

FACULTAD DE ESTUDIOS INTERNACIONALES
International Careers Program

MINOR/MENCION

MARKETING

(15 credits)

MKT 353	Consumer Behaviour
MKT 358	Marketing Research Methods
MKT 362	Distribution Channels
MKT 363	Communication in Marketing
MKT 371	Logistics
MKT 380	Product Development
MKT 415	Strategic Marketing
MKT 433	Marketing of Services
MKT 460	Marketing On-Line
MKT 470	Sales Management
MKT 485	International Marketing