



PROGRAMACIÓN ASIGNATURAS-SEP-DIC-2019_MERCADEO
CARRERA: LICENCIATURA EN MERCADEO

CLAVE	ASIGNATURA	CR	HORARIO	INICIO	FINAL
PRIMER BIMESTRE					
ADM-112	DIRECCION EMPRESARIAL	3	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
DER-101	DERECHO COMERCIAL	3	S:02-04PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
INF-116	ADMINISTRACION DE SISTEMAS INFORMACION	3	S:02-04PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-101	MERCADOTECNIA I	3	S:02-04PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-104	ADMINISTRACION DE VENTAS	3	S:02-04PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-106	PROMOCION DE VENTAS	3	S:02-04PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
SOC-500	MONOGRAFICO	6	S:02-06PM	Sep 7 2019 12:00AM	Sep 28 2019 12:00AM
SOC-500	MONOGRAFICO	6	S:02-06PM	Sep 7 2019 12:00AM	Sep 28 2019 12:00AM
SOC-500	MONOGRAFICO	6	S:02-06PM	Sep 7 2019 12:00AM	Sep 28 2019 12:00AM
ADM-102	ADMINISTRACION II	3	S:04-06PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM

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ING-102	INGLES II	3	S:04-06PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
ADM-117	PLANIFICACION ESTRATEGICA II	3	S:04-06PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-115	MERCADOTECNIA TURISTICA Y HOTELERA I	3	S:04-06PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-109	MERCADOTECNIA INTERNACIONAL II	3	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
ORI-100	ORIENTACION UNIVERSITARIA	1	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
ADM-114	SIMULACION DE NEGOCIOS	2	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
ING-103	INGLES III	3	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
LET-101	ESPAÑOL II	4	S:08-10AM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
INF-101	INFORMATICA I	2	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MAT-101	MATEMATICA II	4	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MAT-102	MATEMATICA FINANCIERA I	3	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
ING-104	INGLES IV	3	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-102	MERCADOTECNIA II	3	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
CON-115	CONTABILIDAD ADMINISTRATIVA	4	S:10-12PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
CON-102	CONTABILIDAD II	4	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM

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ADM-118	RELACIONES PUBLICAS	2	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-105	DESARROLLO DE PRODUCTOS	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
HIS-100	HISTORIA SOCIAL DOMINICANA	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MET-103	INVESTIGACION DE MERCADOS I	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
PSI-100	PSICOLOGIA GENERAL	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MET-101	METODOLOGIA DE LA INVESTIGACION I	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-107	PROMOCION Y VENTAS II	3	S:12-02PM	Sep 7 2019 12:00AM	Oct 26 2019 12:00AM
MER-101	MERCADOTECNIA I	3	J:05-07PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
ING-103	INGLES III	3	J:05-07PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
HIS-100	HISTORIA SOCIAL DOMINICANA	3	J:05-07PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
ADM-102	ADMINISTRACION II	3	J:05-07PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
MAT-102	MATEMATICA FINANCIERA I	3	J:07-09PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
MET-101	METODOLOGIA DE LA INVESTIGACION I	3	J:07-09PM	Sep 5 2019 12:00AM	Oct 24 2019 12:00AM
ADM-118	RELACIONES PUBLICAS	2	L:05-07PM	Sep 4 2019 12:00AM	Oct 23 2019 12:00AM
ADM-114	SIMULACION DE NEGOCIOS	2	Mi:05-07PM	Sep 4 2019 12:00AM	Oct 23 2019 12:00AM

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MER-107	PROMOCION Y VENTAS II	3	Mi:07-09PM	Sep 4 2019 12:00AM	Oct 23 2019 12:00AM
DER-101	DERECHO COMERCIAL	3	Mi:07-09PM	Sep 4 2019 12:00AM	Oct 23 2019 12:00AM
MER-111	PLAN DE MERCADEO	3	Mi:07-09PM	Sep 4 2019 12:00AM	Oct 23 2019 12:00AM
PSI-100	PSICOLOGIA GENERAL	3	M:05-07PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
ORI-100	ORIENTACION UNIVERSITARIA	1	M:05-07PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
CON-102	CONTABILIDAD II	4	M:05-07PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
LET-101	ESPAÑOL II	4	M:05-07PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
MAT-101	MATEMATICA II	4	M:07-09PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
ING-102	INGLES II	3	M:07-09PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
MER-102	MERCADOTECNIA II	3	M:07-09PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
INF-101	INFORMATICA I	2	M:07-09PM	Sep 3 2019 12:00AM	Oct 22 2019 12:00AM
INF-116	ADMINISTRACION DE SISTEMAS INFORMACION	3	L:07-09PM	Sep 2 2019 12:00AM	Oct 21 2019 12:00AM
ADM-117	PLANIFICACION ESTRATEGICA II	3	L:07-09PM	Sep 2 2019 12:00AM	Oct 21 2019 12:00AM
CON-115	CONTABILIDAD ADMINISTRATIVA	4	L:07-09PM	Sep 2 2019 12:00AM	Oct 21 2019 12:00AM
MET-103	INVESTIGACION DE MERCADOS I	3	L:07-09PM	Sep 2 2019 12:00AM	Oct 21 2019 12:00AM

ORI-100	ORIENTACION UNIVERSITARIA	1	D:08-10AM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
INF-116	ADMINISTRACION DE SISTEMAS INFORMACION	3	D:08-10AM	Sep 1 2019 12:00AM	Nov 20 2019 12:00AM
MER-101	MERCADOTECNIA I	3	D:08-10AM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
ING-102	INGLES II	3	D:08-10AM	Sep 1 2019 12:00AM	Oct 26 2019 12:00AM
ADM-102	ADMINISTRACION II	3	D:08-10AM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
ING-104	INGLES IV	3	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
MAT-101	MATEMATICA II	4	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
HIS-100	HISTORIA SOCIAL DOMINICANA	3	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
ADM-112	DIRECCION EMPRESARIAL	3	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
ADM-114	SIMULACION DE NEGOCIOS	2	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
ADM-118	RELACIONES PUBLICAS	2	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
CON-102	CONTABILIDAD II	4	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
MET-101	METODOLOGIA DE LA INVESTIGACION I	3	D:10-12PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
PSI-100	PSICOLOGIA GENERAL	3	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
CON-115	CONTABILIDAD ADMINISTRATIVA	4	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM

DER-101	DERECHO COMERCIAL	3	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
INF-101	INFORMATICA I	2	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
MAT-102	MATEMATICA FINANCIERA I	3	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM
LET-101	ESPAÑOL II	4	D:12-02PM	Sep 1 2019 12:00AM	Oct 20 2019 12:00AM

SEGUNDO BIMESTRE

SOC-100	SOCIOLOGIA	3	J:05-07PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
MER-103	MERCADOTECNIA III	4	J:05-07PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
DER-102	DERECHO LABORAL	3	J:05-07PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
EST-101	ESTADISTICA II	3	J:05-07PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
ADM-103	ADMINISTRACION DE RECURSOS HUMANOS I	3	J:05-07PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
ADM-101	ADMINISTRACION I	3	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
ADM-111	CREACION Y ADMINISTRACION DE PYMES	2	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
INF-103	TECNOLOGIA APLICADA A LA MERCADOTECNIA	4	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
EST-100	ESTADISTICA I	3	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
MET-102	METODOLOGIA DE LA INVESTIGACION II	3	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM

RMN-100	RECURSOS NATURALES Y MEDIO AMBIENTE	2	J:07-09PM	Oct 31 2019 12:00AM	Dec 19 2019 12:00AM
INF-104	SISTEMAS DE INFORMACION GERENCIAL	3	Mi:05-07PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
ECO-104	FORMULACION Y EVALUACION DE PROYECTOS	3	Mi:05-07PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
MER-110	LOGISTICA Y CANALES DE DISTRIBUCION	3	Mi:05-07PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
ADM-110	COMPORTAMIENTO ORGANIZACIONAL	3	Mi:05-07PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
ADM-108	GERENCIA DE PROCESOS	4	Mi:07-09PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
MET-104	INVESTIGACION DE MERCADOS II	3	Mi:07-09PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
FIL-100	FILOSOFIA	3	Mi:07-09PM	Oct 30 2019 12:00AM	Dec 18 2019 12:00AM
CON-101	CONTABILIDAD I	4	M:05-07PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
DER-104	PROPIEDAD INTELECTUAL	3	M:05-07PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
ING-105	INGLES TECNICO	2	M:05-07PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
MAT-103	MATEMATICA FINANCIERA II	4	M:05-07PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
ING-101	INGLES I	3	M:07-09PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
ECO-101	ECONOMIA GENERAL	3	M:07-09PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
ETI-100	ETICA PROFESIONAL	2	M:07-09PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM

INF-102	INFORMATICA II	3	M:07-09PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
CON-109	PRESUPUESTO EMPRESARIAL	3	M:07-09PM	Oct 29 2019 12:00AM	Dec 17 2019 12:00AM
ADM-116	PLANIFICACION ESTRATEGICA I	3	L:05-07PM	Oct 28 2019 12:00AM	Dec 16 2019 12:00AM
MAT-100	MATEMATICA I	4	L:05-07PM	Oct 28 2019 12:00AM	Dec 16 2019 12:00AM
LET-100	ESPAÑOL I	4	L:07-09PM	Oct 28 2019 12:00AM	Dec 16 2019 12:00AM
ADM-103	ADMINISTRACION DE RECURSOS HUMANOS I	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
INF-104	SISTEMAS DE INFORMACION GERENCIAL	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ING-101	INGLES I	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
CON-109	PRESUPUESTO EMPRESARIAL	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
EST-100	ESTADISTICA I	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ECO-101	ECONOMIA GENERAL	3	D:08-10AM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
INF-102	INFORMATICA II	3	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
DER-104	PROPIEDAD INTELECTUAL	3	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ECO-104	FORMULACION Y EVALUACION DE PROYECTOS	3	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
CON-101	CONTABILIDAD I	4	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM

MAT-100	MATEMATICA I	4	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
PSI-101	PSICOLOGIA DEL CONSUMIDOR	3	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ADM-101	ADMINISTRACION I	3	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ADM-108	GERENCIA DE PROCESOS	4	D:10-12PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ADM-110	COMPORTAMIENTO ORGANIZACIONAL	3	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
MET-102	METODOLOGIA DE LA INVESTIGACION II	3	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
RMN-100	RECURSOS NATURALES Y MEDIO AMBIENTE	2	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
SOC-100	SOCIOLOGIA	3	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
LET-100	ESPAÑOL I	4	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ING-105	INGLES TECNICO	2	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
CON-103	CONTABILIDAD III	4	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ADM-111	CREACION Y ADMINISTRACION DE PYMES	2	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ADM-116	PLANIFICACION ESTRATEGICA I	3	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
ETI-100	ETICA PROFESIONAL	2	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
FIL-100	FILOSOFIA	3	D:12-02PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM

PSI-101	PSICOLOGIA DEL CONSUMIDOR	3	S:04-06PM	Oct 27 2019 12:00AM	Dec 15 2019 12:00AM
DER-104	PROPIEDAD INTELECTUAL	3	S:02-04PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
PUB-100	PUBLICIDAD	3	S:02-04PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ING-105	INGLES TECNICO	2	S:02-04PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
LET-100	ESPAÑOL I	4	S:02-04PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
PUB-101	DISEÑO GRAFICO PUBLICITARIO	2	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
SOC-100	SOCIOLOGIA	3	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
RMN-100	RECURSOS NATURALES Y MEDIO AMBIENTE	2	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
MER-103	MERCADOTECNIA III	4	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ETI-100	ETICA PROFESIONAL	2	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
FIL-100	FILOSOFIA	3	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-116	PLANIFICACION ESTRATEGICA I	3	S:04-06PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
CON-103	CONTABILIDAD III	4	S:08-10AM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
CON-109	PRESUPUESTO EMPRESARIAL	3	S:08-10AM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
INF-104	SISTEMAS DE INFORMACION GERENCIAL	3	S:08-10AM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM

EST-100	ESTADISTICA I	3	S:08-10AM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ECO-104	FORMULACION Y EVALUACION DE PROYECTOS	3	S:08-10AM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
CON-101	CONTABILIDAD I	4	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
MER-108	MERCADOTECNIA INTERNACIONAL I	3	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
MAT-100	MATEMATICA I	4	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
MAT-103	MATEMATICA FINANCIERA II	4	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-103	ADMINISTRACION DE RECURSOS HUMANOS I	3	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-101	ADMINISTRACION I	3	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-111	CREACION Y ADMINISTRACION DE PYMES	2	S:10-12PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-110	COMPORTAMIENTO ORGANIZACIONAL	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ADM-108	GERENCIA DE PROCESOS	4	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ING-101	INGLES I	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
MET-102	METODOLOGIA DE LA INVESTIGACION II	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
INF-102	INFORMATICA II	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
ECO-101	ECONOMIA GENERAL	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM

EST-101	ESTADISTICA II	3	S:12-02PM	Nov 2 2019 12:00AM	Dec 21 2019 12:00AM
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Luis Manuel Cruz, MEd. MS. MRH.
Rector / 24 agosto de 2019