



UNICARIBE
UNIVERSIDAD DEL CARIBE

Bachelor's Degree in **Marketing**



Bachelor's Degree in Marketing

FIRST SEMESTER

KEY	COURSE	CR	PRE-REQ.
FGC-101	INSTITUTIONAL ACADEMIC ORIENTATION	2	
FGC-102	ACADEMIC WORK METHOD	2	
FGC-103	RESEARCH METHODOLOGY	3	
ADE-101	ADMINISTRATION I	3	

SECOND SEMESTER

KEY	COURSE	CR	PRE-REQ.
FGC-104	SPANISH LANGUAGE I	3	FGC-102
FGC-105	BASIC MATHEMATICS I	3	FGC-102
FGC-106	INFORMATION AND COMMUNICATION TECHNOLOGY I	3	FGC-102
CON-101	ACCOUNTING I	3	FGC-102

THIRD QUARTER

KEY	COURSE	CR	PRE-REQ.
FGC-107	DOMINICAN SOCIAL HISTORY	3	FGC-102
FGC-108	ENGLISH I	3	FGC-102
MEC-101	MARKETING I	3	ADE-101
ECO-101	ECONOMICS I	3	FGC-102

FOURTH SEMESTER

KEY	COURSE	CR	PRE-REQ.
FGC-109	PHILOSOPHY	2	FGC-102
FGC-110	SUSTAINABLE DEVELOPMENT AND RISK MANAGEMENT	2	FGC-102
MAT-241	STATISTICS I	3	FGC-105
CON-102	ACCOUNTING II	3	CON-101
MEC-202	MARKETING II	3	MEC-101

FIFTH SEMESTER

KEY	COURSE	CR	PRE-REQ.
DMF-103	FINANCIAL MATHEMATICS I	3	FGC-105
DER-340	COMMERCIAL LAW I	3	ECO-101
MEC-205	MARKETING III	3	MEC-202
MAT-242	STATISTICS II	3	MAT-241
FGC-116	HISTORY OF ART	3	FGC-102

SIXTH SEMESTER

KEY	COURSE	CR	PRE-REQ.
ADE-204	PERSONNEL ADMINISTRATION I	3	ADE-101
DER-438	LABOR LAW I	3	ADE-101
MEC-440	CONSUMER BEHAVIOR	3	MEC-101
MEC-323	SALES MANAGEMENT	3	MEC-205

SEVENTH QUARTER

KEY	COURSE	CR	PRE-REQ.
NEG-103	LEADERSHIP AND SKILLS DEVELOPMENT	2	ADE-101
NEG-105	ORGANIZATIONAL DEVELOPMENT	3	ADE-101
MEC-328	INTEGRATED MARKETING COMMUNICATION	3	MEC-202
MEC-313	MARKETING RESEARCH I	3	MAT-241

EIGHTH QUARTER

KEY	COURSE	CR	PRE-REQ.
NEG-107	BUSINESS INTELLIGENCE	3	MAT-241
NEG-110	TECHNICAL BUSINESS ENGLISH	3	FGC-108
CCS-141	ADVERTISING I	3	MEC-328
MEC-333	PRICING POLICIES AND STRATEGIES	3	MEC-440
MEC-314	MARKETING RESEARCH II	3	MEC-313

NINTH SEMESTER

KEY	COURSE	CR	PRE-REQ.
ECO-405	PROJECT FORMULATION	3	ECO-101
MEC-325	ADVERTISING BUDGET	3	CCS-141
MEC-319	MARKET PLANNING	3	MEC-314
MEC-327	PRODUCT DESIGN AND LAUNCHING	3	MEC-202
MEC-324	SALES BUDGETING AND FORECASTING	3	MEC-323

TENTH QUARTER

KEY	COURSE	CR	PRE-REQ.
NEG-108	BUSINESS ETHICS	2	FGC-110
MEC-425	DISTRIBUTION CHANNELS	3	MEC-323
MEC-442	DIGITAL MARKETING	3	MEC-328
MEC-420	MARKETING MANAGEMENT	3	MEC-205
CON-207	COST ACCOUNTING I	3	CON-102

ELEVENTH QUARTER

KEY	COURSE	CR	PRE-REQ.
FGC-111	UNDERGRADUATE SEMINAR	3	FGC-103
MEC-330	BRAND MANAGEMENT	3	MEC-420
MEC-441	TRADE MARKETING	3	MEC-425
MEC-332	STRATEGIC MARKETING	3	MEC-425
MEC-322	TOURISM MARKETING	3	MEC-319

TWELFTH FOUR-MONTH PERIOD

KEY	COURSE	CR	PRE-REQ.
MEC-320	INTERNATIONAL MARKETING	3	MEC-332
MEC-331	POLITICAL MARKETING	3	MEC-319
MEC-426	AGRICULTURAL MARKETING	4	MEC-319
DHS-900	GRADUATE WORK	6	ALL

TOTAL NUMBER OF COURSES
54 TOTAL CREDITS 160



The Bachelor's Degree in Marketing trains students to identify the needs and desires of a target market, with the intention of generating profitability for the organization, through a process of analysis of the environment that considers internal and external factors of the company or institution. This facilitates decision making based on a correct strategic business planning.

In addition, it promotes comprehensive professional training with an ethical and humanistic vision, as well as competencies to establish research, planning, execution and evaluation processes for creative and innovative strategies and tactics in organizations. The graduate will be qualified to occupy positions such as marketing manager, brand manager, distribution manager, sales manager, trade marketing, promotions and merchandising director, market research manager, among others.

ADMISSION REQUIREMENTS

1. Admission Application Form duly completed.
2. Official High School Certificate, original issued by the Ministry of Education.
3. Original High School transcript.
4. Birth Certificate certified and in original.
5. Medical certificate.
6. Copy of identity card and voter's card.
7. 2 X 2 photos.
8. Application for the Academic Orientation and Measurement Test (POMA).
9. For students transferring from another institution, they must also present the transcript of grades from the institution of origin, duly legalized by the Ministry of Higher Education, Science and Technology (MESCyT).