer-oriented innovation, co-creation, and leadership in collaboration. Techniques will be developed to model innovative businesses at a disruptive and incremental level, and to design new products and services from the perspective of users and focused on their needs. The fundamentals, mechanisms, and instruments for the management of intangibles, intellectual capital, information systems, the impact of ICT in organizations, Integrated Business Management Systems, competitive intelligence, and processes and subprocesses inherent to knowledge management will be addressed.

- **MKT 534: Social Media Marketing (2 Créditos)**

The course develops practical aspects related to the creation, development, and maintenance of a brand on the different social networks with which the consumer interacts, which will allow creating a high level of engagement (emotional bond)

between the products and services offered by the brand using high-value content and messages.

- **MKT 545: Digital Advertising and Display (2 Créditos)**

The course develops the basic aspects for the creation of various forms of advertising campaigns in digital media, which will allow obtaining benefits in terms of digital reputation, return on investment (ROI), and sales conversion rate. The student will be able to develop a digital advertising campaign using the various media and tools of the digital ecosystem that allow achieving the communication and marketing objectives established by the company.

- **MKT 555: Inbound Marketing (2 Créditos)**

The topic covers the basic aspects for the development of Inbound Marketing that seeks to attract, engage, and delight online consumers, allowing the brands of a company's products and services to obtain greater visibility and recognition.

- **MKT 656: Digital Strategic Planning (3 Créditos)**

In all sectors, digital technologies are redefining the way consumers interact and companies compete. This demanding digital business strategy course provides a comprehensive framework to master digital leadership and organizational transformation. You will explore the latest technologies and learn to leverage digital, social, and mobile marketing tools to drive innovation and boost growth.

- **MKT 616: Design Thinking for Digital Business Model (2 Créditos)**

The course presents an interactive approach to designing, developing, implementing, and scaling business models in the digital ecosystem. In addition, it explains the needs, problems, and solutions through a series of necessary steps to materialize a business idea and make it a reality.

- **MKT 615: Digital Customer Management and Analytics (2 Créditos)**

Identification, analysis, and prediction of digital consumer behavior through data analytics, which will allow the development of strategies, products, and services according to the profile of each market segment.

- **MKT 626: E-Commerce and E-Mobile Platform (2 Créditos)**

Areas of e-commerce such as functionalities, payment methods, and logistics are developed in the business-to-business (B2B) and consumer (B2C) markets. Likewise, the tools and media of the mobile environment will be known to develop electronic strategies, knowing the benefits and advantages they can bring to the company.

- **MKT 686: Digital Marketing Real World Applications (3 Créditos)**

Design, implement, and control a marketing plan focused on the digital environment that allows achieving the different objectives of the company. The course exposes the stages and each of the key points for the development of a marketing plan oriented to the digital environment, in order to obtain a comprehensive vision of the objectives that the company seeks to achieve online and the strategies to achieve them.

- **DGT 501: Organizational Digitalization (3 Créditos)**

The course describes and generates skills for the knowledge and use of digital platforms, helping to place participants in the digitized world, proposing challenges for organizations.

- **HUM 522: Innovate Behavior (3 Créditos)**

The course studies the anatomy and functioning of the Silicon Valley innovation ecosystem to extract the key lessons from high-impact companies and see how these networks connect with our potential companies, as well as agile techniques and methodologies to maximize the chances of success of our initiatives. The contents include: why act innovatively, the power of questioning, conceptual liberation and experimentation, the discovery of innovative opportunities, organizational ambidexterity and some biases that hinder its implementation, how to manage the uncertainty surrounding innovative opportunities, and policies to improve the behavior of established companies.

- **MKT 513: Digital Advertising Management and Copywriting (3 Créditos)**

The course covers an introduction to digital marketing, planning, management, and optimization of digital channels, persuasion and copywriting focused on the user as the center of any digital strategy, search engines as a key piece in any digital marketing strategy, online advertising, and the creation of search campaigns in Google Ads.

- **MKT 666: Digital Business Model (3 Créditos)**

The course is based on the concept of Digital Business Models to analyze how Apple, Google, Facebook, Amazon, and other companies of the internet era use these models to create, deliver, capture, and defend value. The course ends with an introduction to asymmetric business models.

- **MKT 676: Product Management (3 Créditos)**

The course will teach you the fundamental skills needed to be an effective product manager and to develop, launch, and grow successful products or digital products. You will learn to evaluate customer needs, design a compelling product vision, market products, leverage product analysis, and collaborate effectively with cross-functional stakeholders, such as engineers, UX teams, and senior management.

- **STR 551: Sales Laboratory (2 Créditos)**

The Sales Laboratory course offers practical training in sales techniques, customer relationship management, and data-driven sales strategies. Students will participate in real-world simulations, case studies, and role-playing exercises to develop practical skills in negotiation, lead generation, and sales closing. This course provides future sales professionals with the knowledge and experience needed to excel in dynamic sales environments.

- **MKT 451 / MKT 551: User Experience (2 Créditos)**

The course will show what UX is and what it is not, debunking some common myths and beliefs. Subsequently, the student will go through the entire User Experience process, from strategy and requirements to information architecture and visual design. Through lab practices and exercises, you will document your entire UX design process and present your work in your portfolio.

- **MKT 453 / MKT 553: Go-to-Market Strategies (2 Créditos)**

The course covers how companies introduce a new product or service to the market. Designed to mitigate the inherent risk of introducing a new product, a typical GTM (Go To Market) strategy includes target market profiles, a marketing plan, and a concrete sales and distribution strategy.

- **MKT 454 / MKT 554: Performance Marketing & Growth Hacking (3 Créditos)**

This course integrates Performance Marketing and Growth Hacking to design sustainable acquisition and growth systems. The student will master AARRR funnels (Acquisition, Activation, Retention, Referral, Revenue), KPI definition, attribution, A/B testing, analytics, and automation. Tactics in SEO/SEM (Search Engine Optimization / Search Engine Marketing), social ads, email, Conversion Rate Optimization (CRO), and product-led growth will be applied to scale results efficiently. It includes experiment design, actionable hypotheses, budget pacing, and executive reporting, emphasizing ethics, privacy, and learning with real impact data.

- **MKT 455 / MKT 555: AI-Powered Marketing (3 Créditos)**

This course teaches how to design and execute AI-powered marketing strategies, from data collection and cleaning to omnichannel activation. The student will apply machine learning and generative models for segmentation, personalization, prediction, and assisted creativity. Media Mix Modeling (MMM), attribution, automation, A/B testing, prompt engineering, Retrieval-Augmented Generation (RAG), and lightweight MLOps (Machine Learning Operations) will be covered. Emphasis on ethics, biases, privacy, and compliance.