

**DUAL DEGREE CURRICULUM**  
 Program SIU: B.A. in Marketing  
 Program EAN: Carrera en Mercadeo y Estrategia Comercial

DUAL DEGREE CURRICULUM:									
Year	Semester	Course Code	Course	Credits	Prerequisite	Campus / Offered by	Modality		
1	1		Mindset green consumer: Explorando la toma de decisiones	3		EAN University			
2			Más valen datos que percepciones	2		EAN University			
3			Mercadeo y generación de valor para negocios	4		EAN University			
4			Gestión y prospectiva empresarial	4		EAN University			
5			Real maths	2		EAN University			
6			Idioma I	3		EAN University			
7			ENC1101	English Composition I	3		SIU	Online / Asynchronous	
8		2		Consumo cerebral: Aplicando las neurociencias al Marketing	3		EAN University		
9				Customer centricity: Diseño de experiencias omnicanal	3		EAN University		
10				Estrategia digital y contenidos potenciados por IA	3		EAN University		
11				Data-Driven decision Marketing	3		EAN University		
12				El poder de las probabilidades	3		EAN University		
13				Idioma II	3		EAN University		
14				ENC1102	English Composition II	3	English Composition I (ENC1101)	SIU	Online / Asynchronous
15	2	3	Comunicación digital 360 en Marketing	4		EAN University			
16			Branding sostenible: creando marcas con propósito	2		EAN University			
17			Taller de diseño publicitario y creativo	2		EAN University			
18			Taller de diseño web y digital	2		EAN University			
19			Diseño de métricas para el marketing	2		EAN University			
20			Trend + Tech	3		EAN University			
21			Idioma III	3		EAN University			
22			EUH1001	Western Civilization	3		SIU	Online / Asynchronous	
23		4		Data Storytelling: Potenciando la analítica con machine learning	3		EAN University		
24				Captación de valor e impacto financiero del precio	3		EAN University		
25				Fintech strategies for business	4		EAN University		
26				Dinero y finanzas	3		EAN University		
27				Ser emprendedor = Actor de cambio	2		EAN University		
28				Idioma IV	3		EAN University		
29			HLP1081	Total Wellness	3		SIU	Online / Asynchronous	
30	3	5	Vínculos duraderos: CRM para la gestión estratégica de los clientes	2		EAN University			
31			Ventas inteligentes para el crecimiento empresarial	3		EAN University			
32			Estrategias de marketing verde y logística sostenible	3		EAN University			
33			Insights research lab: Explorando el potencial del mercado	4		EAN University			
34			Sandbox para emprendedores	3		EAN University			
35			SosTecnibilidad 360	3		EAN University			
36				AML2020	American Literature	3	English Composition I (ENC1101)	SIU	Online / Asynchronous
37		6		Mercadeo inteligente: liderazgo estratégico y competitivo	2		EAN University		
38				Masterclass de liderazgo: CMO's inspiran el futuro del Marketing	2		EAN University		
39				Economía de mercado	4		EAN University		
40				Business financial optimization	4		EAN University		
41				Startup Impacta	3		EAN University		
42				Electiva I - General Biology	3		EAN University		
43				MAR2141	International Marketing	3		SIU	Online / Asynchronous
44	4	7	Category management (Immersive VR Experience: FabLab)	2		EAN University			
45			Marketing creativo en punto de venta (Immersive VR Experience: FabLab)	2		EAN University			
46			Negocia como un tiburón	4		EAN University			
47			Power skills para potenciar tu futuro	3		EAN University			
48			Formación Integral I	2		EAN University			
49			Electiva II - General Psychology	3		EAN University			
50			Seminario de Investigación	2		EAN University			
51			FRE1121	French I	3		SIU	Online / Asynchronous	
52		8		Ciudadano global y ético	4		EAN University		
53			Formación Integral II	2		EAN University			
54			Electiva III	3		EAN University			
55			Electiva IV	3		EAN University			
56			Práctica Profesional	6		EAN University			
57				LDR3371	Leadership and Communication	3		SIU	Online / Asynchronous
58	5		Term 1	ACG2001	Principles of Accounting I	3	College Algebra (MAC1105)	SIU	Hybrid
59		MKA1511		Advertising	3	Principles of Marketing (MAR1011)	SIU	Hybrid	
60		MKA2021		Business Management and Consumer Behavior Analysis	3	Principles of Marketing (MAR1011)	SIU	Hybrid	
61		ACG2011		Principles of Accounting II	3	Principles of Accounting I (ACG2001)	SIU	Hybrid	
62		Term 2	WOH1001	World History	3		SIU	Hybrid	
63			GEB2361	Global Business Strategy	3	Principles of Macroeconomics (ECO2013)	SIU	Hybrid	
64			MKT3061	Business To Business Marketing	3	Principles of Marketing (MAR1011)	SIU	Hybrid	
65			MAN3081	Organizational Behavior	3		SIU	Hybrid	
66			Term 3	MKT3082	E-Marketing	3	Principles of Marketing (MAR1011)	SIU	Hybrid
67				MAN3082	Business Management	3		SIU	Hybrid
68	MAN4092	Promotion Management & Integrated Marketing Communications		3	Advertising (MKA1511)	SIU	Hybrid		
69		MKT4900	Marketing Capstone	3	Last term of study before graduation	SIU	Hybrid		

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