



American College
UNIVERSITY INSTITUTE



Higher University Technology

FOREIGN TRADE AND INTERNATIONAL MARKETING

ABOUT THE CAREER



Title: University-Level Technology in Foreign Commerce and International Marketing

Duration: 2.5 years

Format: Hybrid

Schedule: Evening classes

Mission

To train technologically skilled, critical, and entrepreneurial professionals in the field of Foreign Trade interconnected with International Marketing, who contribute to the country's sustainable development through research and committed participation in the creation of microenterprises and job opportunities.

Vision

To become a leading school in the training of Foreign Trade and International Marketing technologists with a global perspective on imports and exports, capable of proposing, developing, and executing entrepreneurial ventures using cutting-edge technologies that contribute to the country's development.



Graduate Profile

This professional is prepared to:

- Operate import and export marketing systems.
- Design, plan, and effectively execute advertising campaigns.
- Apply analytical skills in the development of their professional activity.
- Position products and services.

University-Level Technology in **Foreign Commerce and International Marketing**

Curriculum



1st Semester	Mathematics	Oral and Written Communication	Ethics and Professional Conduct	Statistics	Insurance and International Transportation	Soft Skills
2nd Semester	Accounting	Commercial, Mercantile, and Customs Law	Micro and Macro Economics	Research Methodology	Strategic Planning	Marketing Fundamentals
3rd Semester	Administration	Supply Chain Management	International Finance	Sales Management and Consumer Behavior	Socioeconomic, Cultural, and Ecological Reality of Ecuador	Services Marketing
4th Semester	Project Management	Tariff Nomenclature and Customs Valuation	Qualitative Market Research	Brand Management and Public Relations	Neuromarketing	Customs Process Management
5th Semester	Entrepreneurship Management	E-commerce	Marketing Digital	Business Intelligence and Global Markets	Strategic Marketing, Innovation, and Development of New Products and Services	

Strengths of the Program

- 1. Flexibility:** Online classes offer great flexibility, allowing students to balance their studies with their other responsibilities.
- 2. Fast certification process:** The certification process, which involves taking the Comprehensive Exam within one month, enables rapid professional certification, facilitating career advancement.
- 3. Practical focus:** The program is designed to be highly practical, leveraging students' work experience to directly apply the concepts they've learned.
- 4. Professional network:** The online format facilitates the creation of a network with other professionals in the field, which can be valuable for future job opportunities and collaborations.
- 5. Development of digital skills:** Online classes allow students to develop digital and remote learning skills—competencies that are increasingly valued in the job market.





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becomes a qualification”**

