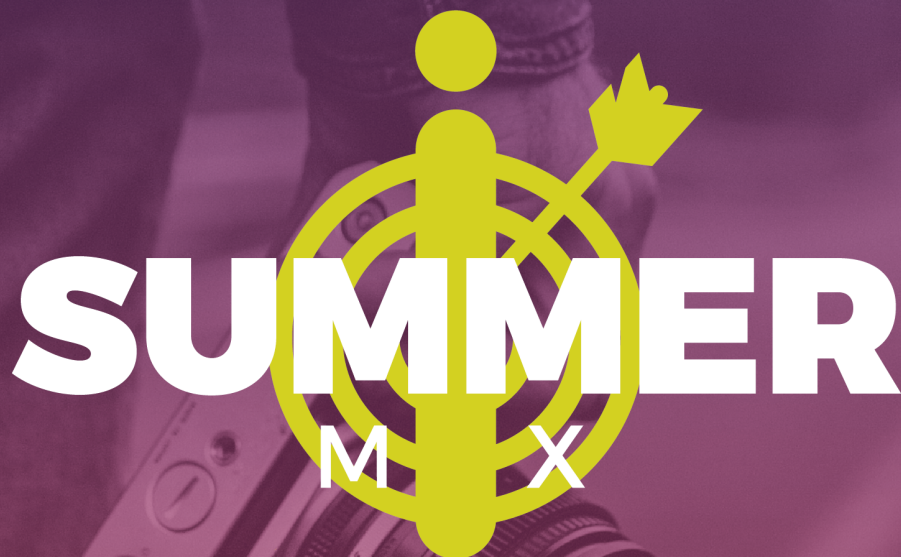




Tecnológico
de Monterrey

MARKETING INSIGHTS



ONE COUNTRY, FOUR CITIES

**SUMMER
PROGRAM**

2021

Mexico City



Puebla



Queretaro



Guadalajara

4 SPEND WEEKS TRAVELING AROUND MEXICO

from **July 5th to July 30th**

The **iSummerMx** Programs are an innovative academic option designed for International students who love traveling and learning about new cultures. They are **four-week long** and were created with an **itinerant schedule**, that is, students will travel to different Tec de Monterrey campuses in different cities. This means that students will learn about different parts of the country without ceasing their studies.

Each Tec de Monterrey campus will organize special activities with field trips, company visits and networking events that will make their experience unforgettable, creating everlasting memories, exercising their intellectual curiosity and developing entrepreneurship, innovation and leadership skills in a multicultural setting.

The programs are based on **experiential learning** so students will learn also outside the classroom by developing real-life collaborative projects with other students.

MARKETING INSIGHTS PROGRAM

In this program, students will be able to discover their marketing potential and advance their professional competencies in a unique and experiential way. This program is designed for students who love traveling and learn about new cultures.

Students will discover four of the most iconic states in Mexico, visit Santa Fe district in Mexico-City, enjoy de colonial city of Queretaro, go to the amazing Guadalajara, walk through historic places at Puebla.

CAMPUSES

- **Santa Fe:** Located west of Mexico City and designed by the world-famous architect Ricardo Legorreta, Campus Santa Fe was built in 2001. Is one of the newest among other 25 campuses of Tec de Monterrey throughout Mexico. The campus is located in the Santa Fe area, the newest commercial and residential neighborhood that has become the greatest economic activity center within the Mexican capital. Our privileged location, close to charming cities like Cuernavaca and Puebla, allows students to travel and enjoy diverse experiences while living within the heart of the country.



ITINERANT

● INNOVATIVE

● INTERNATIONAL

● INCREDIBLE

- **Puebla:** Located in one of the best districts of the city, opened its doors in 2003. On 25 hectares, you will find excellent facilities with classrooms equipped with state-of-the-art technology as well as cafeterias, gymnasium, fields and courts to practice your favorite sport. The city of Puebla is located 1 hour away from Mexico City, which makes this campus very attractive for students who wish to travel without having to move great distances.
- **Queretaro:** Campus Querétaro is the fourth largest campus in the country with more than 7000 students, of which 55% are from other states and more than 400 international students from around the world. Queretaro is located in the heart of Mexico, just a two-hour drive from Mexico City. Its great location, modern infrastructure, diversity of people, food and touristic places make the state one of the best destinations to visit. Queretaro is one of the safest, innovative and state-of-the-art sectors in industrial production, education and technology.
- **Guadalajara:** Campus Guadalajara opened its doors in August 1991 in an area of almost forty hectares located west of the metropolitan area in the municipality of Zapopan. Over time, the campus has developed its facilities to become one of the most relevant campuses of Tec de Monterrey and one of the most modern. Guadalajara is considered a capital of culture, being the home of the well-known Mexican icons such as mariachis, tequila and charrería, all recognized as World Heritage by UNESCO.

WHY i SUMMER MX?

STANDS FOR

- INNOVATIVE
- INCREDIBLE
- ITINERANT
- IDEAL
- INTERNATIONAL

Students will be embarked on the educational model **Tec21**, an ambitious university-wide program to rethink education. **iSummerMX** will allow flexibility as to how, when and where learning happens through:



Company visits



Conferences
with experts



Workshops



Trips

ITINERANT

INNOVATIVE

INTERNATIONAL

INCREDIBLE

COURSES

Credits per course

3 credits 5 ECTS 8 Tec de Monterrey units

Credit load of the program (2 courses)

6 credits 10 ECTS 16 Tec de Monterrey units

Students will learn and advance their skills by taking 2 courses:

MT1003- Marketing and Creativity

(taught in English)

Students will be familiar with the field of marketing and be able to understand the factors that affect companies and their environment. They will understand the evolution of marketing from 1.0 to 4.0, creativity, information and market research systems, market segmentation, consumer buying behavior, commercial markets, product development strategies, prices, distribution and promotional mix. In addition, they will have to build a marketing business plan to face all the discovered insights around the marketing tourism environment

MT2006- Consumer Behavior

(taught in English)

At the end of the course, students should have a clearer perspective of consumer behavior, discovering marketing and inspiring insights in order to model consumption patterns under the new revolution perspectives 4.0. The students will build their competencies being more society empathic, enthusiastic, curious about themselves and the people who live around. Also, they will be able to structure the information obtained in a significant theoretical frame, in which concepts and theories deriving from psychology, sociology and anthropology need to be applied critically.

