

**TECNOLOGÍA UNIVERSITARIA EN GESTIÓN DE MARKETING**

TÍTULO: Tecnólogo Superior Universitaria en Gestión de Marketing

**1er. PERIODO**
**2do. PERIODO**
**3er. PERIODO**
**4to. PERIODO**
**5to. PERIODO**

| UNIDAD BÁSICA  | <table border="1"> <tr><th colspan="5">Matemática Aplicada</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table>     | Matemática Aplicada  |                       |   |                                  |      | CRED | DOC  | PRAC | AUTO | TOT  | 2    | 32   | 16  | 48  | 96  | <table border="1"> <tr><th colspan="5">Estadística Aplicada</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table>                 | Estadística Aplicada                |     |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 2  | 32 | 16 | 48  | 96  | <table border="1"> <tr><th colspan="5">Video Marketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table>                     | Video Marketing                    |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 2  | 32 | 16 | 48  | 96   | <table border="1"> <tr><th colspan="5">Legislación Mercantil y en Medios Digitales</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Legislación Mercantil y en Medios Digitales |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|--|--|--|-----------------------|---|----------------------------------|------|------|------|------|------|------|------|------|-----|-----|---|---|-------------------------------------|-----|--|--|------|------|------|------|------|-----|----|----|----|-----|---|--|------------------------------------|--|--|--|------|------|------|------|------|-----|----|----|----|-----|--|---|---|--|--|--|------|------|------|------|------|-----|----|----|----|-----|---|--|------------------|--|--|--|------|------|------|------|------|-----|----|----|----|-----|-----|
|  | Matemática Aplicada  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | 2  | 32   | 16                    | 48  | 96                               |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Estadística Aplicada   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Video Marketing  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Legislación Mercantil y en Medios Digitales  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
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| Fundamentos de Marketing   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
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| Tendencias de Consumo  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| UNIDAD PROFESIONAL   | <table border="1"> <tr><th colspan="5">Administración General</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Administración General   |                       |   |                                  |      | CRED | DOC  | PRAC | AUTO | TOT  | 3    | 48   | 32  | 64  | 144   | <table border="1"> <tr><th colspan="5">Diseño Digital</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                      | Diseño Digital                      |     |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   | <table border="1"> <tr><th colspan="5">E-Commerce</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                         | E-Commerce                         |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144  | <table border="1"> <tr><th colspan="5">Pauta Digital</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                               | Pauta Digital                               |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   | <table border="1"> <tr><th colspan="5">Google Analytics</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Google Analytics |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144 |
|  | Administración General   |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | 3  | 48   | 32                    | 64  | 144                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | Diseño Digital   |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | 3  | 48   | 32                    | 64  | 144                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | E-Commerce   |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | 3  | 48   | 32                    | 64  | 144                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | Pauta Digital  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | 3  | 48   | 32                    | 64  | 144                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | Google Analytics   |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | CRED   | DOC  | PRAC                  | AUTO  | TOT                              |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| <table border="1"> <tr><th colspan="5">Contabilidad General</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>       | Contabilidad General   |  |                       |   |                                  | CRED | DOC  | PRAC | AUTO | TOT  | 3    | 48   | 32   | 64  | 144 | <table border="1"> <tr><th colspan="5">Marketing Sensorial</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                       | Marketing Sensorial   |                                     |     |  |  | CRED | DOC  | PRAC | AUTO | TOT  | 3   | 48 | 32 | 64 | 144 | <table border="1"> <tr><th colspan="5">Investigación de Mercados y Neuroresearch</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Investigación de Mercados y Neuroresearch  |                                    |  |  |  | CRED | DOC  | PRAC | AUTO | TOT  | 3   | 48 | 32 | 64 | 144 | <table border="1"> <tr><th colspan="5">Geomarketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Geomarketing  |   |  |  |  | CRED | DOC  | PRAC | AUTO | TOT  | 3   | 48 | 32 | 64 | 144 | <table border="1"> <tr><th colspan="5">Marketing Internacional</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Marketing Internacional  |                  |  |  |  | CRED | DOC  | PRAC | AUTO | TOT  | 3   | 48 | 32 | 64 | 144 |     |
| Contabilidad General   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Marketing Sensorial  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Investigación de Mercados y Neuroresearch  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Geomarketing   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Marketing Internacional  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| <table border="1"> <tr><th colspan="5">TICs Aplicada al Marketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | TICs Aplicada al Marketing   |  |                       |   |                                  | CRED | DOC  | PRAC | AUTO | TOT  | 3    | 48   | 32   | 64  | 144 | <table border="1"> <tr><th colspan="5">Marketing de Contenidos (sitios 2web/SEO)</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Marketing de Contenidos (sitios 2web/SEO)   |                                     |     |  |  | CRED | DOC  | PRAC | AUTO | TOT  | 3   | 48 | 32 | 64 | 144 |   | <table border="1"> <tr><th colspan="5">INBOUND Marketing y Neuromarketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | INBOUND Marketing y Neuromarketing |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144  | <table border="1"> <tr><th colspan="5">BRANDING Y TRADE Marketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                  | BRANDING Y TRADE Marketing                  |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| TICs Aplicada al Marketing   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Marketing de Contenidos (sitios 2web/SEO)  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| INBOUND Marketing y Neuromarketing   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| BRANDING Y TRADE Marketing   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | <table border="1"> <tr><th colspan="5">Técnica de Ventas</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table>       | Técnica de Ventas  |                       |   |                                  |      | CRED | DOC  | PRAC | AUTO | TOT  | 2    | 32   | 16  | 48  | 96  | <table border="1"> <tr><th colspan="5">Social Media y Community Manager</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>    | Social Media y Community Manager    |     |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   | <table border="1"> <tr><th colspan="5">SUPPLY CHAIN Management</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>            | SUPPLY CHAIN Management            |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144  | <table border="1"> <tr><th colspan="5">SOCIAL LISTENING</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                            | SOCIAL LISTENING                            |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Técnica de Ventas  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Social Media y Community Manager   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| SUPPLY CHAIN Management  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| SOCIAL LISTENING   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | <table border="1"> <tr><th colspan="5">Marketing MIX</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table>           | Marketing MIX  |                       |   |                                  |      | CRED | DOC  | PRAC | AUTO | TOT  | 2    | 32   | 16  | 48  | 96  | <table border="1"> <tr><th colspan="5">Comunicación Integral del Marketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table> | Comunicación Integral del Marketing |     |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   | <table border="1"> <tr><th colspan="5">Plan de Marketing</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>                  | Plan de Marketing                  |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144  | <table border="1"> <tr><th colspan="5">Desarrollo de Marcas y Productos</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td>48</td><td>32</td><td>64</td><td>144</td></tr> </table>            | Desarrollo de Marcas y Productos            |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  | 48 | 32 | 64  | 144   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Marketing MIX  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Comunicación Integral del Marketing  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Plan de Marketing  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Desarrollo de Marcas y Productos   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  | 48   | 32   | 64                    | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  | <table border="1"> <tr><th colspan="5">Business Intelligence</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td>32</td><td>16</td><td>48</td><td>96</td></tr> </table> | Business Intelligence |   |                                  |      |      | CRED | DOC  | PRAC | AUTO | TOT  | 2    | 32  | 16  | 48  | 96  |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Business Intelligence  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  | 32   | 16   | 48                    | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| UNIDAD DE INTEGRACIÓN CURRICULAR   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  |  |  |                       | <table border="1"> <tr><th colspan="5">Diseño y Evaluación de Proyectos</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>4</td><td>48</td><td>32</td><td>112</td><td>192</td></tr> </table> | Diseño y Evaluación de Proyectos |      |      |      |      | CRED | DOC  | PRAC | AUTO | TOT | 4   | 48  | 32  | 112                                 | 192 |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Diseño y Evaluación de Proyectos   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 4  | 48   | 32   | 112                   | 192   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
|  | <table border="1"> <tr><th colspan="5">Servicio Comunitario</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td></td><td></td><td></td><td>96</td></tr> </table>          | Servicio Comunitario   |                       |   |                                  |      | CRED | DOC  | PRAC | AUTO | TOT  | 2    |      |     |     | 96  | <table border="1"> <tr><th colspan="5">Servicio Comunitario</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>2</td><td></td><td></td><td></td><td>96</td></tr> </table>                       | Servicio Comunitario                |     |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 2  |    |    |     | 96  | <table border="1"> <tr><th colspan="5">Servicio Comunitario</th></tr> <tr><th>CRED</th><th>DOC</th><th>PRAC</th><th>AUTO</th><th>TOT</th></tr> <tr><td>3</td><td></td><td></td><td></td><td>144</td></tr> </table>                     | Servicio Comunitario               |  |  |  |      | CRED | DOC  | PRAC | AUTO | TOT | 3  |    |    |     | 144  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Servicio Comunitario   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  |  |  |                       | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Servicio Comunitario   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 2  |  |  |                       | 96  |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| Servicio Comunitario   |  |  |                       |   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| CRED   | DOC  | PRAC   | AUTO                  | TOT   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |
| 3  |  |  |                       | 144   |                                  |      |      |      |      |      |      |      |      |     |     |   |   |                                     |     |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                                    |  |  |  |      |      |      |      |      |     |    |    |    |     |  |   |   |  |  |  |      |      |      |      |      |     |    |    |    |     |   |  |                  |  |  |  |      |      |      |      |      |     |    |    |    |     |     |