



## TÉCNICO SUPERIOR EN MARKETING DIGITAL Y VENTAS

### 1er. PERIODO

### 2do. PERIODO

#### UNIDAD BÁSICA

|                               |      |    |
|-------------------------------|------|----|
|                               | CRED | 2  |
| Técnicas de Redacción Digital | DOC  | 32 |
|                               | PRAC | 16 |
|                               | AUTO | 48 |

|                       |      |    |
|-----------------------|------|----|
|                       | CRED | 2  |
| Investigación Digital | DOC  | 32 |
|                       | PRAC | 16 |
|                       | AUTO | 48 |

|                              |      |    |
|------------------------------|------|----|
|                              | CRED | 2  |
| Diseño Creativo y Fotografía | DOC  | 32 |
|                              | PRAC | 16 |
|                              | AUTO | 48 |

#### UNIDAD PROFESIONAL

|                         |      |    |
|-------------------------|------|----|
|                         | CRED | 3  |
| Posicionamiento Digital | DOC  | 48 |
|                         | PRAC | 32 |
|                         | AUTO | 64 |

|                                    |      |    |
|------------------------------------|------|----|
|                                    | CRED | 2  |
| INBOUND Marketing y Neuromarketing | DOC  | 32 |
|                                    | PRAC | 16 |
|                                    | AUTO | 48 |

|                                   |      |    |
|-----------------------------------|------|----|
|                                   | CRED | 3  |
| Programación Analítica y BIG DATA | DOC  | 48 |
|                                   | PRAC | 32 |
|                                   | AUTO | 64 |

|            |      |    |
|------------|------|----|
|            | CRED | 2  |
| E-Commerce | DOC  | 32 |
|            | PRAC | 16 |
|            | AUTO | 48 |

|                |      |    |
|----------------|------|----|
|                | CRED | 2  |
| Social Selling | DOC  | 32 |
|                | PRAC | 16 |
|                | AUTO | 48 |

|                   |      |    |
|-------------------|------|----|
|                   | CRED | 1  |
| Logística Digital | DOC  | 16 |
|                   | PRAC | 16 |
|                   | AUTO | 16 |

|                                  |      |    |
|----------------------------------|------|----|
|                                  | CRED | 3  |
| Técnicas de Ventas Digital - CRM | DOC  | 48 |
|                                  | PRAC | 32 |
|                                  | AUTO | 64 |

#### UNIDAD DE INTEGRACIÓN CURRICULAR

|  |      |    |
|--|------|----|
|  | CRED | 2  |
| Planes de Negocios y Marketing Digital | DOC  | 32 |
|  | PRAC | 16 |
|  | AUTO | 48 |

|                      |    |  |
|----------------------|----|--|
| Servicio Comunitario | 2  |  |
|                      | 96 |  |

|                             |     |  |
|-----------------------------|-----|--|
| Prácticas Pre-profesionales | 4   |  |
|                             | 192 |  |