

Academic degree:

Bachelor in Administration and Marketing

Professional Title:

Licensed in Administration and Marketing



Empower your passion for self-discovery in a responsible, creative, and empathetic manner.

We incorporate the SDGs into your education!

The SDGs are the Sustainable Development Goals that world leaders defined in 2015 to ensure a better future for upcoming generations. UCV has incorporated these 17 goals into its educational proposal and research lines so that you become a professional who contributes to a more sustainable world.

A solid humanistic education

To transform yourself into a better person, with human skills and strong values, so that you can contribute to the development of society and adapt to the changes of the current world.



English in all cycles

You will speak the language spoken by the world, thanks to the inclusion of English in every cycle within the curriculum of all professional careers.

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Licensed campuses to move forward.

Ate San Juan de Lurigancho
Callao Los Olivos
Chepén Moyobamba
Chiclayo Piura
Chimbote Tarapoto
Huaraz Trujillo

We certify your knowledge

Support your knowledge and access your first internships with three intermediate certifications of high labor demand and great utility for entrepreneurship.

VI
CYCLE

Certificate in Market Intelligence

VIII
CYCLE

Digital Marketing Analyst

VIII
CYCLE

Human-Centered Innovative Entrepreneurship

Discover what you will work on:

1.

Commercial Product and Brand Manager.

2.

Market and Public Opinion Analyst.

Skills and competencies of a professional in Administration and Marketing.

- Evaluate market needs and preferences in order to provide information that guides marketing decision-making, respecting ethical principles.
- Design marketing strategies aimed at promoting the exchange of value in organizations, contributing to the digital transformation process.
- Efficiently manage company resources with the aim of generating profitability in organizations, considering the current context and operating with a focus on social responsibility.

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Version: V02
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Contact us



If you are ready to move forward, pre-register here



Universidad César Vallejo

We are the largest university in Peru.

ADMINISTRATION AND MARKETING

Learn to understand the market and create marketing strategies that drive digital transformation and business sustainability.

GOOD



QS



Teaching



Employability



Academic Development



Environmental Impact



Scan this code and leave us your information.

IGS
IMMEDIATE GRADUATION SYSTEM

Get your degree upon graduation





Curriculum for the **Administration and Marketing** program

Mandatory Curricular Experiences

English
Prerequisites

Computing
Prerequisites

Line Course
Prerequisites

* All previous mandatory curricular experiences are prerequisites.

III cycle

- Creativity and Innovation
- Philosophy and Ethics
- Mathematics for Finance
- Statistics and Data Analysis
- English III

Complementary Competence
• Computing III

IV cycle

- Scientific Research Methodology
- Qualitative Research and Insights
- Marketing
- Consumer Behavior and Neuromarketing
- English IV

V cycle

- Quantitative Research
- Product and Brand Management
- Digital Marketing
- Accounting and Finance
- English V

VI cycle

- Commercial Intelligence and Marketing Metrics
- Distribution and Pricing Strategies
- Social Networks and Content Marketing
- Elective Curricular Experience
- English VI



Intermediate Certification
• Market Intelligence

VII cycle

- Sales Management and Trade Marketing
- Communication and Promotion Strategies
- Service and Relational Marketing
- Organizational Management and Human Talent
- English VII

VIII cycle

- Strategic Marketing
- Business Management and Digital Campaigns
- Elective Curricular Experience
- Project Management
- English VIII



Intermediate Certification

- Digital Marketing Analyst
- Human-Centered Innovative Entrepreneurship

IX cycle*

- Research Project
- Pre-professional Practice I
- English IX

X cycle*

- Development of the Research Project
- Pre-professional Practice II
- English X

I cycle

- Logical Thinking
- Communication Skills
- Sustainable Development Goals
- Administration
- English I

Complementary Competence
• Computing I

II cycle

- Climate Change and Risk Management
- Constitution and Human Rights
- Vallejo Lecture
- Economics
- English II

Complementary Competence
• Computing II

Elective Curricular Experiences

VI Cycle

- Strategic Decision Making
- Strategic and Financial Planning
- Brand Management in the Digital Age

VIII Cycle

- Finance and Business Valuation
- Innovation and Technology Management
- Innovation for People Management



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International Agreements

It has 38 international agreements with universities around the world, including the "**Universidad de Malaga**" in Spain.



You will learn to analyze consumer needs, the marketing environment, and design strategies and plans to increase the value of organizations.



National and International Networks:
The Professional School of Administration and Marketing belongs to specialized national and international networks.