

UADE

UNIVERSIDAD ARGENTINA

DIGITAL MARKETING & COMMUNICATIONS

LEADING THE WAY TO SUCCESS

Contact us: incoming@uade.edu.ar



ABOUT UADE

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Universidad Argentina de la Empresa (UADE) is a prestigious private university with over **60 years of academic excellence**.

Located in the heart of Buenos Aires, UADE offers a **modern, safe, and high-tech campus**, fully accredited and internationally recognized.

Renowned for its **business, management, and communication** programs, UADE currently hosts over **51,808 undergraduate and 71,394 graduate students**.

Buenos Aires stands among Latin America's most vibrant cities—a hub for business, culture, and innovation—blending **European heritage, Latin American energy**, and an exceptional gastronomic and artistic scene.

**UNIQUE INTERNATIONAL MARKETING & COMMUNICATION PROGRAM
DELIVERED 100% IN ENGLISH**



WHERE WE ARE?

Lima 757, C1073 Cdad. Autónoma de Buenos Aires



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PROGRAM BENEFITS

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Offered by UADE, this is **the most comprehensive academic program** focused on Latin American business currently available in the region. Designed for international students, it provides participants with the tools and perspectives needed to understand and navigate the complexities of doing business in Latin America.

Students will benefit from:

A multidisciplinary approach, combining:

- Business Spanish training
- Key Latin American economic insights
- Practical strategies for business operations across the region

On-site learning in Buenos Aires, a city that blends Latin flair with European elegance. As Argentina's economic and cultural capital, it offers the ideal setting to experience real-world business dynamics in Latin America.

Proven academic excellence, with:

- A strong track record
- Highly qualified professors and expert guest lecturers
- Partnerships with leading companies, entrepreneurs and trade associations, offering access to company visits, industry speakers, case studies and applied business scenarios.



PROGRAM BENEFITS

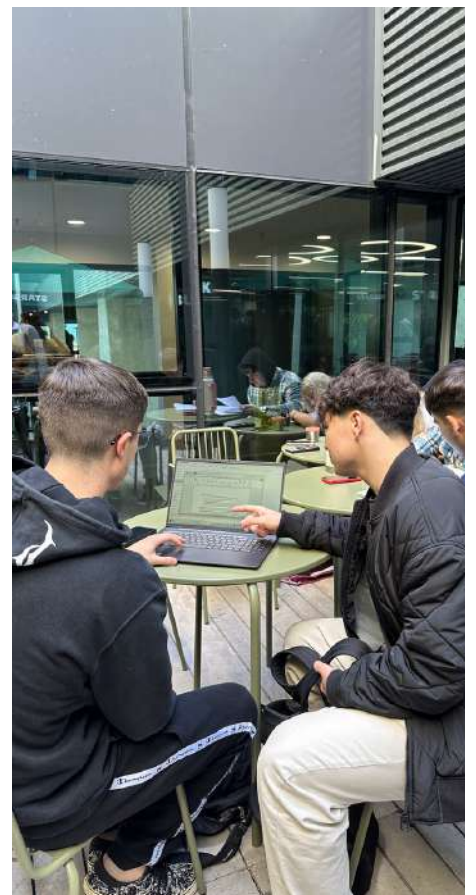
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The Argentine Buddy Program is a mentoring initiative designed to foster connections between **local and international students**. Its main goal is to support the **social and academic integration** of visiting students into both UADE and the city of Buenos Aires.

A great opportunity to:

- Build cross-cultural friendships
- Receive peer support during your stay
- Discover the city and student life from a local's perspective

More than just a support system — it's an enjoyable and enriching experience that makes your international journey even more memorable.



PROGRAM OVERVIEW

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Course Load: 12 weeks

Credits: 30 credits awarded upon successful completion of all courses

Dates: February 10 – April 24 | 2026



Advanced undergraduate students or first-year master's students specializing in **Marketing, Communication, Economics**, understanding LATAM, or innovation.



Official Transcript of Records awarded by UADE upon program approval.

PROGRAM STRUCTURE AND COURSES

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Course	Main Contents
Sales Management	Explore sales forecasting, distribution channels, and team management. Learn to develop incentive programs and evaluate sales performance.
Glogal Strategic Marketing & Communications	Gain a global vision of corporate communication, ethics, and stakeholder relations. Design effective marketing and communication strategies across different cultural contexts.
Digital Marketing Communications Management	Master the fundamentals of digital media and integrated campaigns. Learn to select the right platforms, measure engagement, and assess campaign performance..
Understanding Latin America	Examine the social, cultural, and economic diversity of the region. Learn how Latin American identity and communication styles influence global markets.
Innovation	Discover the role of creativity in product and service innovation. Analyze how cognitive, motivational, and emotional factors influence innovation processes.

Other services included:

- Assistance to rent off-campus apartment, if needed.
- Wi Fi Internet Access on Campus
- Library
- Gym and Sport activities



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LOOKING
FORWARD TO
SEEING YOU!**

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