

COURSE DETAIL

DESIGN OF INTERNAL MARKETING STRATEGIES

Country

Mexico

Host Institution

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

Program(s)

Tec de Monterrey

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics Business Administration

UCEAP Course Number

118

UCEAP Course Suffix**UCEAP Official Title**

DESIGN OF INTERNAL MARKETING STRATEGIES

UCEAP Transcript Title

MARKTING STRATEGIES

UCEAP Quarter Units

1.50

UCEAP Semester Units

1.00

Course Description

This intermediate-level marketing course aims to equip students with the skills to design internal marketing strategies that generate value for the consumer by aligning human capital and leveraging the company's technological capabilities. It requires prior knowledge of basic concepts related to organizational culture, structure, and climate that foster a customer-centric philosophy. As a learning outcome, the class will develop internal marketing strategy plans.

Language(s) of Instruction

English

Host Institution Course Number

MT2030

Host Institution Course Title

DISEÑO DE ESTRATEGIAS DE MERCADOTECNIA INTERNA

Host Institution Course Details

<https://pi-21.tecmy.com/detalle/1258>

Host Institution Campus

Tec De Monterrey Mexico City

Host Institution Faculty

Business

Host Institution Degree

Host Institution Department

Marketing and Analysis

Course Last Reviewed

2025-2026

[Print](#)