

AREANDINA

Fundación Universitaria del Área Andina

VIGILADA MINEDUCACIÓN



Marketing and Advertising

Undergraduate course (on-site) - **Bogotá**

Degree to be awarded: Professional in Marketing and Advertising

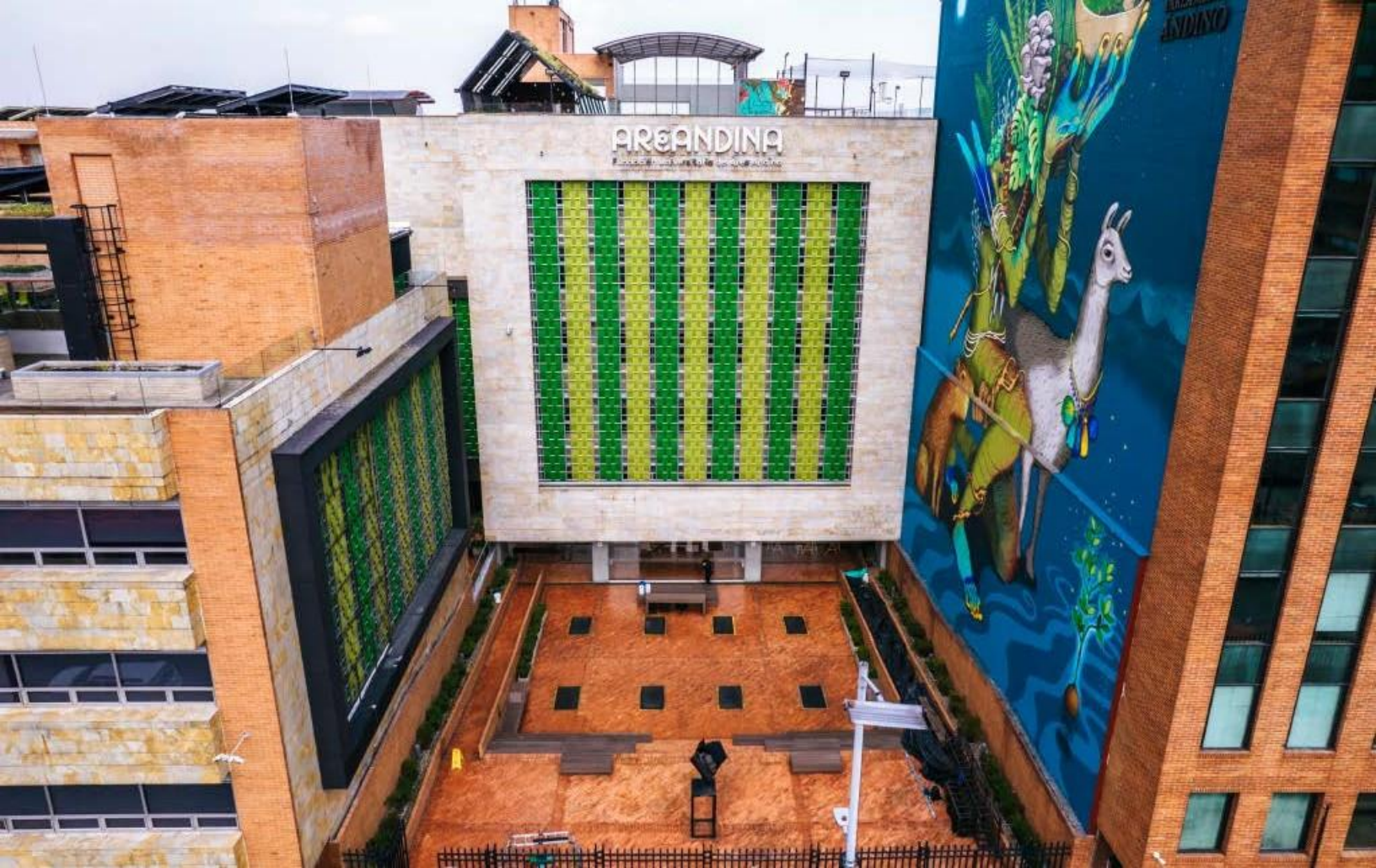
Program duration: 8 semesters.

SNIES code: 2460 - Res. No. 6474 dated 04/25/2022 - 7 years - University program.

CA 7465 dated April 30, 2021 - 4 years – University program



Enroll now!



Your preferences and skills add to your decision.

If you are a creative person, with analytical and strategic skills, you are interested in the business world, companies and how to influence purchasing decisions for goods and services, plus you are proactive, you like to take on challenges with a positive attitude and you are passionate about technology and new digital trends, AREANDINA will provide you the conditions to become a professional strategist in the management and development of creative campaigns to conquer the markets.

A global overview

Have you noticed how marketing and advertising are increasingly used for the promotion and communication of products in new markets in the context of globalization? Have you ever wondered how is it possible for a campaign to generate positive marketing effects on different continents despite cultural or language barriers? This is the challenge for today's marketing and advertising professionals, to have the ability to interpret the markets with the support of technology, in order to carry out adapted or standardized campaigns that fulfill the purpose of impacting and persuading consumers in different countries according to the context.

A local overview

Digital trends set the course of marketing and advertising; ever-changing technologies contribute to the competitiveness and productivity of companies in countries like Colombia and drive the dynamism of the market, consumption, and the economy, allowing large and small businesses to offer their products.

Marketing and advertising professionals are responsible for the development of digital strategies that help companies achieve business objectives, generating greater visibility for companies, identifying potential customers, or showing the benefits of their products.



This program offers what you are looking for

- ✔ We shape professionals who are capable of generating, analyzing and creating innovative strategies to ethically, responsibly and sustainably meet the challenges of organizations facing a global economy and a market with shifting consumption habits of products and services.

What are we aiming at?

- ✔ We are committed to the practical application of knowledge at both strategic and operational levels, so you will be able to experience from various fields of action the processes that are handled in marketing plans, advertising campaigns, and branding to achieve a great response capacity in times of crisis or shock plans. At AREANDINA you will be able to put into practice everything you have learned in our in-house agency, dealing directly with clients and through real cases in each semester, with companies outside and inside the classroom.

Why are we your best choice?

At AREANDINA you can rest assured and feel confident about the education you receive. We offer you benefits and valuable recognitions that make us stand out from other programs:

- ➔ **We have been accredited as a High-Quality Program by the Ministry of National Education.**
- ➔ We are in charge of the "*Garra Creativa Awards*", the first university advertising and marketing awards at a local and international level with 16 editions.
- ➔ **We have international accreditation from AICE, certifying the program for 5 years due to its high-quality level and academic excellence. And we also holds the international accreditation granted for four years by the EQUAA organization.**
- ➔ The program is certified by QS with three stars.
- ➔ The program has a dual degree agreement with *Universidad de Madero* (Mexico).
- ➔ **You will be able to choose your path of studies with our Digital, Marketing or Advertising emphasis lines.**
- ➔ The contents of the program's curricular proposal are focused on the digital trends related to the profession, which is in high demand in the job market.
- ➔ **As a student, you will have a permanent contact with real customers.**

The program has its own in-house agency, "*Doble AS*".
- ➔ **You will have access to rooms such as Gesell Chamber, innovation room, business simulators, business lab and virtual reality lab.**
- ➔ You will have the opportunity to participate in different events so that you can learn and share experiences, some of them are the following: creative camp "Jamboree", integrated business projects, observation race, conference cycles with global experts, mirror classes with international teachers.
- ➔ **All of our program professors are currently working in the industry.**

We lead, create and succeed!

Our efforts have led us to achieve important accomplishments that we are proud to share with you:

- In 2017 we won the "*Cumbre*" Award for best in-house university agency.
- Our research group was classified as category C by *Colciencias*.
- Our students have been winners in different important external events such as: international awards "WINA", "Campus Party", "Creative Boom" and "Te muestra" awards.
 - We count with research projects with international co-authorship.
 - Our faculty members have been nominated for and won P&M magazine's top 10 for two consecutive years.
 - We have excellent exchange agreements at the national level (*Aspromer*- Association of Marketing Programs) and international level with Argentina, Mexico, Spain, among others.
 - We have an agreement with *La Academia* by Ariadna Communications group - Digital Agency, with whom you will study the digital emphasis line and get your digital badge at the end of the course.

Practice makes perfect

We want you to be able to put your knowledge into practice. We partner with important companies that will make you live a professional experience, some of which include the following:

- *Fox Telecolombia.*
- *Liberty Seguros.*
- *RCN Televisión.*
- *Proquinal.*
- National Police of Colombia
- *Acierto Creativo.*
- Nissan.
- Click & Art.
- Altipal.
- Synapsis, Cupisa y Bemotion.
- McCann Erickson.
- *Casa Editorial El Tiempo, Revista Semana.*
- *Doble AS, In-House (AREANDINA Agency).*

What you are about to become.

You will become a marketing and advertising professional capable of providing creative and effective solutions to boost the demand for products and services, you will participate in strategic decision making for the generation of business with the ability to observe, analyze and interpret the behavior of markets, understanding the needs of customers in Colombia or anywhere in the world.

All this talent will propel you to the top

You will join the team responsible for the growth of the organization in national and international markets. The following are some of the tasks you will be able to perform.

- You will be acknowledged as a marketing and sales leader.
- You will work as a marketing leader in major companies.
- You will manage projects as a product leader.
- Critical thinking skills will enable you to act as a marketing analyst.
- Your good management of information will allow you to make decisions as a market researcher.
- You will have the opportunity to manage businesses as an account executive.
- You will have the opportunity to manage businesses as an account manager.
- Mastering the concepts and techniques of persuasion will lead you to perform as copywriter.
- You will identify the best online and offline channels to convey messages for consumers as a media planner.



The world within arm's reach

In order to ensure an experience that contributes to the international vision of your profession, we provide you with partnerships with universities abroad so that you can participate in a semester exchange program:

- » Argentina - Universidad Siglo 21
- » Argentina - Universidad Kennedy
- » Argentina - Universidad Autónoma de Entre Ríos
- » Argentina - Universidad de Palermo
- » Brazil - Universidade Metodista
- » Brazil - Centro Universitário Barão de Mauá Chile - Universidad Duoc UC
- » Chile - Universidad Autónoma de Chile Spain - Universidad de León
- » Spain - Universidad de Oviedo
- » Spain - Instituto Europeo de Posgrado (IEP) India - Sharda University
- » Mexico - Universidad de Guadalajara Mexico - Universidad Madero (UMAD) Mexico - Universidad Intercontinental
- » Mexico - Benemérita Universidad Autónoma de Puebla - BUAP
- » Mexico - Universidad Autónoma de Baja California - UABC
- » International double degree agreement: Mexico - Universidad de Madero (Bachelor's Degree in Marketing from Mexico and Professional in Marketing and Advertising from AREANDINA).
- » **International Internships:**
 - AIESEC
 - Legendary Meats
- » **Diploma courses with International opportunities**

Undeniable figures and facts

By studying to become a cutting-edge marketer and advertising professional at AREANDINA, you will have a student satisfaction level of 95% according to the QS survey.



English during the course of your studies.

English proficiency is a degree requirement. You will need to demonstrate B1 proficiency by taking an international standardized test that validates all four skills (reading, writing, speaking and listening). During the program you will have the opportunity to enroll in six levels of English and take classes of other subjects in English to strengthen your bilingual skills.

We have achieved great national and international recognition that certifies excellence and quality in higher education, teaching quality and inclusion in each of our campuses and at the virtual level.

GOOD



AT AREANDINA, WE **TRANSFORM** ADVANTAGES INTO OPPORTUNITIES.

- Get access to laboratories, simulators and wellness spaces in our Bogota, Pereira and Valledupar campuses.
- Over 39 years educating and training professionals with human values.
- International agreements to help you to go beyond.
- Transforming Seal with a focus on happiness and skills-based learning.



@areandina

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www.areandina.edu.co