



Master in Marketing-Branding Student Achievement

Degree Profile for the Master in Marketing with Mention in Branding

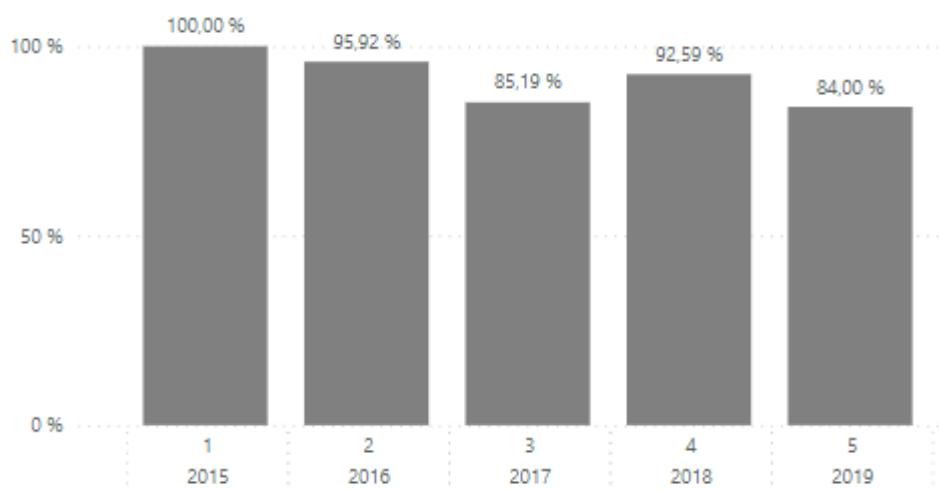
A graduate of the Master in Marketing with Mention in Branding from UDLA is a professional with a global vision, entrepreneurial, who orients his or her actions to achieve common objectives. The graduate of the master's program is capable of managing brands in a competitive environment, understanding the market and consumer needs, designing strategies and developing marketing plans in a creative and innovative way for the benefit of society.

The graduate of the Master's Degree in Marketing with concentration in Brand Management analyzes consumer trends, relevant segments and local and international business opportunities using data analysis tools and techniques.

They develop brand positioning and repositioning strategies applying marketing techniques such as: product design, pricing, distribution, communication and tools such as: neuromarketing, consumer behavior and creativity. They formulate marketing plans considering the value proposition of the company, the context in which it develops and the requirements of brand positioning. They design the strategic route for brand building 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.

The graduate of this program is expected to base their professional performance on ethical values, critical thinking, respect for diverse opinions and cultures, and reflection on the implications of their condition as a brand manager, being a leader and responsible citizen with the surrounding context that surrounds them.

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 Branding will be able to:

1. Analyze consumption trends, relevant segments, along with local and international business opportunities, with consideration of data analysis tools and techniques.
2. Develop brand positioning and repositioning strategies by using marketing tools and techniques.
3. Design marketing plans by considering organizational and contextual complexities as well as brand requirements.
4. Develop brands through the use of diagnostic and evaluation methods, business intelligence tools, and segmentation schemes for local, regional, and global branding, whether in the public or private sector.

