ABSTRACT
This article describes the regional expansion model with emphasis on campus management developed by INACAP Corporation to comply with its view, mission, and development strategies. This includes a set of management practices to guarantee homogeneity and the quality of the educational service of the institution in all its campuses nationwide. The campuses’ programs have been developed considering labor market needs, and the features inherent to the regions where they have been established, which is part of a strategy that simultaneously strengthens the synergies of centralized services and campus management.

Key words: management, regional expansion, labor market, quality