

FACULTAD: CIENCIAS EMPRESARIALES.
PROGRAMA: ADMINISTRACIÓN Y MARKETING.
SÍLABO: STRATEGIC MARKETING.

I. DATOS GENERALES

- 1.1 Modalidad de Estudio: PRESENCIAL.
- 1.2 Semestre Académico: 202402.
- 1.3 Ciclo de estudios: VIII.

ESTILO DE REDACCIÓN DE LA BIBLIOGRAFÍA: APA.

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