



WASC Accreditation Educational Effectiveness Review

Bachelor in Marketing Management with concentration in Advertising, Communication, Establishment and Development of Business and Economic Development
The program is currently offered in the following Campuses: Mexicali, Tijuana and Ensenada.

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Table of Contents

1. Introduction	3
2. Denomination and description of the academic program	3
3. Educational objectives of the academic program	4
4. Learning outcomes of the program and metrics for assessment	5
5. Curriculum of the academic program and faculty resources	6
6. Curricular mapping	8
7. Assessment plan	10

1. Introduction.

MARKETING MANAGEMENT PROGRAM.

1. Our Mission:

To develop alumni capable of responding effectively to the demand of products and services of an organization, achieving competitiveness and delivering value to customers, through sound financial strategies.

Vision:

To become the best option in Mexico for the development of professionals in the undergraduate program of Marketing Management, based on humanism and values; committed to social wellbeing within a sustainable development framework that includes perspective and global competitiveness.

2.- Program started since: 1980 in Mexicali and 2001 in Tijuana and Ensenada.

3.- Number of program revisions: 7 (seven)

4.- Significant achievements of the program:

- ⇒ Link agreements signed with companies in order to carry out marketing projects with the participation of students and professors.
- ⇒ Academic exchange program: CETYS has international alliances with 47 Universities in USA, Canada, Italy, The Netherlands, Germany, France, Spain, Finland, Sweden, Chile, Austria, Korea and Taiwan so that our students may apply to an international exchange program. SUMA program – an academic exchange program with national universities that allows the student to study a semester from the program in one of the 22 participating private Universities; locations: Mexico City, Monterrey, Guadalajara, Morelia, Veracruz, Torreon, Leon, Tampico, Hermosillo and Puebla. The credits are taken into account for the program.
- ⇒ Double degree program. 6 students listed in this program thanks to the agreement between CETYS University and CITY University.
- ⇒ Scholarship awards: Students can receive scholarships, discounts and financial aid. There are many types of scholarships such as: Performance excellence, sports, discounts for alumni from CETYS High School, for having siblings in CETYS, just to name a few.

2. Denomination and description of the academic program.

The program of Bachelor in Marketing Management focuses on 4 areas of specialization: Advertising Communication, Establishment and Development of Business and Economic Development.

This program provides alumni capable of attending the demand of and organization's products and services in an effective manner, as well as achieving competitiveness and delivering value to the end customer.

He/She has the capacity of managing demand; researches and predicts marketing opportunities to develop, modify and manage strategies in a global economy.

The requirements to obtain the degree are: Completing all courses of academic program, perform 500 hours of community service, 400 hours of internships, apply the "CENEVAL" test, obtain 500 points on the TOEFL written exam.

Program student population
Mexicali

Semester	Men	Women	Total
1 & 2	9	14	23
3 & 4	19	18	37
5 & 6	12	13	25
7 & 8	23	29	52
9	1	3	4
Total	64	77	141
%	45%	55%	100%

Program student population
Tijuana

Semester	Men	Women	Total
I-II	4	13	17
III-IV	9	14	23
V-VI	7	16	23
VII-VIII	8	16	24
IX		1	1
Total	28	60	88
%	32%	68%	100%

Program student population
Ensenada

Semester	Men	Women	Total
1 & 2	4	3	7
3 & 4	7	5	12
5 & 6	4	5	9
7 & 8	5	5	10
Total	20	18	38
%	53%	47%	100%

3. Educational Objectives of the academic program

- The alumni from this program will be able to find a professional job within 6 months following the completion of their studies.
- The alumni from this program can successfully carry out graduate studies in the field of their profession or related areas.

- The alumni from this program will be able to fill managerial positions at the end of three years of professional practice.
- The alumni from this program can work in transnational organizations.

4. Learning outcomes of the program and metrics for assessment

#	Learning outcome statement	Metrics to evaluate student performance	Evidence of achieved learning
1	The student will be able to express his ideas in English in a clear manner with the appropriate form: in a verbal, written or visual way.	Pending	Pending
2	The student will be able to start his own business and/or to advise small-medium enterprises.	Pending	Pending
3	The student will be able to perform the research and development of new products, services or brands.	Pending	Pending
4	The student will be capable of making, implementing and administrating a marketing plan for a product, service or business.	Pending	Pending

Name of the Academy or Faculty Co-op: Not formally constituted nor given a specific name.				
#	Name	Degree	Area of knowledge	Campus
1	Héctor Velarde	Master	Marketing	Mexicali
2	Ernesto Montaña	Master	Marketing	Mexicali
3	Francisco Villalba	Master	Marketing	Mexicali
4	Lorena Jauregui	Master	Marketing	Tijuana
5	Carlos Rodriguez	Doctor	International Business	Tijuana

5.-Curriculum and faculty resources

Table to document the programs of Business, Management and Law											
Axis of formation	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8	Full time faculty		
									Name	Degree	Area of knowledge
Fundamentals for the profession	CB400 – Financial Accounting 1	CB401 Financial Accounting 11	FZ400 Financial Analysis	CO400 Costs	CB402 Administrative Accounting	FZ401 Financial Management	AD402 Entrepreneur Development		Luis Oviedo	Master	Finance
	DE400 Private Law	MA400 Mathematics	MA409 Statistics	RII400 Human Resource Management					Jaime Alvarez	Master	Taxes
		AD400 Management	MK400 Marketing administration	DE401 Social Security and Labor Law					Rosa Sumaya	Master	Finance
		EC401 Economics	CC415 Management for Information Systems.						Marco A. Franco	Master	Finance
Specialization, area of concentration or lines of emphasis in the profession	MK402 Marketing introduction			MK403 Marketing Communication	MK405 Consumer Behavior	MK407 Marketing Strategy	MK410 Development of New Products and Brands	MK413 Marketing seminar	Héctor Velarde	Master	Marketing
				MK404 Visual Marketing	MK406 Advertising	MK408 Market Research	MK411 Public Relations and Sales Promotion	MK414 Industrial and Service Marketing	Ernesto Montaña	Master	Marketing

						MK409 Detail Marketing	MK412 Sales Process and Management	MK415 Decision Making Marketing	Francisco Villalba	Master	Marketin g
								MK416 Internet Marketing	Lorena Jáuregui	Master	Marketin g
								MK417 International Marketing	Carlos Rodríguez	Doctor	Internatio nal Business
General and signature courses	CS400 Advanced communicatio n in Spanish	CS401 Thinking abilities	HU400 The human being and the environment		CS402 Research methodology	HU401 The human being, history and society			Teresita Higashi	Master	Educatio n
	EC400 Globalization and economic development	CS404 Culture 11			ID400 Advanced communicatio n in English				Luis Linares	Master	Educatio n
	CS403 Culture 1						HU402 The human being and ethics		Cecilia Contreras	Major	Sociolog y

6.- Curricular mapping.

Curricular mapping:										
<p>Introduction level (Sufficient): Students know, understand and are familiarized with the concepts. Emphasis level (Improvable): Students analyze and apply concepts in different contexts which represent different levels of difficulty. Reinforcement level (Outstanding): Students exhibit a correct understanding of the concepts. They know how and when to apply them.</p>										
Course information and co-curricular efforts		Institutional learning outcomes				Academic program learning outcomes				
Code	Course	ILO1: Clear and effective communication skills: at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written, and visual forms in Spanish.	ILO2: Continuous learning (learn to learn, continuous improvement and entrepreneurship): at the end of the academic program, the student will be able to look for and to analyze information, in individual form and within teams, that allows him/her to identify opportunities and to solve problems.	ILO3: Critical thinking and values (learn to be and to coexist): at the end of the academic program, the student will develop and will demonstrate a critical thinking, as well as a behavior that is congruent with the values of CETYS; both will be	ILO4: Openness to the cultural diversity (learn to coexist, internationalization): at the end of the academic program, the student will demonstrate knowledge and tolerance of other cultures and will apply those abilities to settle down human relations, showing respect to diversity.	APLO1: English fluency and clear and effective communication in English (exclusive for Bachelor's degree programs): at the end of the academic program, the student will be able to express his/her ideas clearly and with appropriate language, in oral, written and visual forms in	APLO2 The student will be able to start his own business and/or to advise small-medium enterprises.	APLO3 The student will be able to perform the research and development of new products, services or brands.	APLO4 The student will be capable of making, implementing and administrating a marketing plan for a product, service or business.	APLO5

				reflected in the student atmosphere and his/her commitment with the social development and the environment.		English.				
CB401	Financial Accounting II	SU(Mxl/Tij/Ens)	SU(Mxl/Tij/Ens)							
MK400	Marketing Management	IM(Mxl/Tij/Ens)	IM(Mxl/Tij/Ens)							
FZ401	Financial Management	IM(Mxl/Tij/Ens)	IM(Mxl/Tij/Ens)							
MK415	Marketing Decision Making	OU(Mxl/Tij/Ens)	OU(Mxl/Tij/Ens)							
CO401	Costs	IM(Mxl/Tij/Ens)	IM(Mxl/Tij/Ens)							
	Social or community service									
	Entrepreneur activities									
	Internships									
	Merkafest									
	Mercadea									

7. Assessment plan

With faculty participation, and taking into account the Mission and Vision of CETYS and the College of Business and Management, we proceeded to formulate for the Marketing Management program:

- A) The Academic Program.
- B) Educational objectives.
- C) Learning outcomes for the program.
- D) Curricular map and definition of performance criteria for student learning.