



Universidad Politécnica Salesiana Graduate
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VISCAINO MARCILLO AMANDA GABRIELA

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Earned degrees:

INGENIERA COMERCIAL

Undergraduate program: ADMINISTRACIÓN DE EMPRESAS

Level of education: TERCER NIVEL

Year the degree was obtained: 2015

Branch campus: QUITO

Final graduation project: DISEÑO DE UN PLAN DE MARKETING SOCIAL COMO
ESTRATEGIA DE VENTAJA COMPETITIVA PARA LA EMPRESA DIRECT FLOWEREX
ECUADOR S.A..

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