INSIGHTS TO LOVE MEXICO

WINTER MIX

WINTER PROGRAM 2020

ONE COUNTRY, FOUR CITIES

Mexico City • Puebla • Queretaro • Guadalajara
i WINTER Mx: Insights to love México is a program designed for international students interested in discovering their marketing potential and advancing their professional competencies in a unique and experiential way. Who love traveling and learning about new cultures.

TEC 21 MODEL

Tecnológico de Monterrey has evolved towards an innovative educational model that allows its students to become leaders prepared to face the challenges and opportunities of the 21st century. This model, known as Tec 21, bases its success on improving competitiveness by developing and advancing the skills required in different professional fields. Tec 21 has 4 main components: challenge based learning, flexibility, inspiring professors and memorable experiences.

Students will be immersed into Tec 21 model, an ambitious university wide program to rethink education. iSummerMx will allow flexible learning about how, when and where this process happens.

- Company visits
- Conferences with experts
- Networking events
- Trips
**CAMPUSES**

- **Mexico City:** Santa Fe Campus is located in the western edge of Mexico City which is probably the fastest growing business district in Mexico. Santa Fe Campus started operation in August 2001 and is one of the newest among other 26 campuses of Tec de Monterrey. It is the most cutting-edge area of Mexico City and a great destination for students. Santa Fe was developed by a group of prestigious architects in Mexico, which is why it has a range of unique architectural designs. Santa Fe has a great nightlife, nice restaurants, theaters, cinemas and sporting activities. It has malls with luxury brand shops such as Centro Santa Fe, the largest mall in Latin America.

- **Puebla:** Campus Puebla, located in one of the best districts of the city, opened its doors in 2003. On 25 hectares, you find 4 buildings with classrooms, offices, and the Convention Center and Technology Park. All facilities are equipped with state of the art technology. Additionally, there are two auditoriums, a cafeteria, a library, a copy shop, work and study areas, and 7 laboratories. Furthermore, we put at your disposal, a modern gymnasium with dressing rooms, showers, lockers and ample sports fields for soccer, basketball, volleyball and tennis.

- **Querétaro:** The Queretaro campus is the fourth largest in the country with more than 7000 students, 55% of which come from other states and more than 400 international students of different nationalities are welcomed every year. Queretaro is located in the heart of Mexico just a 2 hours by car 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, most innovative, and holds important state-of-the-art sectors in industrial production, education, and technology.

- **Guadalajara:** The Guadalajara Campus 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 this campus has and continues to develop its facilities to become the second most relevant campus, after the mother campus in Monterrey, and one of the most modern in the Tec system. Guadalajara is considered a capital of culture, being home of the well known Mexican icons such as mariachi, tequila, and charraña. All recognized as World Heritage by UNESCO.

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**4 SPEND WEEKS TRAVELING AROUND MEXICO**

from **January 6th** to **January 31st**

Students will discover four of the most iconic states in Mexico, visit the capital Mexico-City, enjoy de colonial city of Querétaro, go to the amazing Guadalajara, walk through historic places at Puebla and make everlasting memories in beautiful places like Puerto Vallarta and San Miguel de Allende.
During their program they will be accompanied by Tec de Monterey professors and staff, making sure they study and work in a safe environment and they can fully enjoy the cultural and recreational activities of the program.

**COURSES**

<table>
<thead>
<tr>
<th>Credits per class</th>
<th>3 Credits</th>
<th>5 ECTS</th>
<th>8 Tec Units</th>
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</thead>
<tbody>
<tr>
<td>Credit load</td>
<td>6 Credits</td>
<td>10 ECTS</td>
<td>16 Tec Units</td>
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Students will develop a marketing plan and will model an ideal customer profile for a product or service of the tourism sector. By working in multicultural settings they will exercise their leadership skills while developing a global perspective.

Students will learn and advance their skills taking two courses:

1. **MT1003 Marketing and Creativity**
   
   *(Taught in English)*

   The student will be familiar with the field of marketing and will be able to understand the factors that affect companies and their environment. They will understand the evolution of marketing 1.00 until 4.00, creativity, information and market research systems, market segmentation, consumer buying behavior, commercial markets, product development strategies, prices, distribution and promotional mix. In addition, they have to build a marketing business plan to face all the discovered insights around Mexico’s marketing tourism environment.

2. **MT2006 Consumer Behavior**
   
   *(Taught in English)*

   At the end of this course the student 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 being more society empathic, enthusiastic, curious from themselves and the people who live around. Structuring the information obtained in a significant theoretical frame, in which concepts and theories deriving from psychology, sociology and anthropology need to be applied critically.
This summer program will develop and advance the student’s disciplinary competencies by applying their marketing and consumer behavior knowledge and skills to the field, working with existent enterprises. Students will be challenged to resolve real society and touristic problems, making use of all the knowledge acquired and putting their personal and professional skills at work.

FEES AND TUITION

$3600 USD for independent students.

and $1600 USD for exchange* students.

*Nominated by partner institution.

DEADLINE APPLICATION: November 22nd 2019

This program includes:

-Housing.

-Transportation for all the activities in the program, and between cities.

-Daily breakfast (except for saturdays).

-Tickets and entrances for all visits, trips and activities included in the program.

-Student Kit.

PUERTO VALLARTA

Your students will find this coastal town framed by the mountains of the Sierra Madre Occidental of Jalisco and the immense Mexican Pacific. This fascinating tourist destination with, it’s red roofs, golden sunsets, and cobbled streets, possesses everything that makes for an incredible vacation: beautiful beaches, leading hotels, and a variety of restaurants and activities.

$400 USD all inclusive per student

PROGRAM SCHEDULE

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>JANUARY 6th - 10th</th>
<th>CAMPUS MEXICO CITY AT SANTA FE</th>
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<tbody>
<tr>
<td>SUNDAY 6th</td>
<td>Intercampus transportation</td>
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<tr>
<th>WEEK 2</th>
<th>JANUARY 13th - 17th</th>
<th>CAMPUS PUEBLA</th>
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<tbody>
<tr>
<td>SUNDAY 14th</td>
<td>Intercampus transportation</td>
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<tr>
<th>WEEK 3</th>
<th>JANUARY 20th - 24th</th>
<th>CAMPUS QUERETARO</th>
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<tbody>
<tr>
<td>SUNDAY 21st</td>
<td>Intercampus transportation</td>
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<tr>
<th>WEEK 4</th>
<th>JANUARY 27th - 31st</th>
<th>CAMPUS GUADALAJARA</th>
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<tbody>
<tr>
<td>FRIDAY 31st to 2nd</td>
<td>Puerto Vallarta Trip</td>
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for more info:
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