



MASTÈRES
SPÉCIALISÉS

SPECIALIZED MASTER IN STRATEGY & MANAGEMENT OF INTERNATIONAL BUSINESS

“LATIN AMERICAN TRACK”

COURSE CATALOGUE

Students on the “Latin American exchange track” must validate at least four of the following :

Students on the “Latin American Double Diploma : MS ESSEC SIAI and Maestria in Mercadatechnia of EGADE” must, in addition to the MS SIAI courses validate ALL the following courses :

- CUSTOMER AND CLIENT BEHAVIOR ANALYSIS
- ADVANCED SALES SYSTEMS
- DECISION MODELS IN MARKETING
- STRATEGIC MARKETING PLANNING
- INTEGRAL MARKET RESEARCH SYSTEMS
- INTEGRAL MARKETING COMMUNICATIONS
- APPLIED MARKETING PROJECT
- LEADERSHIP FOR SUSTAINABLE DEVELOPMENT
- ADVANCED MARKETING TOPIC I
- ADVANCED MARKETING TOPIC II