



UNIDAD ACADÉMICA: 103  
CARRERA: 10  
PLAN DE ESTUDIOS: 2009-2

FAC. CS. ADMINISTRATIVAS  
LICENCIADO EN MERCADOTECNIA

GRUPO: 600

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                             | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES | MARTES | MIÉRCOLES      | JUEVES | VIERNES | SÁBADO | DOMINGO | E/S |
|------------------------------|--------------------------------------------------------------------|----------|-------|------------|------------|-------|--------|----------------|--------|---------|--------|---------|-----|
| 28183<br>3419                | ENSAMBLE DE GUITARRAS<br>13659 RODRIGUEZ RODRIGUEZ JOSE<br>DELFINO | 0        | 0     | 35<br>**   | T<br>1     |       |        | 13:00<br>16:00 |        |         |        |         | 4   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 621

| CVE. ASIGNAT. No. CONTROL | DESCRIPCIÓN MAESTRO                                                                  | EDIFICIO | SALÓN | CAP ASG | TPO SGP | LUNES       | MARTES      | MIÉRCOLES   | JUEVES      | VIERNES     | SÁBADO | DOMINGO | E/S |
|---------------------------|--------------------------------------------------------------------------------------|----------|-------|---------|---------|-------------|-------------|-------------|-------------|-------------|--------|---------|-----|
| 38984 4998                | Fundamentos de Metodología de la Investigación<br>31312 GUTIERREZ MACIAS ALEX SANDRA | 0        | 0     | 40 **   | C       |             |             |             |             | 07:00 09:00 |        |         | 1   |
| 38984 4997                | Fundamentos de Metodología de la Investigación<br>31312 GUTIERREZ MACIAS ALEX SANDRA | 0        | 0     | 40 **   | T 1     |             | 07:00 09:00 |             |             |             |        |         | 1   |
| 40281 5008                | Diseño Gráfico<br>23394 VARGAS ZUNIGA CARLOS ALBERTO                                 | 0        | 0     | 40 **   | C       |             | 12:00 13:00 |             |             |             |        |         | 1   |
| 40281 5007                | Diseño Gráfico<br>23394 VARGAS ZUNIGA CARLOS ALBERTO                                 | 0        | 0     | 40 **   | L 1     | 10:00 11:00 |             |             |             |             |        |         | 1   |
| 40281 5007                | Diseño Gráfico<br>23394 VARGAS ZUNIGA CARLOS ALBERTO                                 | 0        | 0     | 40 **   | L 1     |             |             | 10:00 12:00 |             |             |        |         | 1   |
| 40361 5000                | Estadística Aplicada a la Mercadotecnia<br>31227 VALENCIANA BRAVO RAQUEL INES        | 0        | 0     | 40 **   | C       |             |             |             | 07:00 09:00 |             |        |         | 1   |
| 40361 4999                | Estadística Aplicada a la Mercadotecnia<br>31227 VALENCIANA BRAVO RAQUEL INES        | 0        | 0     | 40 **   | T 1     | 07:00 09:00 |             |             |             |             |        |         | 1   |
| 40363 5002                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC                  | 0        | 0     | 40 **   | C       |             |             |             | 09:00 10:00 |             |        |         | 1   |
| 40363 5002                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC                  | 0        | 0     | 40 **   | C       |             |             |             |             | 11:00 12:00 |        |         | 1   |
| 40363 5001                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC                  | 0        | 0     | 40 **   | T 1     | 09:00 10:00 |             |             |             |             |        |         | 1   |
| 40363 5001                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC                  | 0        | 0     | 40 **   | T 1     |             | 11:00 12:00 |             |             |             |        |         | 1   |
| 40364 5004                | Pensamiento Estratégico Administrativo<br>24068 AVITIA CARLOS JUAN CARLOS            | 0        | 0     | 40 **   | C       |             |             |             |             | 09:00 10:00 |        |         | 1   |
| 40364 5004                | Pensamiento Estratégico Administrativo<br>24068 AVITIA CARLOS JUAN CARLOS            | 0        | 0     | 40 **   | C       |             |             |             | 10:00 11:00 |             |        |         | 1   |
| 40364 5003                | Pensamiento Estratégico Administrativo<br>24068 AVITIA CARLOS JUAN CARLOS            | 0        | 0     | 40 **   | T 1     |             |             | 07:00 09:00 |             |             |        |         | 1   |
| 40365 5006                | Products<br>23631 ROQUE ABUNDIS GABRIELA ERENDIRA                                    | 0        | 0     | 40 **   | C       |             | 09:00 11:00 |             |             |             |        |         | 1   |
| 40365 5005                | Products<br>23631 ROQUE ABUNDIS GABRIELA ERENDIRA                                    | 0        | 0     | 40 **   | T 1     |             |             | 09:00 10:00 |             |             |        |         | 1   |
| 40365 5005                | Products<br>23631 ROQUE ABUNDIS GABRIELA ERENDIRA                                    | 0        | 0     | 40 **   | T 1     | 12:00 13:00 |             |             |             |             |        |         | 1   |
| 40389 5386                | Content Marketing<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                            | 0        | 0     | 40 **   | C       |             |             |             |             | 10:00 11:00 |        |         | 5   |
| 40389 5385                | Content Marketing<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                            | 0        | 0     | 40 **   | T 1     | 11:00 12:00 |             |             |             |             |        |         | 5   |
| 40389 5385                | Content Marketing<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                            | 0        | 0     | 40 **   | T 1     |             |             |             | 11:00 13:00 |             |        |         | 5   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 622

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                           | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|----------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 38984<br>5010                | Fundamentos de Metodología de la Investigación<br>20467 ESTRADA OLIVAS ERIKA     | 0        | 0     | 40<br>**   | C          |                |                |                | 18:00<br>20:00 |                |        |         | 1   |
| 38984<br>5009                | Fundamentos de Metodología de la Investigación<br>20467 ESTRADA OLIVAS ERIKA     | 0        | 0     | 40<br>**   | T<br>1     | 18:00<br>20:00 |                |                |                |                |        |         | 1   |
| 40281<br>5014                | Diseño Gráfico<br>23394 VARGAS ZUNIGA CARLOS ALBERTO                             | 0        | 0     | 40<br>**   | C          |                | 20:00<br>21:00 |                |                |                |        |         | 1   |
| 40281<br>5013                | Diseño Gráfico<br>23394 VARGAS ZUNIGA CARLOS ALBERTO                             | 0        | 0     | 40<br>**   | L<br>1     |                |                | 17:00<br>20:00 |                |                |        |         | 1   |
| 40361<br>5012                | Estadística Aplicada a la Mercadotecnia<br>31227 VALENCIANA BRAVO RAQUEL INES    | 0        | 0     | 40<br>**   | C          |                | 16:00<br>18:00 |                |                |                |        |         | 1   |
| 40361<br>5011                | Estadística Aplicada a la Mercadotecnia<br>31227 VALENCIANA BRAVO RAQUEL INES    | 0        | 0     | 40<br>**   | T<br>1     | 16:00<br>18:00 |                |                |                |                |        |         | 1   |
| 40363<br>5020                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC              | 0        | 0     | 40<br>**   | C          |                |                |                |                | 19:00<br>21:00 |        |         | 1   |
| 40363<br>5019                | Análisis del Consumidor<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC              | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 20:00<br>22:00 |                |        |         | 1   |
| 40364<br>5390                | Pensamiento Estratégico Administrativo<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO | 0        | 0     | 40<br>**   | C          |                |                | 16:00<br>17:00 | 16:00<br>17:00 |                |        |         | 1   |
| 40364<br>5389                | Pensamiento Estratégico Administrativo<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 1   |
| 40365<br>5016                | Products<br>13385 TAPIA BOLFETA OSCAR                                            | 0        | 0     | 40<br>**   | C          |                |                |                | 17:00<br>18:00 |                |        |         | 1   |
| 40365<br>5016                | Products<br>13385 TAPIA BOLFETA OSCAR                                            | 0        | 0     | 40<br>**   | C          |                |                |                |                | 18:00<br>19:00 |        |         | 1   |
| 40365<br>5015                | Products<br>13385 TAPIA BOLFETA OSCAR                                            | 0        | 0     | 40<br>**   | T<br>1     |                | 18:00<br>20:00 |                |                |                |        |         | 1   |
| 40389<br>5388                | Content Marketing<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                       | 0        | 0     | 40<br>**   | C          |                |                | 21:00<br>22:00 |                |                |        |         | 5   |
| 40389<br>5387                | Content Marketing<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                       | 0        | 0     | 40<br>**   | T<br>1     |                |                | 20:00<br>21:00 |                |                |        |         | 5   |
| 40389<br>5387                | Content Marketing<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                       | 0        | 0     | 40<br>**   | T<br>1     | 20:00<br>22:00 |                |                |                |                |        |         | 5   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 631

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                               | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|--------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40366<br>6474                | Técnicas Cuantitativas de Investigación de Mercados<br>21702 ZAVALA CORRALES YEDITH  | 0        | 0     | 40<br>**   | C          |                |                | 08:00<br>09:00 |                |                |        |         | 2   |
| 40366<br>6474                | Técnicas Cuantitativas de Investigación de Mercados<br>21702 ZAVALA CORRALES YEDITH  | 0        | 0     | 40<br>**   | C          | 11:00<br>12:00 |                |                |                |                |        |         | 2   |
| 40366<br>6475                | Técnicas Cuantitativas de Investigación de Mercados<br>21702 ZAVALA CORRALES YEDITH  | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 09:00<br>10:00 |                |        |         | 2   |
| 40366<br>6475                | Técnicas Cuantitativas de Investigación de Mercados<br>21702 ZAVALA CORRALES YEDITH  | 0        | 0     | 40<br>**   | T<br>1     |                | 09:00<br>11:00 |                |                |                |        |         | 2   |
| 40367<br>6476                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA  | 0        | 0     | 40<br>**   | C          | 07:00<br>09:00 |                |                |                |                |        |         | 2   |
| 40367<br>6477                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA  | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 07:00<br>08:00 |        |         | 2   |
| 40367<br>6477                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA  | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 07:00<br>09:00 |                |        |         | 2   |
| 40368<br>6478                | Marketing Diagnostic Models<br>32021 LUEVANO DOJAQUEZ BRYAN                          | 0        | 0     | 40<br>**   | C          | 09:00<br>11:00 |                |                |                |                |        |         | 2   |
| 40368<br>6479                | Marketing Diagnostic Models<br>32021 LUEVANO DOJAQUEZ BRYAN                          | 0        | 0     | 40<br>**   | T<br>1     |                |                | 11:00<br>13:00 |                |                |        |         | 2   |
| 40369<br>6480                | Análisis de Precios<br>16253 GONZALEZ MIRIAM ROCIO                                   | 0        | 0     | 40<br>**   | C          |                |                | 09:00<br>11:00 |                |                |        |         | 2   |
| 40369<br>6481                | Análisis de Precios<br>16253 GONZALEZ MIRIAM ROCIO                                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 09:00<br>11:00 |        |         | 2   |
| 40370<br>6482                | Normatividad Aplicada a la Mercadotecnia<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC | 0        | 0     | 40<br>**   | C          |                | 07:00<br>09:00 |                |                |                |        |         | 2   |
| 40370<br>6483                | Normatividad Aplicada a la Mercadotecnia<br>19393 RAMIREZ SOSA ALEJANDRO CITLALTEMOC | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 08:00<br>09:00 |        |         | 2   |
| 40371<br>6484                | Planeación Estratégica de Ventas<br>28084 LOPEZ ARAMBULA ANDREA                      | 0        | 0     | 40<br>**   | C          |                |                |                |                | 11:00<br>13:00 |        |         | 2   |
| 40371<br>6485                | Planeación Estratégica de Ventas<br>28084 LOPEZ ARAMBULA ANDREA                      | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 10:00<br>12:00 |                |        |         | 2   |
| 40395<br>6486                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL              | 0        | 0     | 40<br>**   | C          |                | 12:00<br>13:00 |                |                |                |        |         | 6   |
| 40395<br>6487                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL              | 0        | 0     | 40<br>**   | T<br>1     |                | 11:00<br>12:00 |                |                |                |        |         | 6   |
| 40395<br>6487                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL              | 0        | 0     | 40<br>**   | T<br>1     | 12:00<br>13:00 |                |                | 12:00<br>13:00 |                |        |         | 6   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 632

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40366<br>7251                | Técnicas Cuantitativas de Investigación de Mercados<br>20251 MORENO MORENO LUIS RAMON | 0        | 0     | 40<br>**   | C          |                |                |                | 10:00<br>12:00 |                |        |         | 2   |
| 40366<br>7252                | Técnicas Cuantitativas de Investigación de Mercados<br>20251 MORENO MORENO LUIS RAMON | 0        | 0     | 40<br>**   | T<br>1     | 09:00<br>10:00 |                |                |                |                |        |         | 2   |
| 40366<br>7252                | Técnicas Cuantitativas de Investigación de Mercados<br>20251 MORENO MORENO LUIS RAMON | 0        | 0     | 40<br>**   | T<br>1     |                | 10:00<br>12:00 |                |                |                |        |         | 2   |
| 40367<br>7253                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA   | 0        | 0     | 40<br>**   | C          |                |                | 07:00<br>09:00 |                |                |        |         | 2   |
| 40367<br>7254                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 09:00<br>10:00 |                |        |         | 2   |
| 40367<br>7254                | Técnicas Cualitativas de Investigación de Mercados<br>24707 NOLASCO PINEDA GABRIELA   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 12:00<br>14:00 |        |         | 2   |
| 40368<br>7255                | Marketing Diagnostic Models<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                   | 0        | 0     | 40<br>**   | C          |                | 08:00<br>10:00 |                |                |                |        |         | 2   |
| 40368<br>7256                | Marketing Diagnostic Models<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                   | 0        | 0     | 40<br>**   | T<br>1     |                |                | 09:00<br>10:00 |                |                |        |         | 2   |
| 40368<br>7256                | Marketing Diagnostic Models<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 11:00<br>12:00 |        |         | 2   |
| 40369<br>7257                | Análisis de Precios<br>20205 MARTINEZ LOPEZ CAROLINA                                  | 0        | 0     | 40<br>**   | C          | 10:00<br>12:00 |                |                |                |                |        |         | 2   |
| 40369<br>7258                | Análisis de Precios<br>20205 MARTINEZ LOPEZ CAROLINA                                  | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 07:00<br>09:00 |                |        |         | 2   |
| 40370<br>7259                | Normatividad Aplicada a la Mercadotecnia<br>23569 PEREZ MORALES ELIZABETH             | 0        | 0     | 40<br>**   | C          |                |                |                |                | 07:00<br>09:00 |        |         | 2   |
| 40370<br>7260                | Normatividad Aplicada a la Mercadotecnia<br>23569 PEREZ MORALES ELIZABETH             | 0        | 0     | 40<br>**   | T<br>1     | 07:00<br>08:00 |                |                |                |                |        |         | 2   |
| 40371<br>7261                | Planeación Estratégica de Ventas<br>24068 AVITIA CARLOS JUAN CARLOS                   | 0        | 0     | 40<br>**   | C          |                | 12:00<br>14:00 |                |                |                |        |         | 2   |
| 40371<br>7262                | Planeación Estratégica de Ventas<br>24068 AVITIA CARLOS JUAN CARLOS                   | 0        | 0     | 40<br>**   | T<br>1     |                |                | 11:00<br>12:00 |                |                |        |         | 2   |
| 40371<br>7262                | Planeación Estratégica de Ventas<br>24068 AVITIA CARLOS JUAN CARLOS                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 12:00<br>13:00 |                |        |         | 2   |
| 40395<br>7263                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL               | 0        | 0     | 40<br>**   | C          | 08:00<br>09:00 |                |                |                |                |        |         | 6   |
| 40395<br>7264                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL               | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 09:00<br>11:00 |        |         | 6   |
| 40395<br>7264                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL               | 0        | 0     | 40<br>**   | T<br>1     |                |                | 10:00<br>11:00 |                |                |        |         | 6   |

RPLAN005

UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 633

PAG. 6

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                    | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|-------------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40366<br>6301                | Técnicas Cuantitativas de Investigación de Mercados<br>33132 GUTIERREZ MACIAS ALEX SANDRA | 0        | 0     | 40<br>**   | C          |                | 18:00<br>20:00 |                |                |                |        |         | 2   |
| 40366<br>6302                | Técnicas Cuantitativas de Investigación de Mercados<br>33132 GUTIERREZ MACIAS ALEX SANDRA | 0        | 0     | 40<br>**   | T<br>2     |                |                | 17:00<br>20:00 |                |                |        |         | 2   |
| 40367<br>5633                | Técnicas Cualitativas de Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO       | 0        | 0     | 40<br>**   | C          | 20:00<br>22:00 |                |                |                |                |        |         | 2   |
| 40367<br>5977                | Técnicas Cualitativas de Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO       | 0        | 0     | 40<br>**   | T<br>1     |                |                | 20:00<br>21:00 |                |                |        |         | 2   |
| 40367<br>5977                | Técnicas Cualitativas de Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO       | 0        | 0     | 40<br>**   | T<br>1     |                | 20:00<br>22:00 |                |                |                |        |         | 2   |
| 40368<br>5615                | Marketing Diagnostic Models<br>33172 GONZALEZ ESCOBAR MARIA ALEJANDRA                     | 0        | 0     | 40<br>**   | C          |                |                |                | 18:00<br>20:00 |                |        |         | 2   |
| 40368<br>5616                | Marketing Diagnostic Models<br>33172 GONZALEZ ESCOBAR MARIA ALEJANDRA                     | 0        | 0     | 40<br>**   | T<br>1     |                | 16:00<br>18:00 |                |                |                |        |         | 2   |
| 40369<br>5639                | Análisis de Precios<br>22859 MONTES CELEDON ALBA FLOR                                     | 0        | 0     | 40<br>**   | C          | 18:00<br>20:00 |                |                |                |                |        |         | 2   |
| 40369<br>5640                | Análisis de Precios<br>22859 MONTES CELEDON ALBA FLOR                                     | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 2   |
| 40370<br>5645                | Normatividad Aplicada a la Mercadotecnia<br>23569 PEREZ MORALES ELIZABETH                 | 0        | 0     | 40<br>**   | C          |                |                |                | 15:00<br>17:00 |                |        |         | 2   |
| 40370<br>5646                | Normatividad Aplicada a la Mercadotecnia<br>23569 PEREZ MORALES ELIZABETH                 | 0        | 0     | 40<br>**   | T<br>1     | 16:00<br>17:00 |                |                |                |                |        |         | 2   |
| 40371<br>5627                | Planeación Estratégica de Ventas<br>24064 VIVAR CITAL IRMA ADRIANA                        | 0        | 0     | 40<br>**   | C          |                |                |                | 20:00<br>22:00 |                |        |         | 2   |
| 40371<br>5628                | Planeación Estratégica de Ventas<br>24064 VIVAR CITAL IRMA ADRIANA                        | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 20:00<br>22:00 |        |         | 2   |
| 40395<br>5609                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                   | 0        | 0     | 40<br>**   | C          | 17:00<br>18:00 |                |                |                |                |        |         | 6   |
| 40395<br>5610                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 17:00<br>18:00 |                |        |         | 6   |
| 40395<br>5610                | Taller de Fotografía Comercial<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 18:00<br>20:00 |        |         | 6   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 641

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                          | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40372<br>6031                | Investigación de Mercados<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA              | 0        | 0     | 35<br>**   | C          |                |                | 07:00<br>09:00 |                |                |        |         | 2   |
| 40372<br>6032                | Investigación de Mercados<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA              | 0        | 0     | 35<br>**   | T<br>1     |                | 09:00<br>10:00 |                |                |                |        |         | 2   |
| 40372<br>6032                | Investigación de Mercados<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA              | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 09:00<br>11:00 |                |        |         | 2   |
| 40372<br>6032                | Investigación de Mercados<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA              | 0        | 0     | 35<br>**   | T<br>1     | 12:00<br>13:00 |                |                |                |                |        |         | 2   |
| 40373<br>6038                | Presupuestos para la Mercadotecnia<br>33172 GONZALEZ ESCOBAR MARIA<br>ALEJANDRA | 0        | 0     | 35<br>**   | C          |                | 11:00<br>12:00 |                |                |                |        |         | 2   |
| 40373<br>6039                | Presupuestos para la Mercadotecnia<br>33172 GONZALEZ ESCOBAR MARIA<br>ALEJANDRA | 0        | 0     | 35<br>**   | L<br>1     |                | 12:00<br>13:00 |                |                |                |        |         | 2   |
| 40373<br>6040                | Presupuestos para la Mercadotecnia<br>33172 GONZALEZ ESCOBAR MARIA<br>ALEJANDRA | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 10:00<br>11:00 |        |         | 2   |
| 40373<br>6040                | Presupuestos para la Mercadotecnia<br>33172 GONZALEZ ESCOBAR MARIA<br>ALEJANDRA | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 12:00<br>13:00 |                |        |         | 2   |
| 40374<br>6046                | Mercadotecnia de Servicios<br>22242 CASAS PAEZ MONICA CLAUDIA                   | 0        | 0     | 35<br>**   | C          |                | 10:00<br>11:00 |                |                |                |        |         | 2   |
| 40374<br>6046                | Mercadotecnia de Servicios<br>22242 CASAS PAEZ MONICA CLAUDIA                   | 0        | 0     | 35<br>**   | C          |                |                |                | 11:00<br>12:00 |                |        |         | 2   |
| 40374<br>6047                | Mercadotecnia de Servicios<br>22242 CASAS PAEZ MONICA CLAUDIA                   | 0        | 0     | 35<br>**   | T<br>1     | 10:00<br>12:00 |                |                |                |                |        |         | 2   |
| 40375<br>6052                | Corporate Marketing Strategies<br>21702 ZAVALA CORRALES YEDITH                  | 0        | 0     | 35<br>**   | C          |                |                |                | 07:00<br>09:00 |                |        |         | 2   |
| 40375<br>6053                | Corporate Marketing Strategies<br>21702 ZAVALA CORRALES YEDITH                  | 0        | 0     | 35<br>**   | T<br>1     | 09:00<br>10:00 |                |                |                | 09:00<br>10:00 |        |         | 2   |
| 40376<br>6059                | Publicidad<br>33212 PERDOMO SALAS LEVI MERARDO                                  | 0        | 0     | 35<br>**   | C          |                |                |                |                | 11:00<br>13:00 |        |         | 2   |
| 40376<br>6060                | Publicidad<br>33212 PERDOMO SALAS LEVI MERARDO                                  | 0        | 0     | 35<br>**   | L<br>1     |                | 08:00<br>09:00 |                |                |                |        |         | 2   |
| 40376<br>6061                | Publicidad<br>33212 PERDOMO SALAS LEVI MERARDO                                  | 0        | 0     | 35<br>**   | T<br>1     |                |                | 09:00<br>10:00 |                |                |        |         | 2   |
| 40377<br>6067                | Promoción de Ventas<br>13385 TAPIA BOLFETA OSCAR                                | 0        | 0     | 35<br>**   | C          | 07:00<br>09:00 |                |                |                |                |        |         | 2   |
| 40377<br>6068                | Promoción de Ventas<br>13385 TAPIA BOLFETA OSCAR                                | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 07:00<br>09:00 |        |         | 2   |
| 40394<br>6073                | Identidad Corporativa<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE                | 0        | 0     | 35<br>**   | C          |                | 07:00<br>08:00 |                |                |                |        |         | 6   |
| 40394<br>6074                | Identidad Corporativa<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE                | 0        | 0     | 35<br>**   | T<br>1     |                |                | 10:00<br>13:00 |                |                |        |         | 6   |



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CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 642

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                 | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40372<br>6033                | Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO             | 0        | 0     | 35<br>**   | C          |                | 16:00<br>17:00 | 16:00<br>17:00 |                |                |        |         | 2   |
| 40372<br>6034                | Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO             | 0        | 0     | 35<br>**   | T<br>1     |                |                | 15:00<br>16:00 |                |                |        |         | 2   |
| 40372<br>6034                | Investigación de Mercados<br>25123 AGUNDEZ MARQUEZ ROBERTO             | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 19:00<br>22:00 |                |        |         | 2   |
| 40373<br>6041                | Presupuestos para la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | C          |                |                |                |                | 19:00<br>20:00 |        |         | 2   |
| 40373<br>6042                | Presupuestos para la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | L<br>1     |                |                |                |                | 18:00<br>19:00 |        |         | 2   |
| 40373<br>6043                | Presupuestos para la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | T<br>1     | 18:00<br>20:00 |                |                |                |                |        |         | 2   |
| 40374<br>6048                | Mercadotecnia de Servicios<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO   | 0        | 0     | 35<br>**   | C          |                | 17:00<br>18:00 |                |                |                |        |         | 2   |
| 40374<br>6048                | Mercadotecnia de Servicios<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO   | 0        | 0     | 35<br>**   | C          | 20:00<br>21:00 |                |                |                |                |        |         | 2   |
| 40374<br>6049                | Mercadotecnia de Servicios<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO   | 0        | 0     | 35<br>**   | T<br>1     |                |                | 17:00<br>18:00 | 17:00<br>18:00 |                |        |         | 2   |
| 40375<br>6054                | Corporate Marketing Strategies<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO | 0        | 0     | 35<br>**   | C          | 16:00<br>18:00 |                |                |                |                |        |         | 2   |
| 40375<br>6055                | Corporate Marketing Strategies<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO | 0        | 0     | 35<br>**   | T<br>1     |                | 18:00<br>20:00 |                |                |                |        |         | 2   |
| 40376<br>6062                | Publicidad<br>13385 TAPIA BOLFETA OSCAR                                | 0        | 0     | 35<br>**   | C          |                |                | 19:00<br>21:00 |                |                |        |         | 2   |
| 40376<br>6063                | Publicidad<br>13385 TAPIA BOLFETA OSCAR                                | 0        | 0     | 35<br>**   | L<br>1     |                |                | 21:00<br>22:00 |                |                |        |         | 2   |
| 40376<br>6064                | Publicidad<br>13385 TAPIA BOLFETA OSCAR                                | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 21:00<br>22:00 |        |         | 2   |
| 40377<br>6069                | Promoción de Ventas<br>28942 MEJIA REYES JOSE ADRIAN                   | 0        | 0     | 35<br>**   | C          |                |                |                | 16:00<br>17:00 |                |        |         | 2   |
| 40377<br>6069                | Promoción de Ventas<br>28942 MEJIA REYES JOSE ADRIAN                   | 0        | 0     | 35<br>**   | C          |                |                | 18:00<br>19:00 |                |                |        |         | 2   |
| 40377<br>6070                | Promoción de Ventas<br>28942 MEJIA REYES JOSE ADRIAN                   | 0        | VIR   | 45<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 2   |
| 40394<br>6075                | Identidad Corporativa<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL         | 0        | 0     | 35<br>**   | C          |                |                |                | 18:00<br>19:00 |                |        |         | 6   |
| 40394<br>6076                | Identidad Corporativa<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL         | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 20:00<br>21:00 |        |         | 6   |
| 40394<br>6076                | Identidad Corporativa<br>31729 MAGALLANES GALAVIZ JUAN LEONNEL         | 0        | 0     | 35<br>**   | T<br>1     |                | 20:00<br>22:00 |                |                |                |        |         | 6   |





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CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 651

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                 | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|----------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40378<br>6580                | Desarrollo de Nuevos Productos y Servicios<br>23631 ROQUE ABUNDIS GABRIELA<br>ERENDIRA | 0        | 0     | 40<br>**   | C          |                |                | 07:00<br>09:00 |                |                |        |         | 2   |
| 40378<br>6581                | Desarrollo de Nuevos Productos y Servicios<br>23631 ROQUE ABUNDIS GABRIELA<br>ERENDIRA | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 07:00<br>09:00 |                |        |         | 2   |
| 40378<br>6581                | Desarrollo de Nuevos Productos y Servicios<br>23631 ROQUE ABUNDIS GABRIELA<br>ERENDIRA | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 08:00<br>09:00 |        |         | 2   |
| 40379<br>6496                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES     | 0        | 0     | 40<br>**   | C          | 07:00<br>08:00 |                |                |                |                |        |         | 2   |
| 40379<br>6497                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES     | 0        | 0     | 40<br>**   | L<br>1     |                | 07:00<br>09:00 |                |                |                |        |         | 2   |
| 40379<br>6498                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES     | 0        | 0     | 40<br>**   | T<br>1     | 08:00<br>09:00 |                |                |                |                |        |         | 2   |
| 40380<br>6509                | International Marketing<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA                       | 0        | 0     | 40<br>**   | C          |                |                | 10:00<br>11:00 |                | 10:00<br>11:00 |        |         | 2   |
| 40380<br>6510                | International Marketing<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA                       | 0        | 0     | 40<br>**   | T<br>1     | 10:00<br>12:00 |                |                |                |                |        |         | 2   |
| 40381<br>6690                | Digital Marketing<br>33212 PERDOMO SALAS LEVI MERARDO                                  | 0        | 0     | 40<br>**   | C          | 12:00<br>14:00 |                |                |                |                |        |         | 2   |
| 40381<br>6691                | Digital Marketing<br>33212 PERDOMO SALAS LEVI MERARDO                                  | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 10:00<br>13:00 |                |        |         | 2   |
| 40382<br>6527                | Comercialización y Logística<br>28084 LOPEZ ARAMBULA ANDREA                            | 0        | 0     | 35<br>**   | C          |                | 11:00<br>13:00 |                |                |                |        |         | 2   |
| 40382<br>6528                | Comercialización y Logística<br>28084 LOPEZ ARAMBULA ANDREA                            | 0        | 0     | 40<br>**   | T<br>1     |                |                | 11:00<br>13:00 |                |                |        |         | 2   |
| 40392<br>6511                | Auditoría de Medios<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO                       | 0        | 0     | 40<br>**   | C          | 09:00<br>10:00 |                |                |                | 09:00<br>10:00 |        |         | 6   |
| 40392<br>6512                | Auditoría de Medios<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO                       | 0        | 0     | 40<br>**   | T<br>1     |                | 09:00<br>11:00 |                |                |                |        |         | 6   |
| 40393<br>6525                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA                          | 0        | 0     | 40<br>**   | C          |                |                | 09:00<br>10:00 |                |                |        |         | 6   |
| 40393<br>6526                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA                          | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 09:00<br>10:00 |                |        |         | 6   |
| 40393<br>6526                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA                          | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 11:00<br>13:00 |        |         | 6   |



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GRUPO: 652

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                    | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40378<br>6492                | Desarrollo de Nuevos Productos y Servicios<br>13385 TAPIA BOLFETA OSCAR   | 0        | 0     | 35<br>**   | C          |                |                |                | 07:00<br>09:00 |                |        |         | 2   |
| 40378<br>6493                | Desarrollo de Nuevos Productos y Servicios<br>13385 TAPIA BOLFETA OSCAR   | 0        | 0     | 35<br>**   | T<br>1     |                |                | 07:00<br>09:00 |                |                |        |         | 2   |
| 40378<br>6493                | Desarrollo de Nuevos Productos y Servicios<br>13385 TAPIA BOLFETA OSCAR   | 0        | 0     | 35<br>**   | T<br>1     |                | 09:00<br>10:00 |                |                |                |        |         | 2   |
| 40379<br>6499                | Finanzas Aplicadas a la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | C          |                | 07:00<br>08:00 |                |                |                |        |         | 2   |
| 40379<br>6500                | Finanzas Aplicadas a la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | L<br>1     |                |                |                | 09:00<br>11:00 |                |        |         | 2   |
| 40379<br>6501                | Finanzas Aplicadas a la Mercadotecnia<br>27754 COTA SANTILLAN LUZ ADRIANA | 0        | 0     | 35<br>**   | T<br>1     |                | 08:00<br>09:00 |                |                |                |        |         | 2   |
| 40380<br>6507                | International Marketing<br>29437 RIOS NEQUIS ERIC ISRAEL                  | 0        | 0     | 35<br>**   | C          | 09:00<br>11:00 |                |                |                |                |        |         | 2   |
| 40380<br>6508                | International Marketing<br>29437 RIOS NEQUIS ERIC ISRAEL                  | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 09:00<br>11:00 |        |         | 2   |
| 40381<br>6692                | Digital Marketing<br>33306 MARTINEZ MACIAS MAGDA ELISA                    | 0        | 0     | 35<br>**   | C          |                | 13:00<br>14:00 | 13:00<br>14:00 |                |                |        |         | 2   |
| 40381<br>6693                | Digital Marketing<br>33306 MARTINEZ MACIAS MAGDA ELISA                    | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 12:00<br>15:00 |        |         | 2   |
| 40382<br>6523                | Comercialización y Logística<br>23009 ROCHA REYES FELICITAS               | 0        | 0     | 35<br>**   | C          | 07:00<br>09:00 |                |                |                |                |        |         | 2   |
| 40382<br>6524                | Comercialización y Logística<br>23009 ROCHA REYES FELICITAS               | 0        | 0     | 35<br>**   | T<br>1     |                |                | 09:00<br>10:00 |                |                |        |         | 2   |
| 40382<br>6524                | Comercialización y Logística<br>23009 ROCHA REYES FELICITAS               | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 11:00<br>12:00 |        |         | 2   |
| 40392<br>6513                | Auditoría de Medios<br>28084 LOPEZ ARAMBULA ANDREA                        | 0        | 0     | 35<br>**   | C          |                | 10:00<br>11:00 |                |                |                |        |         | 6   |
| 40392<br>6513                | Auditoría de Medios<br>28084 LOPEZ ARAMBULA ANDREA                        | 0        | 0     | 35<br>**   | C          | 11:00<br>12:00 |                |                |                |                |        |         | 6   |
| 40392<br>6514                | Auditoría de Medios<br>28084 LOPEZ ARAMBULA ANDREA                        | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 07:00<br>09:00 |        |         | 6   |
| 40393<br>6521                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA             | 0        | 0     | 35<br>**   | C          |                | 11:00<br>12:00 |                |                |                |        |         | 6   |
| 40393<br>6522                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA             | 0        | 0     | 35<br>**   | T<br>1     |                |                | 11:00<br>13:00 |                |                |        |         | 6   |
| 40393<br>6522                | Strategic Brand Management<br>22242 CASAS PAEZ MONICA CLAUDIA             | 0        | 0     | 35<br>**   | T<br>1     |                | 12:00<br>13:00 |                |                |                |        |         | 6   |



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PLAN DE ESTUDIOS: 2022-2

GRUPO: 653

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                             | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40378<br>6494                | Desarrollo de Nuevos Productos y Servicios<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO | 0        | 0     | 40<br>**   | C          |                | 16:00<br>18:00 |                |                |                |        |         | 2   |
| 40378<br>6495                | Desarrollo de Nuevos Productos y Servicios<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO | 0        | 0     | 40<br>**   | T<br>1     |                |                | 16:00<br>18:00 |                |                |        |         | 2   |
| 40378<br>6495                | Desarrollo de Nuevos Productos y Servicios<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 19:00<br>20:00 |                |        |         | 2   |
| 40379<br>6502                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ MERCEDES    | 0        | 0     | 40<br>**   | C          | 20:00<br>21:00 |                |                |                |                |        |         | 2   |
| 40379<br>6503                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ MERCEDES    | 0        | 0     | 40<br>**   | L<br>1     |                | 18:00<br>20:00 |                |                |                |        |         | 2   |
| 40379<br>6504                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ MERCEDES    | 0        | 0     | 40<br>**   | T<br>1     | 21:00<br>22:00 |                |                |                |                |        |         | 2   |
| 40380<br>6505                | International Marketing<br>28084 LOPEZ ARAMBULA ANDREA                             | 0        | 0     | 40<br>**   | C          |                |                | 18:00<br>20:00 |                |                |        |         | 2   |
| 40380<br>6506                | International Marketing<br>28084 LOPEZ ARAMBULA ANDREA                             | 0        | 0     | 40<br>**   | T<br>1     | 18:00<br>20:00 |                |                |                |                |        |         | 2   |
| 40381<br>6694                | Digital Marketing<br>33306 MARTINEZ MACIAS MAGDA ELISA                             | 0        | 0     | 40<br>**   | C          | 15:00<br>17:00 |                |                |                |                |        |         | 2   |
| 40381<br>6695                | Digital Marketing<br>33306 MARTINEZ MACIAS MAGDA ELISA                             | 0        | 0     | 40<br>**   | T<br>1     | 17:00<br>18:00 |                |                |                |                |        |         | 2   |
| 40381<br>6695                | Digital Marketing<br>33306 MARTINEZ MACIAS MAGDA ELISA                             | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 20:00<br>22:00 |                |        |         | 2   |
| 40382<br>6519                | Comercialización y Logística<br>33172 GONZALEZ ESCOBAR MARIA ALEJANDRA             | 0        | 0     | 40<br>**   | C          |                | 20:00<br>22:00 |                |                |                |        |         | 2   |
| 40382<br>6520                | Comercialización y Logística<br>33172 GONZALEZ ESCOBAR MARIA ALEJANDRA             | 0        | 0     | 40<br>**   | T<br>1     |                |                |                | 16:00<br>18:00 |                |        |         | 2   |
| 40392<br>6515                | Auditoría de Medios<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                        | 0        | 0     | 40<br>**   | C          |                |                |                | 18:00<br>19:00 | 18:00<br>19:00 |        |         | 6   |
| 40392<br>6516                | Auditoría de Medios<br>30994 DUARTE HERNANDEZ NELLY SUZETTE                        | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 6   |
| 40393<br>6517                | Strategic Brand Management<br>32056 TRUJILLO GAMEZ ARTURO ALONSO                   | 0        | 0     | 40<br>**   | C          |                |                |                |                | 19:00<br>20:00 |        |         | 6   |
| 40393<br>6518                | Strategic Brand Management<br>32056 TRUJILLO GAMEZ ARTURO ALONSO                   | 0        | 0     | 40<br>**   | T<br>1     |                |                |                |                | 20:00<br>21:00 |        |         | 6   |
| 40393<br>6518                | Strategic Brand Management<br>32056 TRUJILLO GAMEZ ARTURO ALONSO                   | 0        | 0     | 40<br>**   | T<br>1     |                |                | 20:00<br>22:00 |                |                |        |         | 6   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 654

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 40378<br>7265                | Desarrollo de Nuevos Productos y Servicios<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO | 0        | 0     | 35<br>**   | C          | 18:00<br>20:00 |                |                |                |                |        |         | 2   |
| 40378<br>7485                | Desarrollo de Nuevos Productos y Servicios<br>0 VACANTE                               | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 16:00<br>17:00 |                |        |         | 2   |
| 40378<br>7485                | Desarrollo de Nuevos Productos y Servicios<br>0 VACANTE                               | 0        | 0     | 35<br>**   | T<br>1     |                |                | 18:00<br>19:00 |                |                |        |         | 2   |
| 40378<br>7486                | Desarrollo de Nuevos Productos y Servicios<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO | 0        | 0     | 35<br>**   | T<br>1     |                |                | 19:00<br>20:00 |                |                |        |         | 2   |
| 40379<br>7267                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES    | 0        | 0     | 35<br>**   | C          |                | 20:00<br>21:00 |                |                |                |        |         | 2   |
| 40379<br>7268                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES    | 0        | 0     | 35<br>**   | L<br>1     |                |                |                |                | 20:00<br>22:00 |        |         | 2   |
| 40379<br>7269                | Finanzas Aplicadas a la Mercadotecnia<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES    | 0        | 0     | 35<br>**   | T<br>1     |                | 21:00<br>22:00 |                |                |                |        |         | 2   |
| 40380<br>7270                | International Marketing<br>23569 PEREZ MORALES ELIZABETH                              | 0        | 0     | 35<br>**   | C          |                |                | 16:00<br>18:00 |                |                |        |         | 2   |
| 40380<br>7271                | International Marketing<br>23569 PEREZ MORALES ELIZABETH                              | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 2   |
| 40381<br>7272                | Digital Marketing<br>31729 MAGALLANES GALAVIZ JUAN<br>LEONNEL                         | 0        | 0     | 35<br>**   | C          |                | 18:00<br>20:00 |                |                |                |        |         | 2   |
| 40381<br>7273                | Digital Marketing<br>31729 MAGALLANES GALAVIZ JUAN<br>LEONNEL                         | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 19:00<br>22:00 |                |        |         | 2   |
| 40382<br>7274                | Comercialización y Logística<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA                 | 0        | 0     | 35<br>**   | C          | 16:00<br>18:00 |                |                |                |                |        |         | 2   |
| 40382<br>7275                | Comercialización y Logística<br>31312 GUTIERREZ MACIAS ALEX<br>SANDRA                 | 0        | 0     | 35<br>**   | T<br>1     |                | 16:00<br>18:00 |                |                |                |        |         | 2   |
| 40392<br>7276                | Auditoría de Medios<br>23394 VARGAS ZUNIGA CARLOS<br>ALBERTO                          | 0        | 0     | 35<br>**   | C          | 20:00<br>22:00 |                |                |                |                |        |         | 6   |
| 40392<br>7277                | Auditoría de Medios<br>23394 VARGAS ZUNIGA CARLOS<br>ALBERTO                          | 0        | 0     | 35<br>**   | T<br>1     |                |                | 20:00<br>22:00 |                |                |        |         | 6   |
| 40393<br>7278                | Strategic Brand Management<br>33306 MARTINEZ MACIAS MAGDA ELISA                       | 0        | 0     | 35<br>**   | C          |                |                |                | 17:00<br>18:00 |                |        |         | 6   |
| 40393<br>7279                | Strategic Brand Management<br>33306 MARTINEZ MACIAS MAGDA ELISA                       | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 18:00<br>19:00 |                |        |         | 6   |
| 40393<br>7279                | Strategic Brand Management<br>33306 MARTINEZ MACIAS MAGDA ELISA                       | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 18:00<br>20:00 |        |         | 6   |



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CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 661

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                               | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|--------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 39013<br>6837                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                           | 0        | 0     | 35<br>**   | C          |                |                |                |                | 11:00<br>12:00 |        |         | 3   |
| 39013<br>6838                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                           | 0        | 0     | 35<br>**   | T<br>1     |                | 11:00<br>14:00 |                |                |                |        |         | 3   |
| 39013<br>6838                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                           | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 12:00<br>13:00 |        |         | 3   |
| 40383<br>6839                | Ethics in Marketing<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO                          | 0        | 0     | 35<br>**   | C          | 09:00<br>11:00 |                |                |                |                |        |         | 2   |
| 40383<br>6840                | Ethics in Marketing<br>33194 MONTANO RODRIGUEZ JOSE ERNESTO                          | 0        | 0     | 35<br>**   | T<br>1     |                |                | 11:00<br>13:00 |                |                |        |         | 2   |
| 40384<br>6849                | Publicidad Digital<br>33212 PERDOMO SALAS LEVI MERARDO                               | 0        | 0     | 35<br>**   | C          |                |                | 07:00<br>08:00 |                |                |        |         | 2   |
| 40384<br>6850                | Publicidad Digital<br>33212 PERDOMO SALAS LEVI MERARDO                               | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 07:00<br>09:00 |        |         | 2   |
| 40384<br>6850                | Publicidad Digital<br>33212 PERDOMO SALAS LEVI MERARDO                               | 0        | 0     | 35<br>**   | T<br>1     |                |                | 08:00<br>09:00 |                |                |        |         | 2   |
| 40385<br>6861                | Comunicación Integral de Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO     | 0        | 0     | 35<br>**   | C          |                |                |                | 11:00<br>13:00 |                |        |         | 3   |
| 40385<br>6862                | Comunicación Integral de Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO     | 0        | 0     | 35<br>**   | T<br>1     |                |                | 09:00<br>11:00 |                |                |        |         | 3   |
| 40385<br>6862                | Comunicación Integral de Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO ROBERTO     | 0        | 0     | 35<br>**   | T<br>1     | 11:00<br>12:00 |                |                |                |                |        |         | 3   |
| 40397<br>6827                | Análisis de las Tendencias en Mercadotecnia<br>23631 ROQUE ABUNDIS GABRIELA ERENDIRA | 0        | 0     | 35<br>**   | C          |                | 07:00<br>09:00 |                |                |                |        |         | 7   |
| 40397<br>6828                | Análisis de las Tendencias en Mercadotecnia<br>23631 ROQUE ABUNDIS GABRIELA ERENDIRA | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 09:00<br>11:00 |                |        |         | 7   |
| 40400<br>6851                | Community Management<br>32021 LUEVANO DOJAQUEZ BRYAN                                 | 0        | 0     | 35<br>**   | C          |                | 09:00<br>10:00 |                |                |                |        |         | 7   |
| 40400<br>6852                | Community Management<br>32021 LUEVANO DOJAQUEZ BRYAN                                 | 0        | 0     | 35<br>**   | T<br>1     |                |                |                |                | 09:00<br>11:00 |        |         | 7   |
| 40400<br>6852                | Community Management<br>32021 LUEVANO DOJAQUEZ BRYAN                                 | 0        | 0     | 35<br>**   | T<br>1     |                | 10:00<br>11:00 |                |                |                |        |         | 7   |
| 40402<br>6821                | Merchandising<br>32056 TRUJILLO GAMEZ ARTURO ALONSO                                  | 0        | 0     | 35<br>**   | C          | 07:00<br>09:00 |                |                |                |                |        |         | 7   |
| 40402<br>6822                | Merchandising<br>32056 TRUJILLO GAMEZ ARTURO ALONSO                                  | 0        | 0     | 35<br>**   | T<br>1     |                |                |                | 07:00<br>09:00 |                |        |         | 7   |



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CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 662

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                      | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 39013<br>6835                | Desarrollo de Emprendedores<br>24149 SANDOVAL DIAZ PAULINA<br>ANGELICA                      | 0        | 0     | 30<br>**   | C          |                |                |                | 17:00<br>18:00 |                |        |         | 3   |
| 39013<br>6836                | Desarrollo de Emprendedores<br>24149 SANDOVAL DIAZ PAULINA<br>ANGELICA                      | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 18:00<br>20:00 | 18:00<br>20:00 |        |         | 3   |
| 40383<br>6841                | Ethics in Marketing<br>23009 ROCHA REYES FELICITAS                                          | 0        | 0     | 30<br>**   | C          |                | 16:00<br>18:00 |                |                |                |        |         | 2   |
| 40383<br>6842                | Ethics in Marketing<br>23009 ROCHA REYES FELICITAS                                          | 0        | 0     | 30<br>**   | T<br>1     |                |                |                |                | 16:00<br>18:00 |        |         | 2   |
| 40384<br>6847                | Publicidad Digital<br>24514 MONTEJANO BERMEJO MICHAEL<br>HERIBERTO                          | 0        | 0     | 30<br>**   | C          | 20:00<br>21:00 |                |                |                |                |        |         | 2   |
| 40384<br>6848                | Publicidad Digital<br>24514 MONTEJANO BERMEJO MICHAEL<br>HERIBERTO                          | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 20:00<br>22:00 |                |        |         | 2   |
| 40384<br>6848                | Publicidad Digital<br>24514 MONTEJANO BERMEJO MICHAEL<br>HERIBERTO                          | 0        | 0     | 30<br>**   | T<br>1     | 21:00<br>22:00 |                |                |                |                |        |         | 2   |
| 40385<br>6859                | Comunicación Integral de Mercadotecnia<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO           | 0        | 0     | 30<br>**   | C          |                | 15:00<br>16:00 |                |                |                |        |         | 3   |
| 40385<br>6859                | Comunicación Integral de Mercadotecnia<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO           | 0        | 0     | 30<br>**   | C          |                |                | 18:00<br>19:00 |                |                |        |         | 3   |
| 40385<br>6860                | Comunicación Integral de Mercadotecnia<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO           | 0        | 0     | 30<br>**   | T<br>1     |                |                |                |                | 15:00<br>16:00 |        |         | 3   |
| 40385<br>6860                | Comunicación Integral de Mercadotecnia<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO           | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 15:00<br>17:00 |                |        |         | 3   |
| 40397<br>6829                | Análisis de las Tendencias en<br>Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO | 0        | 0     | 30<br>**   | C          |                | 20:00<br>22:00 |                |                |                |        |         | 7   |
| 40397<br>6830                | Análisis de las Tendencias en<br>Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO | 0        | 0     | 30<br>**   | T<br>1     |                |                |                |                | 20:00<br>22:00 |        |         | 7   |
| 40400<br>6853                | Community Management<br>32056 TRUJILLO GAMEZ ARTURO<br>ALONSO                               | 0        | 0     | 30<br>**   | C          | 19:00<br>20:00 |                |                |                |                |        |         | 7   |
| 40400<br>6854                | Community Management<br>32056 TRUJILLO GAMEZ ARTURO<br>ALONSO                               | 0        | 0     | 30<br>**   | T<br>1     |                |                | 16:00<br>18:00 |                |                |        |         | 7   |
| 40400<br>6854                | Community Management<br>32056 TRUJILLO GAMEZ ARTURO<br>ALONSO                               | 0        | 0     | 30<br>**   | T<br>1     | 18:00<br>19:00 |                |                |                |                |        |         | 7   |
| 40402<br>6823                | Merchandising<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE                                    | 0        | 0     | 30<br>**   | C          |                | 18:00<br>20:00 |                |                |                |        |         | 7   |
| 40402<br>6824                | Merchandising<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE                                    | 0        | 0     | 30<br>**   | T<br>1     |                |                | 19:00<br>21:00 |                |                |        |         | 7   |



UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS  
CARRERA: 10 LICENCIADO EN MERCADOTECNIA  
PLAN DE ESTUDIOS: 2022-2

GRUPO: 663

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                                      | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES         | MIÉRCOLES      | JUEVES         | VIERNES        | SÁBADO | DOMINGO | E/S |
|------------------------------|---------------------------------------------------------------------------------------------|----------|-------|------------|------------|----------------|----------------|----------------|----------------|----------------|--------|---------|-----|
| 39013<br>6833                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                                  | 0        | 0     | 30<br>**   | C          | 11:00<br>12:00 |                |                |                |                |        |         | 3   |
| 39013<br>6834                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                                  | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 07:00<br>10:00 |                |        |         | 3   |
| 39013<br>6834                | Desarrollo de Emprendedores<br>16253 GONZALEZ MIRIAM ROCIO                                  | 0        | 0     | 30<br>**   | T<br>1     | 12:00<br>13:00 |                |                |                |                |        |         | 3   |
| 40383<br>6843                | Ethics in Marketing<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO                              | 0        | 0     | 30<br>**   | C          |                | 10:00<br>12:00 |                |                |                |        |         | 2   |
| 40383<br>6844                | Ethics in Marketing<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO                              | 0        | 0     | 30<br>**   | T<br>1     |                |                | 09:00<br>10:00 |                |                |        |         | 2   |
| 40383<br>6844                | Ethics in Marketing<br>33194 MONTANO RODRIGUEZ JOSE<br>ERNESTO                              | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 11:00<br>12:00 |                |        |         | 2   |
| 40384<br>6845                | Publicidad Digital<br>23394 VARGAS ZUNIGA CARLOS<br>ALBERTO                                 | 0        | 0     | 30<br>**   | C          | 07:00<br>08:00 |                |                |                |                |        |         | 2   |
| 40384<br>6846                | Publicidad Digital<br>23394 VARGAS ZUNIGA CARLOS<br>ALBERTO                                 | 0        | 0     | 30<br>**   | T<br>1     |                | 07:00<br>09:00 |                |                |                |        |         | 2   |
| 40384<br>6846                | Publicidad Digital<br>23394 VARGAS ZUNIGA CARLOS<br>ALBERTO                                 | 0        | 0     | 30<br>**   | T<br>1     | 08:00<br>09:00 |                |                |                |                |        |         | 2   |
| 40385<br>6857                | Comunicación Integral de Mercadotecnia<br>21702 ZA VALETA CORRALES YEDITH                   | 0        | 0     | 30<br>**   | C          |                |                |                |                | 11:00<br>13:00 |        |         | 3   |
| 40385<br>6858                | Comunicación Integral de Mercadotecnia<br>21702 ZA VALETA CORRALES YEDITH                   | 0        | 0     | 30<br>**   | T<br>1     |                |                | 11:00<br>13:00 |                |                |        |         | 3   |
| 40385<br>6858                | Comunicación Integral de Mercadotecnia<br>21702 ZA VALETA CORRALES YEDITH                   | 0        | 0     | 30<br>**   | T<br>1     |                | 12:00<br>13:00 |                |                |                |        |         | 3   |
| 40397<br>6831                | Análisis de las Tendencias en<br>Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO | 0        | 0     | 30<br>**   | C          |                |                | 07:00<br>09:00 |                |                |        |         | 7   |
| 40397<br>6832                | Análisis de las Tendencias en<br>Mercadotecnia<br>23659 VAZQUEZ ALCAZAR PATRICIO<br>ROBERTO | 0        | 0     | 30<br>**   | T<br>1     |                |                |                |                | 07:00<br>09:00 |        |         | 7   |
| 40400<br>6855                | Community Management<br>28084 LOPEZ ARAMBULA ANDREA                                         | 0        | 0     | 30<br>**   | C          | 10:00<br>11:00 |                |                |                |                |        |         | 7   |
| 40400<br>6856                | Community Management<br>28084 LOPEZ ARAMBULA ANDREA                                         | 0        | 0     | 30<br>**   | T<br>1     |                |                |                |                | 09:00<br>10:00 |        |         | 7   |
| 40400<br>6856                | Community Management<br>28084 LOPEZ ARAMBULA ANDREA                                         | 0        | 0     | 30<br>**   | T<br>1     |                |                | 10:00<br>11:00 |                |                |        |         | 7   |
| 40400<br>6856                | Community Management<br>28084 LOPEZ ARAMBULA ANDREA                                         | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 12:00<br>13:00 |                |        |         | 7   |
| 40402<br>6825                | Merchandising<br>22242 CASAS PAEZ MONICA CLAUDIA                                            | 0        | 0     | 30<br>**   | C          | 09:00<br>10:00 | 09:00<br>10:00 |                |                |                |        |         | 7   |
| 40402<br>6826                | Merchandising<br>22242 CASAS PAEZ MONICA CLAUDIA                                            | 0        | 0     | 30<br>**   | T<br>1     |                |                |                | 10:00<br>11:00 | 10:00<br>11:00 |        |         | 7   |

UNIDAD ACADÉMICA: 103 FAC. CS. ADMINISTRATIVAS

CARRERA: 10 LICENCIADO EN MERCADOTECNIA

PLAN DE ESTUDIOS: 2022-2

GRUPO: 671

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                                | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES | MIÉRCOLES | JUEVES         | VIERNES | SÁBADO | DOMINGO | E/S |
|------------------------------|-----------------------------------------------------------------------|----------|-------|------------|------------|----------------|--------|-----------|----------------|---------|--------|---------|-----|
| 40291<br>7284                | Personal Branding<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE          | 0        | 0     | 0<br>**    | C          | 20:00<br>22:00 |        |           |                |         |        |         | 7   |
| 40291<br>7285                | Personal Branding<br>30994 DUARTE HERNANDEZ NELLY<br>SUZETTE          | 0        | 0     | 0<br>**    | T<br>1     |                |        |           | 19:00<br>22:00 |         |        |         | 7   |
| 40386<br>7280                | Internal Marketing Audit<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES | 0        | 0     | 0<br>**    | C          | 18:00<br>19:00 |        |           |                |         |        |         | 3   |
| 40386<br>7281                | Internal Marketing Audit<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES | 0        | 0     | 0<br>**    | T<br>1     |                |        |           | 17:00<br>19:00 |         |        |         | 3   |
| 40386<br>7281                | Internal Marketing Audit<br>25108 LIZARRAGA HERNANDEZ LUZ<br>MERCEDES | 0        | 0     | 0<br>**    | T<br>1     | 19:00<br>20:00 |        |           |                |         |        |         | 3   |





UNIDAD ACADÉMICA: 103  
CARRERA: 10  
PLAN DE ESTUDIOS: 2022-2

FAC. CS. ADMINISTRATIVAS  
LICENCIADO EN MERCADOTECNIA

GRUPO: 672

| CVE. ASIGNAT.<br>No. CONTROL | DESCRIPCIÓN<br>MAESTRO                                     | EDIFICIO | SALÓN | CAP<br>ASG | TPO<br>SGP | LUNES          | MARTES | MIÉRCOLES | JUEVES         | VIERNES | SÁBADO | DOMINGO | E/S |
|------------------------------|------------------------------------------------------------|----------|-------|------------|------------|----------------|--------|-----------|----------------|---------|--------|---------|-----|
| 40291<br>7286                | Personal Branding<br>32056 TRUJILLO GAMEZ ARTURO<br>ALONSO | 0        | 0     | 55<br>**   | C          | 20:00<br>22:00 |        |           |                |         |        |         | 7   |
| 40291<br>7287                | Personal Branding<br>32056 TRUJILLO GAMEZ ARTURO<br>ALONSO | 0        | 0     | 55<br>**   | T<br>1     |                |        |           | 19:00<br>22:00 |         |        |         | 7   |
| 40386<br>7282                | Internal Marketing Audit<br>0 VACANTE                      | 0        | 0     | 55<br>**   | C          | 18:00<br>19:00 |        |           |                |         |        |         | 3   |
| 40386<br>7283                | Internal Marketing Audit<br>0 VACANTE                      | 0        | 0     | 55<br>**   | T<br>1     |                |        |           | 17:00<br>19:00 |         |        |         | 3   |
| 40386<br>7283                | Internal Marketing Audit<br>0 VACANTE                      | 0        | 0     | 55<br>**   | T<br>1     | 19:00<br>20:00 |        |           |                |         |        |         | 3   |