

ASSOCIATE DEGREE PROGRAM IN MARKETING					
Accredited by Ministerial Ordinance no. 70, of 01/29/2015 - D.O.U of 01/30/2015 Curriculum introduced on 2011/2					
MODULE I					
SEM	CODES	COURSES	CR	HOURS	PRE-REQUIREMENT
	00088	Fundamentals of Marketing	04	60	-
	00844	People Management	04	60	-
	00832	Organizational Behavior	04	60	-
	00729	Statistics	04	60	-
	02657	English - Fundamental Linguistic Resources for Reading	04	60	-
	03543	Brand Management	04	60	-
	03544	Business Communication	04	60	-
Partial Sum			28	420	
MODULE II					
SEM	CODES	COURSES	CR	HOURS	PRE-REQUIREMENT
	00847	Strategic Thinking	04	60	-
	00862	Marketing Research	04	60	-
	03545	Digital Marketing	04	60	-
	03546	Applied Legislation, Ethics and Citizenship	04	60	-
	03547	Industrial Marketing	04	60	-
	03548	Social and Environmental Marketing	04	60	-
	01989	Technological Innovation Management	04	60	-
Partial Sum			28	420	
MODULE III					
SEM	CODES	COURSES	CR	HOURS	PRE-REQUIREMENT
	03549	Relationship Marketing	04	60	00729
	02001	Client Behavior	04	60	-
	02214	Internal Communication and Marketing	04	60	-
	03589	Services Marketing	04	60	-
	01960	Fundamentals of Financial Management	04	60	-
	01983	Entrepreneurship and Creativity	04	60	-
	03550	Marketing Plan I	04	60	-
Partial Sum			28	420	
MODULE IV					
SEM	CODES	COURSES	CR	HOURS	PRE-REQUIREMENT
	03551	Marketing Plan II	04	60	-
	02002	Sales and Retail Management	04	60	-
	00061	International Marketing Strategies	04	60	-
	03552	Communication Campaigns Planning and Advertising	04	60	-
	03553	Personal Marketing	04	60	-
	01096	Optional	04	60	-
Partial Sum			24	360	
General Total			108	1620	

CODE	OPTIONAL COURSE	CR	HOURS
02704	Brazilian Sign Language - Libras	04	60
01347	English – Commercial	04	60
00852	Group Dynamics	04	60
02101	Costs Management	04	60

Certificate of Professional Qualification in an Associate Degree Level	Modules
Marketing Assistant	I, II
Planning Consultant in Marketing	I, II, III
Associate Degree in Marketing	I, II, III, IV

Remarks: Module I does not include a Certificate

The **ASSOCIATE DEGREE IN MARKETING** shall be awarded upon the Student after completion of all program's modules.