

UNIDAD DE ORGANIZACIÓN CURRICULAR

NIVEL



UNIVERSIDAD ESTATAL DE BOLÍVAR

UNIVERSIDAD ESTATAL DE BOLIVAR
 FACULTAD DE CIENCIAS ADMINISTRATIVAS, GESTIÓN EMPRESARIAL E INFORMÁTICA
 MALLA CURRICULAR DE LA CARRERA DE MARKETING DIGITAL
 MODALIDAD EN LÍNEA



TOTAL ASIGNATURAS

TOTAL

UNIDAD BÁSICA

I

| | | | |
|-------------|------------|----|------|
| MKTD-B1-001 | MATEMÁTICA | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

| | | | |
|-------------|---------------------------|----|------|
| MKTD-B1-002 | HERRAMIENTAS INFORMÁTICAS | | |
| ACD | APE | AA | CRED |
| 32 | 64 | 64 | 3 |
| 160 | | | |

| | | | |
|-------------|-------------------------|----|------|
| MKTD-B1-003 | LENGUAJE Y COMUNICACIÓN | | |
| ACD | APE | AA | CRED |
| 16 | 16 | 48 | 2 |
| 80 | | | |

| | | | |
|-------------|--------------------------|-----|------|
| MKTD-B1-004 | FUNDAMENTOS DE MARKETING | | |
| ACD | APE | AA | CRED |
| 48 | 48 | 144 | 5 |
| 240 | | | |

| | | | |
|-------------|---|----|------|
| MKTD-B1-005 | REALIDAD NACIONAL Y DIVERSIDAD CULTURAL | | |
| ACD | APE | AA | CRED |
| 16 | 16 | 48 | 2 |
| 80 | | | |

5

720

II

| | | | |
|-------------|-------------------------|----|------|
| MKTD-B2-006 | ESTADÍSTICA DESCRIPTIVA | | |
| ACD | APE | AA | CRED |
| 32 | 48 | 80 | 3 |
| 160 | | | |

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|-------------|------------------|-----|------|
| MKTD-B2-007 | DISEÑO DIGITAL I | | |
| ACD | APE | AA | CRED |
| 48 | 48 | 144 | 5 |
| 240 | | | |

| | | | |
|-------------|-------------------------------|----|------|
| MKTD-B2-008 | COMPORTAMIENTO DEL CONSUMIDOR | | |
| ACD | APE | AA | CRED |
| 16 | 0 | 64 | 2 |
| 80 | | | |

| | | | |
|-------------|---|----|------|
| MKTD-B2-009 | INVESTIGACIÓN E INTELIGENCIA DE MERCADO | | |
| ACD | APE | AA | CRED |
| 32 | 48 | 80 | 3 |
| 160 | | | |

| | | | |
|-------------|--------------|----|------|
| MKTD-B2-010 | CONTABILIDAD | | |
| ACD | APE | AA | CRED |
| 16 | 32 | 32 | 2 |
| 80 | | | |

5

720

III

| | | | |
|-------------|-------------------------|----|------|
| MKTD-B3-011 | ESTADÍSTICA INFERENCIAL | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

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|-------------|-------------------|----|------|
| MKTD-B3-012 | DISEÑO DIGITAL II | | |
| ACD | APE | AA | CRED |
| 32 | 48 | 80 | 3 |
| 160 | | | |

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|-------------|-------------------------|----|------|
| MKTD-B3-013 | MARKETING DE CONTENIDOS | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

| | | | |
|-------------|-----------------------|----|------|
| MKTD-B3-014 | GESTIÓN DE LA CALIDAD | | |
| ACD | APE | AA | CRED |
| 16 | 32 | 32 | 2 |
| 80 | | | |

| | | | |
|-------------|-----------------------------------|----|------|
| MKTD-B3-015 | PRESUPUESTO Y ANÁLISIS FINANCIERO | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

5

720

IV

| | | | |
|-------------|------------------------|----|------|
| MKTD-P4-016 | RESPONSABILIDAD SOCIAL | | |
| ACD | APE | AA | CRED |
| 16 | 0 | 64 | 2 |
| 80 | | | |

| | | | |
|-------------|--------------------|----|------|
| MKTD-P4-017 | DISEÑO DIGITAL III | | |
| ACD | APE | AA | CRED |
| 32 | 64 | 64 | 3 |
| 160 | | | |

| | | | |
|-------------|------------------|----|------|
| MKTD-P4-018 | GESTIÓN DE MARCA | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

| | | | |
|-------------|--|----|------|
| MKTD-P4-019 | DESARROLLO DEL PRODUCTO Y POLÍTICAS DE PRECIOS | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

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|-------------|--------------------------|----|------|
| MKTD-P4-020 | FORMULACIÓN DE PROYECTOS | | |
| ACD | APE | AA | CRED |
| 32 | 48 | 80 | 3 |
| 160 | | | |

5

720

V

| | | | |
|-------------|-------------------|----|------|
| MKTD-P5-021 | INBOUND MARKETING | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

| | | | |
|-------------|----------------------------------|----|------|
| MKTD-P5-022 | MARKETING EN MOTORES DE BÚSQUEDA | | |
| ACD | APE | AA | CRED |
| 16 | 32 | 32 | 2 |
| 80 | | | |

| | | | |
|-------------|---|----|------|
| MKTD-P5-023 | CANALES DE DISTRIBUCIÓN Y TRADE MARKETING | | |
| ACD | APE | AA | CRED |
| 16 | 32 | 32 | 2 |
| 80 | | | |

| | | | |
|-------------|---------------------------------|----|------|
| MKTD-P5-024 | DIRECCIÓN ESTRATÉGICA DE VENTAS | | |
| ACD | APE | AA | CRED |
| 32 | 32 | 96 | 3 |
| 160 | | | |

| | | | |
|-------------|-------------------------|----|------|
| MKTD-P5-025 | EVALUACIÓN DE PROYECTOS | | |
| ACD | APE | AA | CRED |
| 32 | 48 | 80 | 3 |
| 160 | | | |

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|-------------|----------------------|----|------|
| MKTD-P5-026 | LEGISLACIÓN APLICADA | | |
| ACD | APE | AA | CRED |
| 16 | 0 | 64 | 2 |
| 80 | | | |

6

720

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|-----------------------------------|---|--|---|--|------|-----|----|------|-----|------|------|----|----|----|---|-----|--|--|--|---|-------------|-------------------------------------|--|--|---|-----|-----|----|------|----|----|-----|---|-----|--|--|--|--|-------------|----------------------------------|--|--|--|-----|-----|----|------|----|----|-----|---|-----|--|--|--|---|-------------|---|--|--|--|-----|-----|----|------|----|----|----|---|-----|--|--|--|--|-----------------------------------|--|-----|-----------|---|-----|
| UNIDAD PROFESIONAL | VI | <table border="1"> <tr> <td>MKTD-P6-027</td> <td colspan="4">GESTIÓN DE LA RELACIONES CON EL CLIENTE CRM</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>16</td> <td>48</td> <td>16</td> <td>2</td> </tr> <tr> <td colspan="4">80</td> </tr> </table> | MKTD-P6-027 | GESTIÓN DE LA RELACIONES CON EL CLIENTE CRM | | | | ACD | APE | AA | CRED | 16 | 48 | 16 | 2 | 80 | | | | <table border="1"> <tr> <td>MKTD-P6-028</td> <td colspan="4">NEUROMARKETING</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>16</td> <td>48</td> <td>16</td> <td>2</td> </tr> <tr> <td colspan="4">80</td> </tr> </table> | MKTD-P6-028 | NEUROMARKETING | | | | ACD | APE | AA | CRED | 16 | 48 | 16 | 2 | 80 | | | | <table border="1"> <tr> <td>MKTD-P6-029</td> <td colspan="4">SOCIAL MEDIA Y COMMUNITY MANAGER</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>64</td> <td>64</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P6-029 | SOCIAL MEDIA Y COMMUNITY MANAGER | | | | ACD | APE | AA | CRED | 32 | 64 | 64 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P6-030</td> <td colspan="4">PLANIFICACIÓN ESTRATÉGICA</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>64</td> <td>64</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P6-030 | PLANIFICACIÓN ESTRATÉGICA | | | | ACD | APE | AA | CRED | 32 | 64 | 64 | 3 | 160 | | | | <table border="1"> <tr> <td colspan="2">PRÁCTICAS LABORALES</td> </tr> <tr> <td>240</td> <td>CRED 5</td> </tr> </table> | PRÁCTICAS LABORALES | | 240 | CRED 5 | 5 | 720 |
| | | MKTD-P6-027 | GESTIÓN DE LA RELACIONES CON EL CLIENTE CRM | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | 48 | 16 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P6-028 | NEUROMARKETING | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 16 | 48 | 16 | 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P6-029 | SOCIAL MEDIA Y COMMUNITY MANAGER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 64 | 64 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P6-030 | PLANIFICACIÓN ESTRATÉGICA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 64 | 64 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRÁCTICAS LABORALES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 240 | CRED 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| UNIDAD DE INTEGRACIÓN CURRICULAR | VII | <table border="1"> <tr> <td>MKTD-P7-031</td> <td colspan="4">EMPRESARIADO</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>32</td> <td>96</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P7-031 | EMPRESARIADO | | | | ACD | APE | AA | CRED | 32 | 32 | 96 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P7-032</td> <td colspan="4">AUDIENCIA Y PLANIFICACIÓN DE MEDIOS</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>32</td> <td>96</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P7-032 | AUDIENCIA Y PLANIFICACIÓN DE MEDIOS | | | | ACD | APE | AA | CRED | 32 | 32 | 96 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P7-033</td> <td colspan="4">COMERCIO ELECTRÓNICO</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>32</td> <td>96</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P7-033 | COMERCIO ELECTRÓNICO | | | | ACD | APE | AA | CRED | 32 | 32 | 96 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P7-034</td> <td colspan="4">EPISTEMOLOGÍA Y METODOLOGÍA DE LA INVESTIGACIÓN</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>16</td> <td>96</td> <td>3</td> </tr> <tr> <td colspan="4">144</td> </tr> </table> | MKTD-P7-034 | EPISTEMOLOGÍA Y METODOLOGÍA DE LA INVESTIGACIÓN | | | | ACD | APE | AA | CRED | 32 | 16 | 96 | 3 | 144 | | | | <table border="1"> <tr> <td colspan="2">PRÁCTICAS DE SERVICIO COMUNITARIO</td> </tr> <tr> <td>96</td> <td>CRED 2</td> </tr> </table> | PRÁCTICAS DE SERVICIO COMUNITARIO | | 96 | CRED 2 | 5 | 720 |
| | | MKTD-P7-031 | EMPRESARIADO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 32 | 96 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P7-032 | AUDIENCIA Y PLANIFICACIÓN DE MEDIOS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 32 | 96 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P7-033 | COMERCIO ELECTRÓNICO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 32 | 96 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P7-034 | EPISTEMOLOGÍA Y METODOLOGÍA DE LA INVESTIGACIÓN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 16 | 96 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 144 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRÁCTICAS DE SERVICIO COMUNITARIO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 96 | CRED 2 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| UNIDAD DE INTEGRACIÓN CURRICULAR | VIII | <table border="1"> <tr> <td>MKTD-P6-035</td> <td colspan="4">PROMOCIÓN Y CAMPAÑAS DIGITALES</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>32</td> <td>96</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P6-035 | PROMOCIÓN Y CAMPAÑAS DIGITALES | | | | ACD | APE | AA | CRED | 32 | 32 | 96 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P6-036</td> <td colspan="4">MARKETING ESTRATÉGICO</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>16</td> <td>112</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P6-036 | MARKETING ESTRATÉGICO | | | | ACD | APE | AA | CRED | 32 | 16 | 112 | 3 | 160 | | | | <table border="1"> <tr> <td>MKTD-P6-037</td> <td colspan="4">INTELIGENCIA DE NEGOCIOS</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>32</td> <td>16</td> <td>112</td> <td>3</td> </tr> <tr> <td colspan="4">160</td> </tr> </table> | MKTD-P6-037 | INTELIGENCIA DE NEGOCIOS | | | | ACD | APE | AA | CRED | 32 | 16 | 112 | 3 | 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | MKTD-P6-035 | PROMOCIÓN Y CAMPAÑAS DIGITALES | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 32 | 96 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P6-036 | MARKETING ESTRATÉGICO | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 16 | 112 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-P6-037 | INTELIGENCIA DE NEGOCIOS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 32 | 16 | 112 | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 160 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | <table border="1"> <tr> <td>MKTD-UIC6-038</td> <td colspan="4">TRABAJO DE TITULACIÓN E INTEGRACIÓN CURRICULAR</td> </tr> <tr> <td>ACD</td> <td>APE</td> <td>AA</td> <td>CRED</td> </tr> <tr> <td>80</td> <td>80</td> <td>80</td> <td>5</td> </tr> <tr> <td colspan="4">240</td> </tr> </table> | MKTD-UIC6-038 | TRABAJO DE TITULACIÓN E INTEGRACIÓN CURRICULAR | | | | ACD | APE | AA | CRED | 80 | 80 | 80 | 5 | 240 | | | | | | | | | 4 | 720 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MKTD-UIC6-038 | TRABAJO DE TITULACIÓN E INTEGRACIÓN CURRICULAR | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ACD | APE | AA | CRED | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 80 | 80 | 80 | 5 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 240 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | 40 | 1120 | 1360 | 2944 | 240 | 96 | 5760 | 40 | 5760 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| N° ASIGNATURAS | APRENDIZAJE EN CONTACTO CON EL DOCENTE | APRENDIZAJE PRÁCTICO EXPERIMENTAL | APRENDIZAJE AUTÓNOMO | PRÁCTICAS LABORALES | PRÁCTICAS DE SERVICIO COMUNITARIO | TOTAL |
|----------------|--|-----------------------------------|----------------------|---------------------|-----------------------------------|-------|
| 40 | 1120 | 1360 | 2944 | 240 | 96 | 5760 |

UNIDADES DE ORGANIZACIÓN CURRICULAR

| |
|--------------------|
| Unidad Básica |
| Unidad Profesional |
| Unidad Curricular |

CAMPOS DE FORMACIÓN

| |
|---|
| Fundamentos teóricos |
| Praxis Profesional |
| Epistemología y metodología de la Investigación |
| Comunicación y Lenguaje |
| Integración de Saberes |