

New Managerial Program

Commercial Management and Marketing

A professional capable of leading the commercial structure of an organization through the administration and management of resources, human capital, information and promotional tools, and the application of cutting-edge knowledge and skills to commercialize products and services, thus increasing the value and profitability of a company or organization in an ethical and socially responsible manner.

Quarterly plan for those aged 24 and older



3 hours • 3 days • 3 years

Who is this program intended for?

Adults over the age of 24 with a high school diploma or possessing an unfinished baccalaureate or associate degree. Candidates will have achieved an understanding of the commercial and marketing functions through work experience, and seek to strengthen their performance through a solid education that facilitates professional development and increasing their company's competitiveness.

In which areas and/or positions can a graduate in Commercial Management and Marketing work?

- Commercial Management
- Marketing Management
- Sales
- Marketing Research
- Administrative Management

For further information, contact us at :

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What is the CMM's required profile?

- Be interested in obtaining professional development in commercialization and marketing.
- Lean towards a career in management, marketing, sales and customer service.
- Ability for decision-making.
- Interest in developing sales strategies.
- Have a teamwork spirit and negotiation skills.

Which are the skills you will acquire as a graduate from CMM?

Identifying potential customers. Creating successful sales programs through the use of promotional tools. Implementing commercial strategies informed by in-depth analysis of the internal and external environments of the company. Prepares realistic sales forecasts, which allow the company to obtain continuous cashflows while satisfying the needs of customers.



Which courses would I enroll in while studying this program?

The CMM is comprised of:



Study Program

QUARTER 1

- Effective communication techniques
- Management
- Financial Accounting

QUARTER 7

- Strategic Management
- Financial Analysis
- Sales Promotion

QUARTER 2

- Information Management
- Marketing Management
- Mathematics for business (Introductory course)

QUARTER 8

- Budgeting
- Neuro-Linguistic Programming in Marketing
- Advertising

QUARTER 3

- Research Methodology
- Mathematics for Business (Advanced course)
- Commercial Management and Sales Fundamentals

QUARTER 9

- Marketing Research
- Retail Marketing
- Supply Chain Management

QUARTER 4

- Human Capital Management
- Probability and Statistics
- Consumer Behavior

QUARTER 10

- Marketing Strategy Laboratory
- Intelligence and Sales Management
- Elective I

QUARTER 5

- Economy
- Business Law
- Dissertation and Sales Techniques

QUARTER 11

- Sales Force Organization
- Accounts Receivable and Credit Management
- Elective II

QUARTER 6

- Globalization, Culture and Society
- Labor Law and Social Security
- Negotiation Skills in Marketing

QUARTER 12

- Loyalty and After-Sales Service Strategies
- Top Management Seminar
- Capstone Project