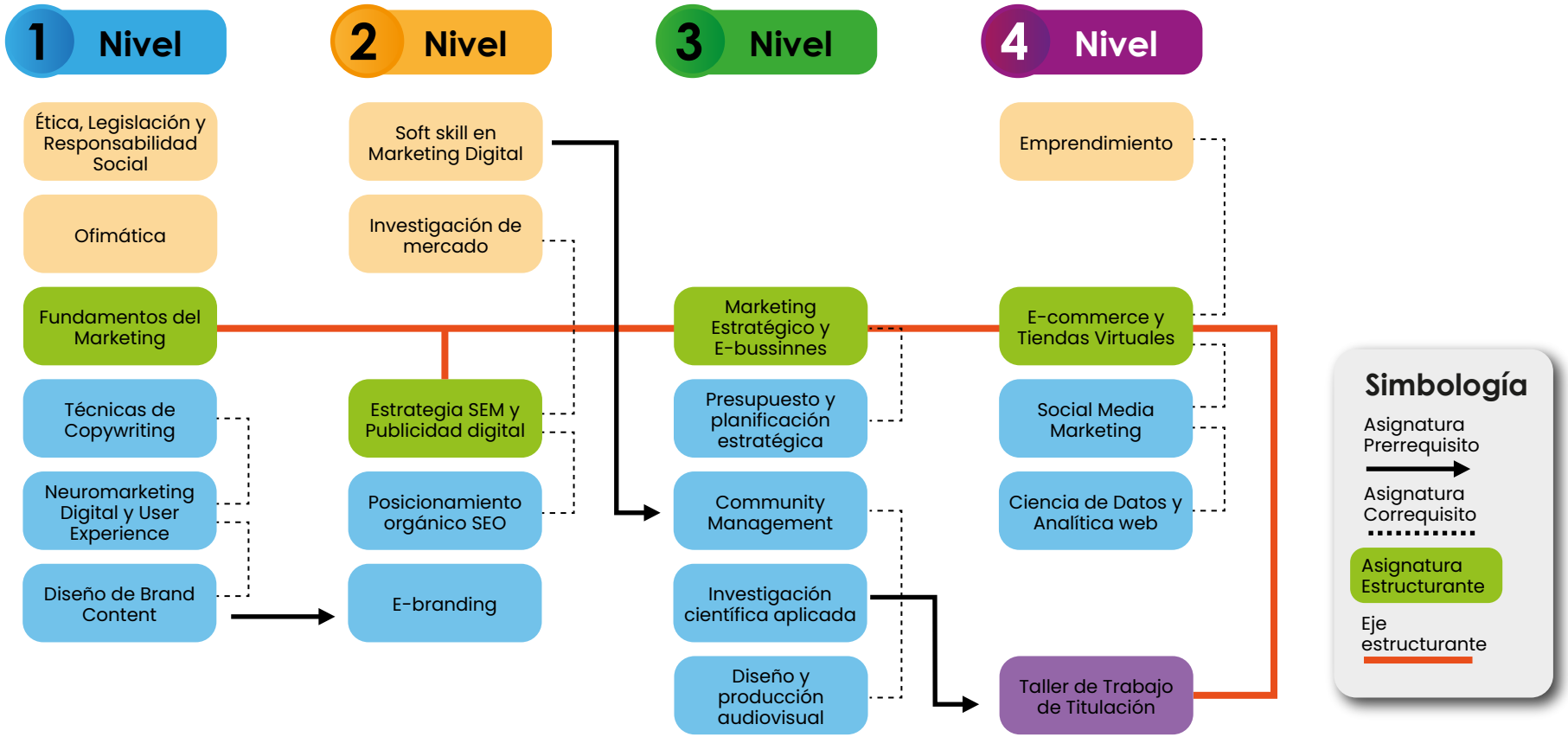Malla Curricular Marketing Digital