

LEM at Tec

- Strong multidisciplinary approach
- Use of sophisticated information technologies
 - Engagement with large companies
 - Holistic vision of marketing
- Creative, informed and strategic program

Study abroad

- ASU Arizona, USA
- Michigan State University
- Texas A&M San Antonio, USA
 - Purdue University
 - Kellogg University
 - UPC Barcelona
- National University of Singapore
 - Melbourne University
 - UCEMA Argentina
- University of California, Berkley
- University of Michigan Ann Arbor
 - UPC Barcelona
- Adolfo Ibañez Universidad, Chile
 - IUBH, Germany
- Universidad of Regina, Canada

Strategic partners

- Mabe
- Grupo Flecha Amarilla
- Liverpool
- HDI Seguros
- Kellogg's
- Pilgrims
- PPG
- Bokados
- Grupo Pasta
- Atlixco and Pahuatlán Pueblo
- Mágico Committee
- HEB
- Club León
- Club Deportivo Guadalajara
- Club Deportivo Toluca
- FEMEXFUT

Marketing today

- Need for agile, instant and dynamic information in companies
- Deficit of innovative, attractive and profitable strategies
 - More demanding, less loyal consumer
 - Generation of profitable ideas

Specialize

- Business Intelligence
- Retailing
 - Sports Marketing Management
 - Sustainable Hospitality and Tourism
 - Customer Service
- Experience and Publicity Design
- Promotion
- Public Relations

Your future

- Consumer goods producers
- Integrated business consulting firms
- Specialized market research agencies
- Advertising, communication and PR agencies
- Marketing firms for the intelligent industry
- Service and manufacturing companies

Did you know that... in May 2019, Ana, a Marketing alumna, won first place in the National New Product Innovation Contest in the L'Oréal Challenge, out of 6,000 competitors from diverse disciplines?

