



MARKETING INSIGHTS

A blurred background image showing several students sitting at desks, looking down at their work, suggesting a classroom or study environment.

summer
M X

SUMMER **2022**

Mexico City • Puebla • Queretaro • Guadalajara



**4 SPEND
WEEKS
TRAVELING**
AROUND MEXICO
from **July 4 to July 29, 2022**



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, by 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. Students will be embarked on Tec de Monterrey's TEC21 educational model, an ambitious university-wide program to rethink education allowing flexibility as to how, when, and where students learn.

GLOBAL BUSINESS 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 learning about new cultures.

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

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 of Mexico.

NI2006 – Doing Business in Mexico (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 and become more society empathic, enthusiastic, curious about themselves and the people who live around them. 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.

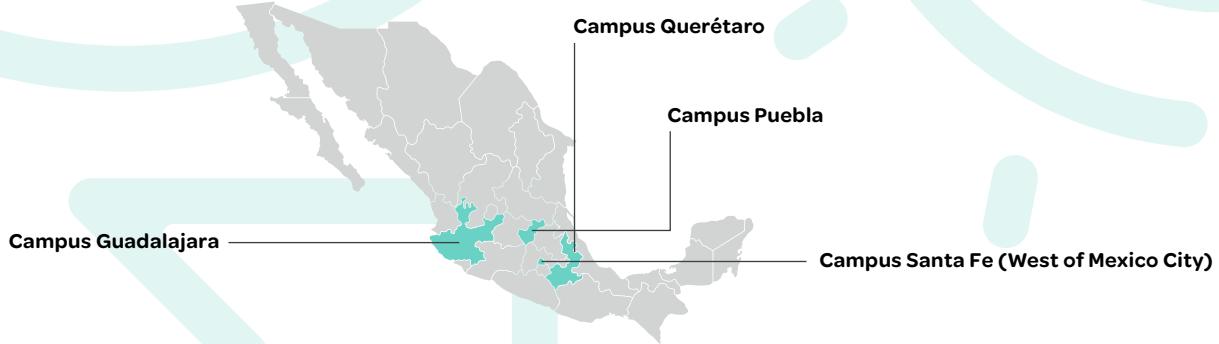
CAMPUSES

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.

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



Company visits



Conferences with experts



Networking events



Trips

PROGRAM SCHEDULE

Arrival Day: July 2, 2022	MEXICO CITY
Orientation Day: July 3, 2022	CAMPUS SANTA FE (West of Mexico City)
Week 1 July 4 to July 8, 2022	CAMPUS SANTA FE
Week 2 July 11 to July 15, 2022	CAMPUS PUEBLA
Week 3 July 18 to July 22, 2022	CAMPUS QUERETARO
Week 4 July 25 to July 29, 2022	CAMPUS GUADALAJARA

FEES AND TUITION

\$3800 USD for independent students.

and **\$1800 USD** for exchange* students.

*Nominated by partner institution.

This program includes:

- Housing.
- Transportation for all program activities, including airport pick up on official arrival day and transfer from city to city.

- Breakfast six days of the week
- Tickets to all visits and events of the program
- Student arrival kit
- Health insurance

NOMINATION DEADLINE :

May 6, 2022

APPLICATION DEADLINE :

May 13, 2022

ITINERANT

iNNOVATIVE

INTERNATIONAL

iNCREDIBLE

• ITINERANT

• INNOVATIVE

• INTERNATIONAL

• iNcredible



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For more information, please write to:

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Tecnológico
de Monterrey

ONE COUNTRY, FOUR CITIES