

MEXICO

Inventory of Young Worker Awareness Programs and Social Marketing Initiatives

Updated : May 28, 2004

Young Worker Programs, Resources, Awareness Programs

JURISDICTION	Name of initiative or program	Purpose	Target Audience	Lead* or Partnerships	Contact	Available for use by other jurisdictions? Y* - N* - W/P* - U/C*	Type of Materials and Retail Cost	Details
Mexico								
Mexico	Industrial Engineering Program	10 hour course	Students	Instituto Tecnológico Superior de los Ríos (pública), Km. 3 Carretera Balancán-VHSA, Balancán, Tabasco	Lic. Adolfo Chávez Pérez dca@itsr.edu.mx 01934 34 49000	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Engineering in Manufacturing Processes – Industrial Engineering Program	64 hour course	Students	Universidad Madero (privada), Camino Real a Cholula 4212	Ing. Rafael Meza Mújica mrafael@umad.edu.mx 284 59 59	N	n/a	
Mexico	Production Processes	75 hour course	Students	Universidad Tecnológica de Tula, Tepeji (pública), Carretera Tula Tepeji Km.8	Ing. Moisés Barrón Arias * 01 773 7329111	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Industrial Maintenance	60 hour course	Students	Universidad Tecnológica de Tula, Tepeji (pública), Carretera Tula Tepeji Km.8	Ing. Héctor Aamaro Monfil** hamaro@utt.edu.mx 01 773 73 2 91 10	W/P	Support materials (available in Spanish only) can be consulted without charge, but only by alumni and professors of the the course.	

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Mexico								
Mexico	Advanced University Techniques en Electronics and Automatization	45 hour course	Students	Universidad Tecnológica de Tula, Tepeji (pública), Carretera Tula Tepeji Km.8	Armando Serrano Caballero*** aserrano@uttt.edu.mx 01 773 73 29112	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Environmental Technology	105 hour course	Students	Universidad Tecnológica de Tula, Tepeji (pública), Carretera Tula Tepeji Km.8	Lucina de León Rodríguez e Ing. Sergio Tejeda Zúñiga**** lrodriguez@uttt.edu.mx stejeda@uttt.edu.mx 01 773 7329113, ext. 370 y 477	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Industrial and Systems Engineering	48 hour course	Students	Tecnológico de Monterrey, Campus Irapuato (privada), Paseo Mirador del Valle 445, Colonia Villas de Irapuato, C.P. 36670, Irapuato, Guanajuato.	Ing. Sergio Gómez, Director General Tel. (5) 57 39 066 ext. 181 (462) 6068000 sgomez@itesm.mx	Y	Support materials (available in Spanish and English) can be consulted without charge.	

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Mexico								
Mexico	Industrial Engineering	90 hour course	Students	Instituto Tecnológico de Nuevo Laredo (pública), Reforma No. 2007 Sur	Lic. José Esteban Ortiz Obregón Ing. Federico Elizondo Ing. Carlos Alberto Guerrero Villa Tel. (867) 714 09 15 ext. 106 industrial@itnuevolaredo.edu.mx	N	n/a	
Mexico	Industrial Engineering	84 hour course	Students	Instituto Tecnológico de Querétaro (pública), Av. Tecnológico y Escobedo s/n	Ing. Juan Carlos Pedraza Tovar 01 442 26 35 97, ext. 309 dii@itq.edu.mx	N	Support materials (available in Spanish only)	
Mexico	Industrial Engineering	85 hour course	Students	Universidad Tecnológica de la Mixteca (pública), Carretera Huajuapa.Acatlima Km. 2.5 Huajuapan de León, Oaxaca, México, C.P. 69000	Ing. Gerardo García Hernández, Vicerrector 01 953 53 2 45 48 ggarcia@mixteco.utm.mx	N	Support materials (available in Spanish only) can be consulted only by alumni	

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Mexico								
Mexico	Degree in Medical Surgery Degree in Nutrition Degree in Dental Surgery Degree in Nursing	10 hour course 5 hour course 5 hour course 5 hour course	Students	Universidad Juárez Autónoma de Tabasco (pública), Av. Universidad s/n, Villahermosa, Tabasco	*C.D. Wilbert Aguilar Medrano Wilbert.aguilar@cc.salud.ujat.mx 01 993 3 51 11 32	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Administration	6 hour course	Students	Universidad Juárez Autónoma de Tabasco (pública), Av. Universidad s/n, Villahermosa, Tabasco	**Dr. Oscar Friego Hernández 01 99 33 12 03 55 direccion.dacea@ujat.mx	Y	Support materials (available in Spanish only) can be consulted without charge.	
Mexico	Mechanical, Electrical and Chemical Engineering	4 hour course	Students	Universidad Juárez Autónoma de Tabasco (pública), Km. 1 Carretera Cunduacán-Jalpa de Méndez	Arq. Fabián Chablé Falcón 01 914 33 6 03 42 docencia@daia.ujat.mx	Y	Support materials (available in Spanish and English) can be consulted without charge.	
Mexico	Environmental Engineering	4 hour course	Students	Universidad Juárez Autónoma de Tabasco (pública), Carretera Villahermosa – Cárdenas	Dr. Wilfrido Miguel Contreras Sánchez 01 99 33 54 43 08 contrerw@cicea.ujat.mx	Y	Support materials (available in Spanish only) can be consulted without charge.	

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Mexico								
Mexico	Industrial and Systems Engineering	20 hour course	Students	Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Sonora Norte (privada), Blvd.. Enrique Mazón López 965, Hermosillo, Son., C.P.83000	Mark W. Wood Caballero (662) 280 0150	N	Support material is in Spanish only	
Mexico	Industrial and Systems Engineering Work Design Business Administration Industrial Relations	48 hour course	Students	Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Chiapas (privada), Carretera a Tapanatepec Km. 146 + 749, Tuxtla Gutiérrez, Chiapas	Mtra. Janette Martel Sotomayor 617 6010 y 617 6011	N	Support material is in Spanish only	

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Mexico								
Mexico	Safety and hygiene for teachers of intermediate and higher education	40 hour course	Teachers	Secretaría del Trabajo y Previsión Social, Dirección General de Seguridad y Salud en el Trabajo, Valencia 36, 2º piso, Col. Insurgentes Mixcoac, Delegación Benito Juárez, C.P. 03920, México. D.F.	Dr. Alejandro Galindo Barajas 3000 – 3200, ext. 3295 y 3107 agalindo@stps.gob.mx	Y	Support materials (available in Spanish only) can be consulted without charge	

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Social Marketing: TV, Radio, Print, Posters, Other outreach products/methods

JURISDICTION	Name of Initiative or Program	Purpose	Target Audience	Contact Phone Number(s)	Components of the Campaign	Copy, example, tape, etc. available to send with inventory?	Available for use by other jurisdictions? Y - N - W/P - U/C	Detailed Description
<i>Mexico</i>								