



# Bachelors Degree in **Marketing and Sales**



Licensed by the Commission  
for Independent Education,  
Florida Department of  
Education

CLASSES  
**100%**  
ONLINE



We are the university that will lead you to grow without limits. We are located in the State of Florida, United States, we offer high-quality education and academic rigor, which will allow you to access better job opportunities with a degree of great value and prestige. Delivered in Spanish, our courses break down barriers, enabling you to gain the tools that will propel you to the highest level of professional success.

### ■ MISSION

We are committed to building the society of the future by training leaders who reflect our principles and values and spread our philosophy of ethics and respect. We are a university that through technological advances wants to promote education and achieve a research community that transcends geographical barriers. Our goal is to be an example of quality and service not only with our students, but with the entire university community. We want to be agents of change in society and build a better world.

### ■ VISION

We will be the impetus to create an innovative educational system that provides accessible educational pathways for the purpose of preparing students to be productive citizens with a global curriculum.

## ADVANTAGES OF STUDYING AT MBTU

- Opportunity to interact with colleagues from different parts of the world
- Facilitates job placement in the United States and globally
- American Degree
- Transfer of credits (prior review)
- 100% Online Classes
- Flexible Schedule





# Bachelors Degree in Marketing and Sales

## Program duration:

2 years and 8 months

## Professional profile:

This program provides students with an understanding of basic marketing structures and processes and the skills necessary to be able to analyze and solve marketing problems and opportunities. The program also provides a foundation for postgraduate programs, considering topics such as digital marketing, data analysis, business intelligence, among others.

## Graduate Profile:

Graduates of this program will apply key disciplinary skills as business professionals to critical business problems in finance, marketing, information systems, research methodologies, economics, business law, management, and accounting.

## Possible jobs:

In marketing agencies, public relations agencies, advertising agencies, market research areas or teams, or big data departments, etc.

## Benefits:

Marketing studies provide a unique competitive advantage: learning to promote yourself and your work. After all, marketing studies help to understand the true meaning of value: the value of the product and the value of the person or brand that delivers that product.

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Course Number	Title	Credit Hours
<b>General Education Requirements</b>		<b>30</b>
MAT106	Introduction to Calculus	3
MAT104	Introduction to statistics	3
HUM101	History of Art	3
ENG101	English Composition	3
HUM201	Intercultural Communication	3
ENG103	Oral and written communications abilities	3
BSC101	General Biology	3
SOS101	Western Civilizations	3
SOS103	Equality & Inequality	3
ENV102	Environmental Sciences	3
<b>Professional Courses</b>		<b>90</b>
ACC101	Principles of Accounting I	3
ACC101L	Principles of Accounting I Lab (Pre-req: ACC101)	3
ECN102	Principles of Microeconomics	3
LES301	Legal environment of Business	3
BUS201	Principles of Business Management	3
MKM101	Principles of Marketing	3
ACC420	Product and Pricing Strategies	3
MKM305	International Marketing (Pre-req: MKM101)	3
BUS425	Sales, Advertising and Promotions	3
MAN415	Consumer Behavior	3
MKM308	Marketing Analytics	3
CIS420	Digital Marketing (Pre-req: MKM101)	3
MAN203	Introduction to Lean Start Up	3
BUS301	Business Communication	3
MAN301	Social Responsibility	3
HRM202	Introduction to Managing Conflict and Bargaining	3
BUS420	Foreign Trade	3
ENT201	Entrepreneurships	3
MAN402	Management support systems	3
PJM401	Project management	3
OML401	Organization and management	3
OPM301	Operation Management	3
ETH301	Professional ethics	3
MAT320	Computational mathematics	3
MAN404	Strategic management	3
OML300	International organizations	3
MKM300	Marketing communications (Pre-req: MKM101)	3
MKM401	Social Media Marketing (Pre-req: MKM101)	3
MKM320	Marketing and Society (Pre-req: MKM101)	3
ACC401	Cost Analysis and applications (Pre-req: ACC101)	3
<b>TOTAL:</b>		<b>120</b>



## Contact us

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