



# Advanced Topics in Marketing Management

Partnership between the University of La Verne - California and PECEGE

## Advanced Marketing Program in the United States

### Presentation

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PECEGE offers students the opportunity to articulate two fundamental elements in their professional curriculum: advanced knowledge in Marketing Management and international experience. In an intensive three-week program, with classes and company visits, you will be able to go one step further in your professional qualification under a scholarship offered to our students.

We invite you all to learn more and to participate in this project aimed at experienced Marketing professionals with graduate education. This is a unique opportunity to promote your career with a great differentiation.

Prof. Pedro Valentim Marques - Founder of PECEGE

Prof. Ricardo Pitelli de Britto - IBS Americas Program Coordinator

Detailed program content on page 2

## General Description

*January, July, or September 2022; or January, July 2023*

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*“To articulate Marketing theoretical knowledge with an intensive international experience. This is the objective of our program.”*

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Designed in partnership with the University of La Verne, this program aims to meet the expectations of students trained in Marketing or participating in the MBA program in Marketing Management who are interested in developing knowledge in this area of study. Scholars from other PECEGE courses are welcome if proven instruction in Marketing.

Articulating classes, extra-class activities and contact with executives, the presented course provides an opportunity to straighten relations with marketing expertise and American business reality.

The program is offered in California and includes full-time classes, allowing participants to get closer to Marketing Management in an international level.

Dates and investment on page 4

## A program tailored to your needs

*3 weeks of full-time classes and activities in January or July, with weekends free to leisure in California*

The “Advanced Topics in Marketing Management” program was developed in order to boost your career in an international program without the necessity to break any ties with your home country. With three-week duration in January or July and two-week in September - the course was structured to be attended during summer or winter vacations with three free weekends in one of the world’s most touristic regions.

Equivalent to an extension program, classes and activities take place full time. In January and July classes occur from Monday to Thursday from 9am to 4:30pm\*, with Fridays free for tourism. Scholars can also keep in contact with the business reality in the United States by taking a Business English Module included in the program with no additional cost to improve communication abilities in business contexts.

Groups are composed by professionals with proven professional experience and academic training at the postgraduate level. To ensure close contact between the teacher and the students, each group will have between 15 and 30 participants.

Certificates (see further details on the certification) are given to participants through their presence in the classroom. There are no exams, but students present seminars and weekly assignments.

The objective is to structure a very participatory and concrete program, in which students get involved in the development of practical activities.

\*in September, the program is offered in two weeks, from Monday to Friday 9am to 6pm



*University of La Verne Main Campus in California*

## Program Duration

The course can be attended in two weeks in September or three weeks in January or July.

The workload is the same, but the classes in September are more condensed with more hours per day and Fridays are not free for leisure.

- 48 hours of thematic course in Marketing
- 27 hours of Business English Module
- 8 hours of contact with executives (lectures in the University or company visits)

Upcoming dates for the program on page 4

## Program Content

### - *Advanced Topics in Marketing Management*

**1<sup>st</sup> week: Managing customers in the Globalized World.**  
Segmentation, Targeting and Positioning Global Products; Customer Value and Satisfaction; Social Media and the e-Customer; Business Cases and Company visits.

**2<sup>nd</sup> week: International Products and Branding.**  
Product and Brand Decisions in the Global Arena; Extend, Adapt and Create New Products; Cross Cultural Communication and Public Relations; Business Cases and Company visits.

**3<sup>rd</sup> week: Managing Global Markets and Offerings.**  
Global Market Entry Strategies; International Partnerships; Market Expansion Strategies; Business Cases.

## Program Structure

The University of La Verne is an educational institution located in the city of La Verne. With more than 129 years, the ULV offers undergraduate, master's and doctoral programs in the areas of Administration.

Its faculty is formed by PhDs in Administration with extensive professional and academic experience.

Since 2003, it has been receiving foreign students annually in its programs, which now extend to the area of marketing management. Under the coordination of Prof. Ricardo Pitelli de Britto and Prof. João Guerreiro, the program will provide assistance to students in their preparation for the trip and the course, aiming at their full use.

Our goal is to offer international education focusing on the global professional.

Aware of the difficulties for the foreigner professional to attend a program outside their home country, we provide a set of information and documents to students, facilitating the process of organizing their trip.

In addition, ULV maintains contact with Hotels, reducing the total cost of travel to values below the market.

In summary, you will receive:

- Background Readings, aiming at your full preparation for classes, several weeks in advance.
- Invitations to participate in meetings with the group, sharing information and meeting the people with whom you will take the course.
- Guidance on where to stay at very affordable prices (see section Estimates of Expenses on page 4).
- Documents and guidelines for obtaining your American visa (if necessary)
- Suggestions for tours, tourism, shopping, and free technical visits on your weekends.



*Program addressing the frontier of thought in Marketing,  
focused on the reality of foreign students*

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*International education  
focusing on foreigners  
needs and peculiarities*

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## Investment

The full tuition of this program, in line with the best American and European universities, is U\$ 6,860.00. Through the partnership, PECEGE students will receive a 70% scholarship, paying **U\$ 2,060.00 + U\$ 90 for enrollment**, in installments up to 16 times without interest, depending on their preferred boarding date\*.

> Check deadlines for requesting scholarships and availability with the course coordinator.

### Estimate Expenses

In addition to the course itself, the student will have other expenses. Below is an estimate of these costs:

**Flight tickets:** According to their home country

**Accommodation:** Students and their companions will have access to the same discount they obtained in the Ontario International Airport (or equivalent), paying only U\$ 52 per day, breakfast (optional), internet and parking, in a double room.

**Meals:** Lunch served at the ULV costs U\$ 8, including main course, drinks and dessert.

\*The course must have been fully paid before its start

#### Request Application and Contract:

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[www.ibs-americas.com](http://www.ibs-americas.com)

#### phone:

+55 (11) 3262 2782  
 +55 (11) 99139 3429 (WhatsApp)

#### E-mail:

**Prof. João Guerreiro**  
[joao.guerreiro@ibs-americas.com](mailto:joao.guerreiro@ibs-americas.com)

## Upcoming Dates

The expected travel dates\*\* for the next classes are:

Period	Boarding	Start of classes	End of classes	Return
Jan/22	~Jan 6th	Jan 10th	Jan 27th	~Jan 30th
Jul/22	~Jul 7th	Jul 11th	Jul 28th	~Jul 31st
Sep/22	~Aug 26th	Aug 29th	Sep 9th	~Sep 11th
Jan/23	~05/Jan	09/Jan	26/Jan	~29/Jan
Jul/23	~06/Jul	10/Jul	27/Jul	~30/Jul

\*\*Before scheduling your trip, check for possible conflicts with your MBA program, as only one day of absence is allowed

## Application Process

The first step in participating in the program is to request your scholarship, through the submission of your Application Form. Fill in and send by email to [joao.guerreiro@ibs-americas.com](mailto:joao.guerreiro@ibs-americas.com)

Upon approval of the request and vacancy release, made by evaluating the student's curriculum and verifying the availability of vacancies, the student can make the Course Contract with the institution representing ULV - the seat will be available for a period of one week.

## Certification

Program participants receive two certificates:

\* **Certificate in executive Management (Advanced Topics in Marketing Management)** - issued by the University of La Verne.

\* **Business English Program** - issued by the ELS Language Center referring to the Business English module included in the program.

