



# Master in Marketing – Digital Strategies

## Student Achievement

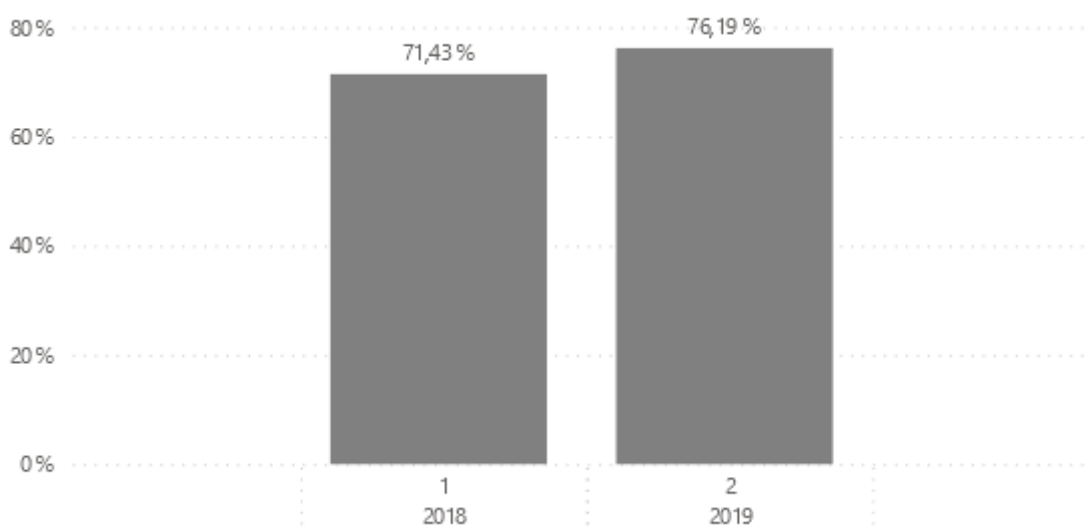
### Degree Profile for the Master in Marketing with Mention in Digital Strategies

The graduate of master's degree in Marketing with mention in Digital Strategy from Universidad de las Américas is a professional with a global vision, entrepreneurial spirit, who directs their actions to achieve common goals. The graduate of the master's degree has mastered the concepts, methodologies and techniques necessary to conduct e-business, advertising and media management on the Internet and use the tools of social network marketing, aligning their actions with the development and productive needs of society.

The graduate of the Master's Degree in Marketing with mention in Digital Strategy analyzes consumer trends, relevant segments and digital business opportunities using data analysis tools and techniques. They design communication, CRM, and product portfolios, based on the needs of mobile and digital marketing, to position organizations within the levels demanded by high competitiveness, in an environment in constant transformation. They formulate digital marketing plans considering the value proposition of the company, the context in which it develops and the requirements of brand positioning, either with their own e-commerce projects or via virtual platforms positioned. They establish marketing plans, market segmentation and pricing models in the digital environment. They design the digital strategic path for organizations through the use of diagnostic and evaluation methods, business intelligence tools and segmentation schemes for local, regional and global brands, in public or private organizations.

It is expected that the graduate of this program sustains his professional performance in ethical values, critical thinking, respect for diverse opinions and cultures, and in the reflection on the implications of his condition as a digital strategy manager, being a leader and responsible citizen with the surrounding context.

### GRADUATION



## Program Learning Outcomes

In every semester, the program provides assessment results according to its Multiannual Assessment Plan (MAP), which typically considers one or more of its program learning outcomes (PLOs). Most programs utilize the platform Brightspace to collect and assess student work and to present the data and evidence of student achievement. These results and their analysis, with the objective of identifying areas for improvement, are presented in the program's annual assessment report.

In the graphic below, the most recent period in which a PLO has been assessed is indicated, with the percentage indicating achievement of the expected performance standard for that PLO, according to the rubric used to evaluate the student work. This standard can be designated at an introductory, intermediate, or final level, depending upon how the course learning outcomes (CLOs) align to each PLO in the program's curriculum map.

### A graduate of the Master in Marketing with Mention in Digital Strategies will be able to:

1. Analyze and evaluate the concepts of management, marketing and strategies for digital business.
2. Develop positioning and repositioning strategies for digital businesses through the application of marketing techniques and tools.
3. Formulate marketing plans taking into account the value proposition of the company, the context in which it develops and the requirements of the digital space.
4. Establish marketing plans, market segmentation, pricing models and promotions for products or services that are marketed on web pages.
5. Design digital and mobile marketing strategies according to the objectives of a company or organization.

