Postgraduate Certificate
Marketing and CRM Database Management

tech global university

Postgraduate Certificate

Marketing and CRM
Database Management

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/marketing-crm-database-management**

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01
Introduction

Marketing and CRM Database Management is a high field of action in which the professionals of journalism or communication sciences have to update their knowledge to reach a target audience, in this case, within the organizational context. On the other hand, the management and knowledge of the market will allow them to know the new updates regarding the business framework and will make themr know their direct competition in other markets. It is for this reason that this program will be in charge of providing all the information to the professional through its online format.

This Postgraduate Certificate is the best investment you can make in the selection of refresher program to update your knowledge in Marketing and CRM Database Management"

This Postgraduate Certificate provides students with specific tools and skills to successfully develop their professional activity in the broad environment of in Marketing and CRM Environments. In this way, it will work on key skills such as knowledge of the reality and daily practice in the media and develops responsibility in the monitoring and supervision of their work, as well as communication skills within the essential teamwork.

This program is designed to provide an online qualification in which all theoretical and practical knowledge is presented through a high-quality multimedia content, analysis of clinical cases prepared by experts, master classes and video techniques that allow exchanging knowledge and experiences, maintaining and updating the educational level of its members, creating protocols for action and disseminating the most important developments in the specialty.

With this online program, students can organize their time and pace of learning, adapting it to their schedules, in addition to being able to access the contents from any computer or mobile device. Thus, the graduates will achieve, through the most complete and up-to-date program on the market and with a 100% online methodology, the necessary skills and abilities to become a specialist in this field.

This **Postgraduate Certificate in Marketing and CRM Database Management** contains the most complete and up-to-date program on the market. The most important features include:

- Case studies presented by experts in Communication Company Management
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Special emphasis on innovative methodologies in Communication Company Management
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Communication professionals must continue their specialization to adapt to new developments in the field"

This 100% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field"

Organize your time and pace of learning adapting it to your schedule with this online program.

This is the best option to learn about the latest advances in Marketing and CRM Database Management
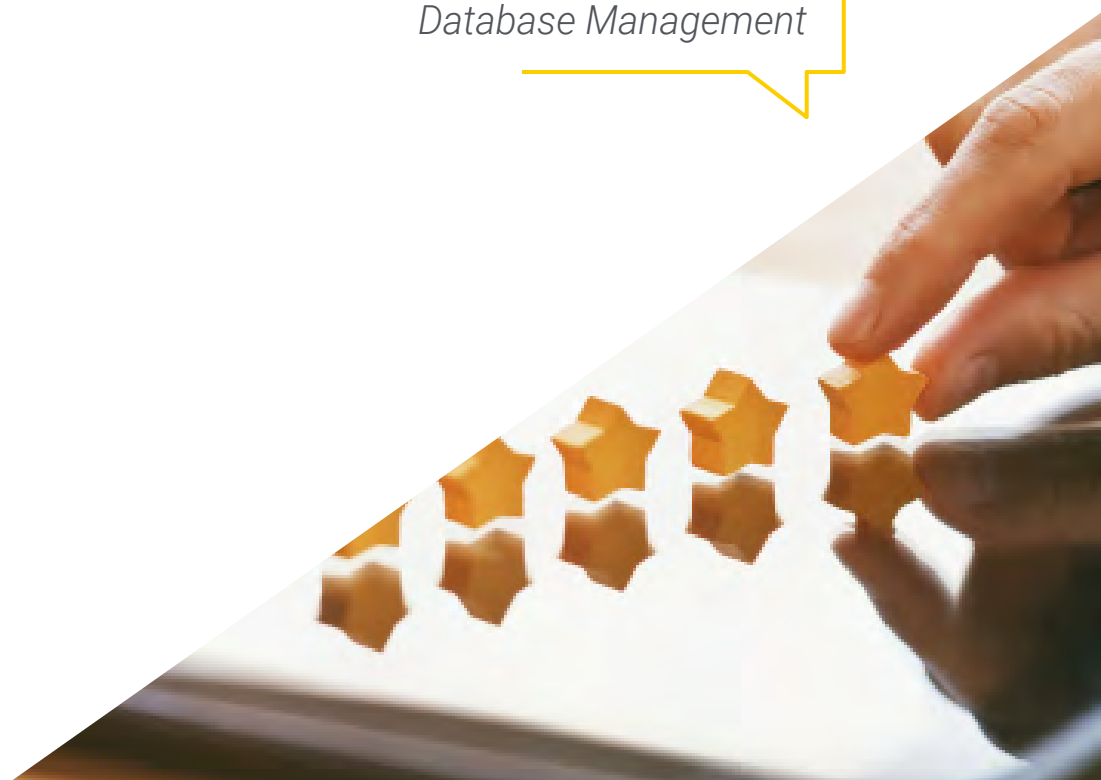
The teaching staff includes professionals from the communication field who bring their experience to this Postgraduate Diploma, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to study in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year The professional will be assisted by an innovative interactive video system created by renowned and experienced experts in Communication Company Management.

02
Objectives

The program in Marketing and CRM Base Management is designed to facilitate professional performance in the field to acquire knowledge of the main developments in the communication field.

This program includes exceptional teaching material, providing you with a contextual approach that will facilitate your learning"

General Objective

• Prepare the media professional to manage a large company, acquiring the necessary knowledge in each area of the company

Enroll in the best Postgraduate Certificate in Marketing and CRM Database Management on the university scenario today"

Specific Objectives

- Identify the company environment and their target audience
- Know the target audience of the media and know what kind of guidelines will be generated
- Develop a guide to facilitate mediation between private companies and the media

03
Course Management

The program includes in its teaching staff leading experts in all aspects of marketing management and political communication, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.

> *We have the best teaching staff to help you achieve professional success".*

International Guest Director

With a strong background in Communications and Marketing, Bianca Freedman has served as Chief Executive Officer (CEO) of Edelman's Canada division, where she has led strategy, operations and culture in the region. In fact, she has played a crucial role in the evolution, promotion and protection of brands and reputations in a dynamic media environment. In addition, she has been one of the Executive Positioning experts within Edelman's global network, a critical area where business leaders are increasingly in demand.

She has also held other prominent positions at Edelman, including Chief Operating Officer (COO) and General Manager. In these roles, she has led some of the organization's most important and complex projects in both the private and public sectors, working with some of the country's most prestigious companies to transform their presence with employees, customers and shareholders.

Bianca Freedman's career has also included positions at InfinityComm Inc. as Account and Public Relations Manager, as well as at Credit Valley Hospital, where she has served as Marketing and Communications Coordinator. She has also held Marketing, Public Relations and Social Media Manager roles at Walmart, where she has been instrumental in communications innovation, both in Canada and in the San Francisco Bay Area, alongside the company's global e-commerce group.

Notably, as an active member of the community, she has served on the Humber PR Advisory Board and volunteers with the Community Association for Riders with Disabilities (CARD). And she is fully committed to removing barriers to entering the job market, as well as supporting high-potential talent.

Ms. Freedman, Bianca

- Chief Executive Officer (CEO) at Edelman Canada, Toronto, Canada
- Manager of Marketing, Public Relations and Social Media at Walmart
- Marketing and Communications Coordinator, Credit Valley Hospital, Credit Valley, Canada
- Account and Public Relations Manager at InfinityComm Inc.
- IWF Fellowship in Business Administration and Management from INSEAD
- Transformational Leadership, Business Administration and Management Program at Harvard Business School
- Graduate degree in Public Relations from Humber College
- B.A. in Political Science, Communication Studies, from McMaster University
- Member of Humber PR Advisory Board, Community Association for Riders with Disabilities (CARD)

" *Thanks to TECH, you will be able to learn with the best professionals in the world"*

Management

Dr. Iñesta Fernández, Noelia

- Journalist and Social Media Manager
- Communications Manager (G. Greterika Imp-Exp)
- Communications and Marketing Manager (Corporate)
- Community Manager in SMEs of Channel Horeca
- Local media writer
- Ph.D. in Media Research
- Master's Degree in Social Media Management
- Degree in Journalism.
- Higher Technician in Audiovisual Production

03
Structure and Content

The structure of the contents has been designed by the best professionals in the field of Communication Company Management, with extensive experience and recognized prestige in the profession.

This Postgraduate Certificate in Marketing and CRM Database Management contains the most complete and up-to-date program on the market"

Module 1. Market and Customer Management

1.1.   Marketing *Management*

    1.1.1.   The Concept of Marketing *Management*

    1.1.2.   New Trends in Marketing

    1.1.3.   A New Marketplace: Consumer and Business Capabilities

    1.1.4.   Holistic MK Orientation

    1.1.5.   Update on the 4 Ps of Marketing

    1.1.6.   Marketing Management Tasks

1.2.   Relationship Marketing

    1.2.1.   Concept of Marketing Relations

    1.2.2.   The Customer as an Asset of the Company

    1.2.3.   CRM as a Relationship Marketing Tool

1.3.   *Data Base* Marketing

    1.3.1.   Data Base Marketing Applications

    1.3.2.   Laws and Regulations

    1.3.3.   Information Sources

1.4.   Types of Buying Behavior

    1.4.1.   The Process in Purchasing Decisions

    1.4.2.   The Stages in the Buying Process

    1.4.3.   Types of Buying Behavior

    1.4.4.   Features of the Types of Buying Behaviour

1.5.   The Loyalty Process

    1.5.1.   In-depth Knowledge of the Client

    1.5.2.   Loyalty Process

    1.5.3.   The Value of the Customer

This program will allow you to advance in your career comfortably"

05
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

> *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Marketing and CRM Data Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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"Successfully complete this program and receive your degree without having to travel or fill out laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Marketing and CRM Database Management** endorsed by TECH Global University, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Marketing and CRM Database Management**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Marketing and CRM Database Management

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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