



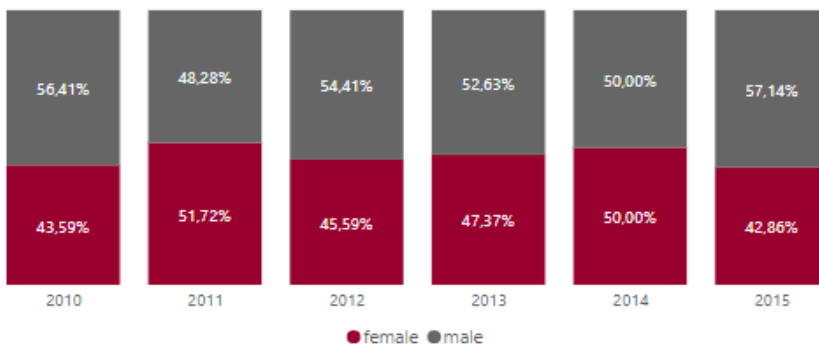
## Degree Profile for the Marketing program

Graduates of the UDLA Marketing program are skilled professionals and entrepreneurs prepared to manage marketing departments and achieve the objectives of the organizations, thus contributing to the development of society.

Marketing graduates have a clear vision of their role within an organization, allowing them to manage the resources of a marketing department and fully oversee the marketing process to generate value and create lasting relationships with clients. They understand the opportunities and threats confronting organizations through the effective use of environmental analysis and market research. Graduates design strategies to guide attract customers and to provide a clear appreciation of the positioning and differentiators of a product to be marketed. They define appropriate marketing mixes, combining product, price, place, and promotion, taking clients' goals into account.

In the Strategic Management emphasis, graduates base their tactical decisions on strategies emerging from rigorous analysis of information about the environment and the client. They manage quantitative and technological tools necessary to execute marketing plans that ensure the achievement of the objectives set by the organization. Graduates with the Digital Strategy emphasis apply general marketing strategies using specific digital marketing processes to generate greater interest in certain groups of consumers. UDLA graduates of this program are expected to demonstrate excellence and constant commitment to self-training, while respecting and promoting social responsibility in their professional life. Their behavior should be guided by strong ethical values in their relationships with suppliers, distributors, and customers, and in their advertising practices, pricing, product development, and information management.

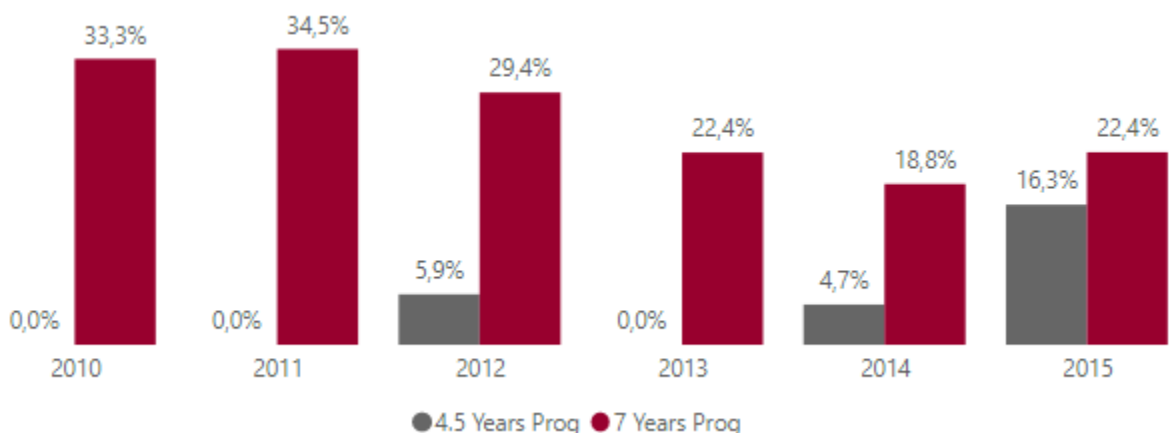
### GRADUATION BY GENDER



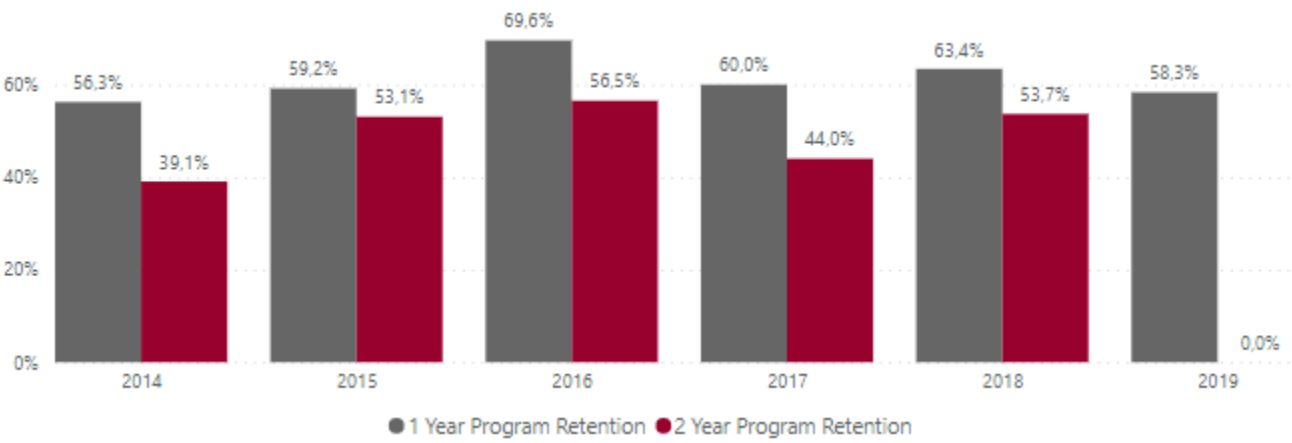
Retention and graduation rates are calculated through the 2019- 2020 academic year, based on new, first-time students entering in the fall semester, regardless of whether they enroll in the daytime or evening version of their program (if available). These rates do not consider incoming transfer students.

The duration of the Marketing program has historically been 4.5 years (9 semesters). Nevertheless, until Fall 2015, students had to first complete all coursework and then the capstone, which extended the time required to finish the program by at least one semester. Therefore, the graduation rate is calculated according to a duration of 4.5 years and 150% of that amount. The percentage of graduates in each cohort by gender considers only actual graduates, not the original makeup of the cohort.

### GRADUATION



# RETENTION



## 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 Marketing program will be able to:

1. Describe, discuss, and apply marketing concepts and theories.
2. Identify business opportunities by applying and contrasting diagnostic methodologies.
3. Determine how a given context affects marketing processes.
4. Design marketing plans, evaluate their execution, and propose corrective actions to achieve objectives.
5. Perform administrative duties to lead and manage a marketing department.
6. Understand ethical issues in marketing management.
7. Design strategic marketing plans using various research methods.
8. Apply financial indicators to evaluate and monitor strategic marketing plans.
9. Design and evaluate plans for digital marketing projects.
10. Make decisions supported by the use of new digital technologies.

