

UADE

A group of approximately 20 students are posing in a modern, well-lit classroom. They are arranged in several rows, with many holding up white certificates or diplomas. The room features a high ceiling with a large, bright, triangular skylight and several rectangular fluorescent lights. Large windows on the right side of the room offer a view of a cityscape with multi-story buildings. The walls are a mix of wood paneling and white. The overall atmosphere is professional and celebratory.

# **DIGITAL MARKETING & COMMUNICATIONS**

LEADING THE WAY TO SUCCESS

# ABOUT UADE



UADE is a 60-year-old, private, urban, fully accredited, comprehensive university with a modern, high-tech, safe campus located in the center of Buenos Aires.

Renowned for its business undergraduate, graduate and professional degrees UADE has 47.079 undergraduate and 69.604graduate students.

Buenos Aires is the most important, attractive and dynamic city in Argentina, as well as one of the region's leading cities. Its blend of cultural activity, historical buildings and other attractions make it unique in South America. The city's Latino Charm is complemented by an exquisite gastronomic offering and an agreeable climate year-round.

## WHERE ARE WE?



**UNIQUE  
INTERNATIONAL  
MARKETING &  
COMMUNICATION  
PROGRAM.**

**DELIVERED 100% IN  
ENGLISH**

**Contact us:**  
**[incoming@uade.edu.ar](mailto:incoming@uade.edu.ar)**

# PROGRAM BENEFITS



Marketing Skills, Latin America Communication Issues and Hands-On Business Operational Strategies. On-Site Learning in Buenos Aires: The city's elegance, business orientation and blend of genuine Latin and European tradition make it the best option for foreign students.



Established track record. Highly qualified professors and lectures. Cooperation with companies, entrepreneurs and trade associations for visits, case studies, industry speakers and practical situations.



Argentine Buddy Program: a mentoring program aimed at fostering new bonds between local and foreign students. Facilitates social and academic integration to our city and University. It's an enjoyable experience that will give you the opportunity to meet people from other cultures in an informal environment.

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# PROGRAM SECTIONS AND COURSES



## **COURSE LOAD:**

12 weeks.

## **CREDITS:**

30 credits will be awarded for passing all courses.

## **DATES:**

04 February – 26 April



## **LEVEL:**

Advanced Undergraduate of First Year Master students specializing in marketing, communication, economics, understanding LATAM, or innovation.



## **LANGUAGE**

Spanish lessons are offered at three different levels (Basic, Intermediate and Advanced), depending on the student's previous knowledge. With an extra fee.



## **CERTIFICATE OF APPROVAL:**

Official Transcript of Records awarded by UADE upon program approval.

## COURSES

# Sales Management

## MAIN CONTENTS

### Strategic Marketing

Gain a deep understanding of the principles, concepts, and frameworks of strategic marketing in sales and business management.

### Marketing Research

Cost, demand, competition, distributor, and consumer behavior analysis. Brand value, communication, and commercial strategy (application of BCG, Ansoff & Porter matrix). Internal (CRM, employees, other departments) and external (customers, suppliers, competitors, national and global market reports) information sources for research.

### Sales Management

Developing business and sales area strategies and objectives. Coverage strategies (distributors, suppliers, marketing for sales, recruitment, and remuneration of salespeople). Sales structure formulation: e-commerce, in-person, multiplatform format. Sales forecasting. Sales force management: the commercial process.

# Global Strategic Marketing & Communications

Understand the meaning, origin, and main functions of public and institutional relations focused on external affairs.

Learn the fundamental theories and best practices of public relations from a historical perspective, applying comparative studies with other communication disciplines.

Recognize key figures shaping public relations, appreciating the ethical and social context in which they operate.

Gain a deep understanding of public relations with specific types of audiences and how to design successful public relations campaigns.



## COURSES

# Digital & Marketing Communications Management

## MAIN CONTENTS

Understand the context in which digital media proliferate. Recognize the differences between traditional and digital communication.

Identify different digital communication channels and establish the correct communication style for each channel, business type, and objective.

Determine the appropriate metrics for each channel using case studies.

# Understanding LATAM

Develop a deep appreciation for the diverse cultures, traditions, and social contexts of Latin American countries.

Explore key sociological concepts and theories relevant to Latin American societies, addressing issues such as social inequality, identity, and community dynamics.

Improve communication skills to effectively interact with Latin American individuals and communities, recognizing and respecting cultural differences.

Differentiate and comparatively analyze how media portray and impact perceptions and identities between Latin America and other regions of the world, examining how these differences hinder the understanding and acceptance of global diversity.

# Innovation

Understand innovation as a transgression in product and service design, experience creation, business model development, and business process improvement.

Provide a different and challenging perspective on creativity: brain processes with emotional, motivational, and cognitive components that function privately in collaborators and must be integrated with others to lead to organizational innovation.

Identify, firsthand, effective, ineffective, and collateral effects of creative mechanisms.

Recognize how these mechanisms play a role in current organizational relationships and interactions with others to produce large-scale innovation.

### Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi Fi Internet Access on Campus.
- Library.
- Gym and Sport facilities and activities (extra fee).

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