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International
School of
Business

Strategic Marketing

THE INTERNATIONAL UNIVERSITY OF CANCÚN



For more information, visit: <https://www.anahuac.mx/cancun/en/bachelors-degree>
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ANÁHUAC CANCÚN



INTERNATIONAL CAMPUS

Become a Positive-Action International Leader



The **International University of Cancún** is currently ranked in the top

2%

of the best **universities in the world**

Why study at Anáhuac Cancún?

1. Studying at the International Campus of the Anáhuac Network in Cancún will increase your employment opportunities.
2. With more than 40 nationalities within our university community, you will have a multicultural experience that will help you adapt to the current global business environment.
3. Our recognized academic excellence will enhance your performance and prepare you for a successful career.
4. Our values and comprehensive training programmes will help you to shape your performance to better face life's challenges and adapt to change.
5. With our personalized attention you will thrive in a positive learning environment.
6. Our competency-based semi flexible model focuses on you and the way you learn, allowing you to work at your own pace while providing you with learning experiences that will help you to put theory into practice.
7. While studying your career at the International campus of the Anáhuac Network in Cancún, you will also have the option of studying a Dual Degree in International Strategic Management through the University of Coventry in the United Kingdom.



We inspire global leaders with positive vision

For more than 50 years, Anáhuac University has prepared young professionals with integrity and values, people with an innovative, entrepreneurial spirit. Known for their commitment to others, Anáhuac graduates are agents of change, eager to transform society in a bold, positive way.

General Accreditations

Accredited by the *Federación de Instituciones Mexicanas Particulares de Educación Superior* [Federation of Private Mexican Institutions of Higher Education] for having achieved the highest level of educational quality.



International Memberships



ORGANIZACIÓN DE
UNIVERSIDADES CATÓLICAS
DE AMÉRICA LATINA Y EL CARIBE



International School of Business

We study Strategic Marketing to satisfy consumer needs and demands. We gain these insights, through research and analysis, which allows us to identify business opportunities. We develop and implement creative and innovative strategies and proposals. Our work provides companies with a competitive edge, always with an ethical and multicultural perspective in mind.

Approach:

Global competitive training includes a grounded exposure to leadership, innovation, and entrepreneurship as well as the opportunity to exchange experiences on an international level and develop skills that enable the use of digital platforms to impulse and consolidate businesses.

Accreditations

- Internationally accredited by ENQA (European Association for Quality Assurance in Higher Education) through the ACSUG Agency (Axencia para a Calidade do Sistema Universitario de Galicia).



- National accreditation by CACECA (Accreditation Council for Administrative, Accounting and Related Sciences)



International Memberships

- Membership with ACBSP Accreditation Council for Business Schools Programs



Internships

Final Dissertation forges theory with practice (the know - how). It's an opportunity for applied learning, in real life or simulated context. During this time, the student will consolidate classroom learning whilst applying his or her skills with a business of his/her choice.

Bachelor's Degree in

Strategic Marketing

Leadership in the Global Environment

Graduate Profile

Our Strategic Marketing graduates can position products and brands on an international level through creative and innovative strategies. They are able to successfully analyse, design and implement sustainable marketing plans, understand consumer behaviour, research and segment the market, make use of cutting-edge technologies and implement marketing strategies with a global vision.



What will you do as a Strategic Marketing Graduate?

- Conduct market research to identify business opportunities and implement leading-edge strategies.
- Identify and analyse customer needs, wants and desires to boost revenues through product development.
- Manage a wide range of products, services and brands for all kinds of businesses.

Why study Strategic Marketing at Anáhuac Cancún University?

- You will train as a marketing professional with a global outlook.
- You will enhance your creativity, communication skills and critical thinking.
- You will develop entrepreneurial skills that will allow you to launch your own business or contribute towards the growth of existing ones.
- Cultural study exchanges are available to you through universities across the five continents.
- Your study will be guided by international scholars, and selected lectures given by global leaders within multiple industries.
- From the onset of your first semester, all subjects in our hybrid teaching approach are offered in English in the classroom as well as online courses.
- You will have life experiences, that impact society, through various projects and activities.
- We have more than 200 exchange agreements with universities around the world to enrich your international experience.

Employability

Our marketing graduates are versatile professionals who work across a range of national and international businesses; they research the market, create products and services, manage brands and boost revenues, for clients such as:

- Diverse private sector businesses.
- Governmental and non-governmental organizations.
- Advertising agencies.
- Entrepreneurs and start-ups.

2025 Model



Dual Degree with Coventry University in the United Kingdom

Expanding professional & work skills, to increase employment opportunities and competitive edge.

- Studying Strategic Marketing at the Anáhuac Cancún University offers you the opportunity to obtain a dual degree in International Strategic Management with Coventry University in UK, giving you access to global opportunities and ensuring even brighter job prospects.
- Awarded University of the Year - Student Experience (Times and Sunday Times Good University Guide 2019), Coventry University is described as “one of the most modern & innovative universities, with a bold vision of what a student experience should be in the XXI century”.
- To participate in the dual degree, you must have accredited English such as IELTS (International English Language Testing System) with a score of 6.5, or equivalent (Cambridge with level C1).



STRATEGIC MARKETING

Study Plan

01 02 03 04 05 06 07 08

Business mathematics	Data analysis I	Data analysis II	Business calculus	Operations research	Supply chain management	Information technology	Communication & personal branding
9c	6c	6c	6c	6c	6c	6c	3c
Principles of marketing	Consumer behaviour & analytics	Strategic marketing	Quantitative market research	Multivariate analysis in marketing	Strategic sales management	Anáhuac elective I	Global marketing
6c	6c	6c	6c	6c	6c	6c	3c
Marketing workshop	Qualitative market research	Interdisciplinary elective I	Innovation and product strategy	Integrated marketing communication	Pricing strategies and metrics	Point-of Sale and marketing strategies	Marketing implementation II
3c	6c	6c	6c	6c	6c	6c	6c
Workshop or elective I	Workshop or elective II	Business economics	Strategies for services	Brand management	Financial management	Marketing implementation I	Interdisciplinary elective II
3c	3c	6c	6c	6c	6c	6c	6c
University education A	Introduction to economics	Financial mathematics	International economics	Digital strategies II	MINOR II professional elective	Evaluating investment projects	Interdisciplinary elective III
3c	6c	6c	6c	6c	6c	6c	6c
Introduction to the enterprise	University education B	Managerial accounting	Digital strategies I	MINOR I professional elective	Workshop or elective III	MINOR III professional elective	“MINOR IV professional elective”
6c	3c	9c	6c	6c	3c	6c	6c
Principles of accounting	Intermediate accounting	People and transcendence	Financial statements analysis	Ethics	Classic and contemporary humanism	Competitive analysis and strategy	Anáhuac elective II
6c	6c	6c	6c	9c	6c	6c	6c
Leadership and personal development	Entrepreneurship skills	Leadership and high performance teams	Entrepreneurship & innovation				Social responsibility and sustainability
6c	3c	3c	6c				6c
College life	Introduction to anthropology						
6c	6c						

Total
48c

Total
45c

Total
48c

Total
48c

Total
45c

Total
39c

Total
42c

Total
42c

LEADERSHIP &
ENTREPRENEURSHIP

Professional Studies: 261 credits Anáhuac Studies : 54 credits Interdisciplinary Studies: 42 credits = 357 Total number of credits

Additional Credits:
Throughout the bachelor’s degree, you will take various mandatory and complementary subjects as part of your comprehensive education: Languages, Communication and Digital Skills, Anáhuac Support Programs, and/or Mathematics.

Hometown Cancún

Latin America's **number one** resort destination.

The airport with the **most international** passengers in Latin America.

Over **32 million passengers** a year.

Multicultural, multilingual and inclusive way of life.



INTERNATIONALIZATION



THE INTERNATIONAL UNIVERSITY OF CANCUN

Anáhuac Network

+125,000

Alumni

48,000

Enrolled students

+668

International exchange opportunities

17.5%

of the CEO's of companies listed on the Mexican Stock Exchange are Anáhuac graduates.



Anáhuac Leadership Programs

Cutting-edge programs for the development of leaders, offering you a diploma course which includes establishing contacts and building professional networks, national and international professional development seminars, workshops, conferences, specialized topics and multidisciplinary integration. We offer different profiles:

- **ACCION:** Sports Leadership Program.
- **ALPHA:** Leadership Programs in Medicine.
- **CIMA:** University Student Leadership Program.
- **CREA:** Leadership Program in Communication.
- **CULMEN:** Leadership Program in Art and Culture.
- **FRONTIER+:** Research Leadership Program.
- **GENERA:** Corporate Leadership Program.
- **IMPULSA:** Social Commitment Leadership Program.
- **LUMEN:** Catholic Leadership Program.
- **ORBIS:** Tourism, Hospitality and Gastronomy Leadership Program.
- **SINERGIA:** Public Administration Leadership Program.

Anáhuac Excellence and Human Values Programs

- **VÉRTICE:** Excellence Program.
- **GENTE NUEVA:** Human Values Program.

The best university life experience

University life is an important part of the integral development of our students, both in and outside of the classroom. It offers space, moments and opportunities to listen, support and create.

Student Relations

Our students share and promote the ideal of leading by example, and their capacity for initiative and commitment reaches its full potential by integrating individual talent into initiatives organized by the School Student Societies, the Federation of Student Societies (FESAL) and the Association of Foreign Students Anahuac (ADEFA).

Sports

We offer you more than 20 areas of study as well as elective subjects that enable students to develop their skills in first-class sports facilities.

Football, soccer, tennis, basketball, volleyball, archery, golf, diving, paddle-boarding, pilates, sport climbing, crossfit, taekwondo, cheerleading team, jiu jitsu, among others.

Art and Culture

An extensive variety of international-caliber cultural and artistic events and workshops with a focus on wide-ranging development. Workshops on salsa, painting, theater, hip hop, and groups representing dance and music.

Social Commitment

Acción Social Universidad Anáhuac (ASUA) is a student body with volunteer projects that foster the development of genuine awareness based on universal values. It promotes students to take a lead in improving the living conditions of those in need of material, human or spiritual support thus enriching our students' all round development while transforming them into true positive-action international leaders.

Campus Ministry

The Campus Ministry offers spiritual care to our students interested in having this service. In addition, they organize and promote different activities and programs which seek to create awareness about the transcendent reality of every person, in the search for the ultimate meaning of one's life, as well as the commitment that we all have with our fellow men, particularly with those most in need.

