



**THE UNDERSIGNED SECRETARY GENERAL AND HEAD OF THE DEPARTMENT
OF REGISTRATION AND ACADEMIC CONTROL OF THE
CORPORACION UNIVERSITARIA UNITEC**

Resolution of the Ministry of National Education N. 1852 of 07-31-2002.

TIN 8605106276

Qualified Registration No. 18977

CERTIFY:

That the student **ORTIZ GARZON CRISTIAN LEONARDO**, identified with Citizenship ID **1032397338** of **BOGOTA D.C.**, studied in this Corporation the semesters I-II-III-III-IV-V-VI-VII-VIII of the University program of **MARKETING**, evening session, obtaining the following grades:



PERIOD	SUBJECT	QUALIFICATIONS	I.H./ CRED	REMARKS
FIRST SEMESTER				
22162	UNITEIST CHAIR	A (Approved)	1	Homologation
22162	MARKETING FUNDAMENTALS	4.3 (Four point three)	3	Homologation
22162	BASIC MATHEMATICS	4.5 (Four point five)	3	Homologation
22162	PRINCIPLES OF MANAGEMENT	3.8 (Three-point eight)	2	Homologation
22162	ELECTIVE	A (Approved)	1	Homologation
22162	ORAL AND WRITTEN EXPRESSION	3.3 (Three point three)	2	Homologation
22162	POLITICAL CONSTITUTION	4.0 (Four point zero)	1	Homologation
22162	GENERAL ACCOUNTING	3.7 (Three point seven)	3	Homologation
	AVERAGE	3.97 (three point nine seven)		

SECOND SEMESTER



22162	ENGLISH I	5.0	(Five point zero)	2	Homologation
	PSYCHOLOGY AND				
22162	CONSUMER BEHAVIOR	3.7	(Three point seven)	4	Homologation
	CONSUMER				
22162	DESCRIPTIVE STATISTICS	4.0	(Four point zero)	3	Homologation
	INTERDISCIPLINARY				
22162	ELECTIVE 1	3.6	(Three point six)	2	Homologation
	FUNDAMENTALS OF				
22162	RESEARCH	3.6	(Three point six)	2	Homologation
22162	COSTS AND BUDGETING	4.0	(Four point zero)	3	Homologation
	AVERAGE	3.95	(three point nine five)		

THIRD SEMESTER

22162	RESEARCH DESIGN	3.9	(Three point nine)	2	Normal
	SAMPLING AND DATA				
22162	ANALYSIS	4.1	(Four point one)	3	Normal
22162	FINANCIAL MATHEMATICS	5.0	(Five point zero)	3	Normal



22162	PRODUCT AND PRICING	4.7	(Four point seven]	3	Homologation
22162	VALUES AND LEADERSHIP	3.2	(Three point two)	2	Homologation
22162	ENGLISH II	4.8	(Four point eight)	2	Homologation
22162	INTERDISCIPLINARY ELECTIVE II	4.1	(Four point one)	2	Homologation
	AVERAGE	4.31	(four point three one)		

FOURTH SEMESTER

20162	ECONOMICS	3.7	(Three point seven)	3	Homologation
20162	QUALITATIVE MARKET RESEARCH MARKETS	3.9	(Three point nine)	3	Homologation
20162	DIGITAL PLATFORMS	3.7	(Three point seven)	3	Normal
20162	INTERDISCIPLINARY ELECTIVE 3	4.3	(Four point three)	2	Homologation
20162	FINANCIAL ANALYSIS	4.1	(Four point one)	3	Homologation
20162	ENGLISH III	3.7	(Three point seven)	2	Homologation
	AVERAGE	3.88	(three point eight eight)		



FIFTH SEMESTER

	CREATIVITY AND PROBLEM				
20162	SOLVING	4.4	(Four point four)	2	Homologation
	PROBLEMS				
20162	ADVERTISING	4.0	(Four point zero)	3	Normal
	COMMUNICATION				
20162	PROMOTION AND	4.0	(Four point zero)	3	Homologation
	MERCHANDISING				
20162	ENGLISH IV	3.3	(Three point three)	2	Homologation
20162	LABOR AND COMMERCIAL	3.3	(Three point eight)	1	Homologation
	LEGISLATION				
20162	PROFESSIONAL ELECTIVE I	4.6	(Four point six)	2	Homologation
20162	QUANTITATIVE MARKET	3.9	(Three point nine)	3	Homologation
	RESEARCH				
	AVERAGE	4.00	(four-point zero zero)		

FIFTH SEMESTER



20162	CREATIVE STRATEGY	3.9	(Three-point nine)	2	Homologation
20162	INTERNATIONAL MARKETING	3.0	(Three point zero)	3	Homologation
20162	PROFESSIONAL ELECTIVE II	4.0	(Four point zero)	3	Homologation
20162	DISTRIBUTION CHANNELS AND	3.7	(Three point seven)	3	Homologation
20171	LOGISTICS HUMAN TALENT MANAGEMENT	4.7	(Four point seven)	3	Normal
20171	ENGLISH V	4.4	(Four point four)	2	Normal
	AVERAGE	3.92	(three point nine two)		

SEVENTH SEMESTER

20162	PROFESSIONAL ELECTIVE III	4.3	(Four point three)	2	Normal
20171	BRAND BUILDING	4.9	(Four point nine)	2	Normal



20171	SERVICE MARKETING	4.1	(Four point one)	3	Normal
20162	ENTREPRENEURSHIP	3.2	(Three point two)	3	Homologation
20171	STRATEGIC MARKETING PLANNING	4.4	(Four point four)	3	Normal
20172	ENGLISH VI	4.1	(Four point one)	2	Normal
	AVERAGE	4.11	(four point one one)		

SEVENTH SEMESTER

20171	PROFESSIONAL ELECTIVE IV	4.1	(Four point one)	3	Normal
20172	INDUSTRIAL MARKETING	4.9	(Four point nine)	3	Normal
20162	MARKETING AND SALES MANAGEMENT	3.7	(Three point seven)	3	Homologation
20172	MARKETING TRENDS	4,4	(Four point four)	3	Normal
20172	DIGITAL MARKETING	4,4	(Four point four)	3	Normal
20172	MARKET INTELLIGENCE	4.7	(Four point seven)	3	Normal



AVERAGE 4.36 (four point three six)

ACCUMULATED: 4.06 (four point zero six)

The range of grades is from 0.0 (zero points zero) to 5.0 (five points zero). The subject is approved with a grade equal to or higher than 3.0 (three zero points). This Certificate is issued in Bogotá D.C. on November 23, 2021, duly signed.

GONZALO MURCIA RIOS

General Secretary

CLAUDÍA PATRICIA MUNAR ROMERO

Head of Registration and Academic
and Academic Control