

# Advanced Master's Degree Marketing Management, Neuromarketing Expert

A M D M M N E



## Advanced Master's Degree Marketing Management, Neuromarketing Expert

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/pk/school-of-business/advanced-master-degree/advanced-master-degree-marketing-management-neuromarketing-expert](http://www.techtitute.com/pk/school-of-business/advanced-master-degree/advanced-master-degree-marketing-management-neuromarketing-expert)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 26*

07

Methodology

---

*p. 46*

08

Our Students' Profiles

---

*p. 54*

09

Course Management

---

*p. 58*

10

Impact on Your Career

---

*p. 64*

11

Benefits for Your Company

---

*p. 68*

12

Certificate

---

*p. 72*

# 01 Welcome

As the world evolves and transforms, so does marketing. Today, marketing is facing new challenges, such as information saturation and increased competition. In response to this, Neuro-marketing emerges as a discipline that allows us to understand consumer behavior and improve the effectiveness of commercial strategies. Therefore, this program is the best response to the current needs of the professional in this area, providing a complete and updated education in the latest sales techniques and tools. In addition, the degree is developed in a 100% online format, which allows students to access resources from anywhere and at any time, adapting to their specific needs.



Advanced Master's Degree in Marketing Management, Neuro-marketing. Expert.  
TECH Technological University



“

*Master the most effective and advanced techniques to understand consumer behavior and improve the effectiveness of your marketing strategies with this Grand Master and improve the effectiveness of your marketing strategies thanks to this Advanced Master's Degree”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Advanced Master's Degree aims to offer the student a complete and updated education in the techniques and tools of Marketing and Neuro-marketing. Therefore, with this program, the professional will be able to improve the effectiveness of their commercial strategies, acquiring unique skills that will allow them to make better decisions and achieve success in their communication and sales projects. In addition, you will be able to learn from experts in the field and explore the latest trends and tools in Digital Marketing, becoming a highly sought-after professional.



“

*Acquire unique skills and knowledge that will enable you to take smarter decisions, improve profitability and achieve success in your Marketing projects”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

This **Advanced Master's Degree in Marketing Management, Neuromarketing Expert** will qualify students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

04

Analyze the consumer's decision process in relation to marketing stimuli in detail

02

Integrate the Internet into the organization's marketing strategy

03

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

05

Successfully lead partially or fully digitized sales and marketing teams





06

Develop marketing, market research, and communication projects

08

Develop leadership skills to lead marketing teams

09

Know the different marketing tools and apply the most appropriate ones to achieve business objectives

07

Conduct market research to understand the environment and the opportunities it offers to achieve business success

10

Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty



11

Gain in-depth knowledge of how marketing techniques can be applied to different sectors

14

Generate joint lines of action between neuromarketing implementation processes and *Design Thinking* processes in the company

12

Know the main international distribution channels



13

Demonstrate the usefulness of applying *Visual Thinking* elements in final reports with neuromarketing results

15

Assess the processes of conducting consumer neuroscience fieldwork to avoid bias in order to increase the usefulness of the results obtained

16

Develop and propose approaches for the application of this research in processes of consumption of public services by the public

18

Demonstrate how working in a results-oriented way is more effective and improves on the traditional sales orientation, opening new doors in team management, overcoming short-termism and unrealistic objectives to shape sustainable value creation



19

Assess cases of application of Sensory Marketing, establishing relationships between theory and practice

17

Examine the factors involved in the process of learning from errors in a constructive way

20

Develop and propose approaches for the application of sensory marketing and neuro-marketing in brands and companies

# 05 Skills

This program has been designed to provide students with unique skills and knowledge in the Marketing and Neuromarketing field. At the completion of this program, students will have acquired the ability to understand consumer behavior and improve the effectiveness of marketing strategies. In addition, they will have obtained skills in data analysis, decision making and marketing project management. Students will also have the ability to design and implement innovative marketing strategies, taking advantage of the latest digital marketing trends and tools.





“

*Develop through this Advanced Master's Degree unique skills in data analytics, decision making and marketing project management to excel and advance your career”*

01

Apply the different digital tools to marketing processes

02

Apply quantitative and qualitative market research methods and techniques

03

Have an in-depth understanding of customer purchasing behavior

04

Develop techniques, strategies, and leadership skills that are essential for proper marketing management

05

Manage and control a company's logistic processes



06

Apply creativity and innovation to new product development

08

Understand, in-depth, sectorial marketing and the particularities for each sector



09

Internationally position the company through marketing actions

07

Design and manage an adequate marketing plan

10

Design strategic ecommerce plans

11

Analyze the most common obstacles that companies encounter when implementing neuro-marketing and approaching changes in consumer behavior

14

Demonstrate how the principles of social psychology help to create collaborative, realistic and motivating work environments, combating resistance to change and conformism that would otherwise be installed to a greater or lesser extent within the team

12

Establish the objective differences of investigating ambience, signage and communication elements at the point of sale versus the process of investigating these same elements contextualized within an area or section where the customer receives a multitude of emotionally competent stimulation



13

Determine the concept of internal customers as a first step to meet their expectations and integrate them into the communication and information management processes

15

Determine what *Growth Marketing* is, how it differs from traditional methods and how strategies are assessed under these insights



16

Develop market studies where the focus is not only on the competition and the product, but also on the consumers and their behaviors

18

Examine the web and compile data to help develop the next steps of the established strategy and facilitate decision making to optimize performance

19

Identify each step of the strategy within the *Growth Marketing funnel*, defining the KPIs that helped to better understand how to approach the brand's objectives

17

Learn how to read data to demonstrate what consumer behaviors are and how to establish a strategy to achieve the objectives

20

Identify the customer value in the brand and analyze the different ways in which the measurement of this KPIS can be proposed, in order to establish a long-term strategy based on *lifetime value data*



06

# Structure and Content

This Advanced Master's Degree offers a complete and updated syllabus, covering all aspects of Marketing and Neuro-marketing. This way, students will have the opportunity to delve into topics such as consumer behavior analysis, marketing project management, market research and the application of neuro-marketing strategies. All of this, in a 100% online format that allows to adapt the learning to the specific needs and schedules of each individual.



“

*Become an expert in Marketing and Neuro-marketing, and obtain the necessary skills to lead Marketing projects and make accurate and effective decisions in any business environment”*

## Syllabus

This Advanced Master's Degree in Marketing Management, Neuromarketing Expert of TECH Technological University is an intensive program that prepares students to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals with the main areas of Marketing in depth and is designed for managers to understand business management from a strategic, international and innovative perspective. A plan designed for students, focused on

their professional improvement and that prepares them to achieve excellence in the field of commercial management. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 18 modules:

<b>Module 1</b>	Market Research
<b>Module 2</b>	Fundamentals and tools in market research in interaction with neuro-marketing
<b>Module 3</b>	Implementation of neuro-marketing in the company: a path of no return
<b>Module 4</b>	Management and Leadership
<b>Module 5</b>	Logistics and Economic Management
<b>Module 6</b>	Psychology applied to the practice of neuro-marketing
<b>Module 7</b>	Consumer psychology: impact of memory and personality on the buying process
<b>Module 8</b>	Customer Relationship Management
<b>Module 9</b>	Neurological bases and neuroscience technology applied to neuro-marketing
<b>Module 10</b>	Sectorial Marketing

<b>Module 11</b>	Sensory marketing: connecting with the consumer's senses from the neuro-marketing field
<b>Module 12</b>	Digital Marketing and e-Commerce
<b>Module 13</b>	E-Commerce and Shopify
<b>Module 14</b>	Social Media and Community Management
<b>Module 15</b>	Neuro-marketing applied to the digital experience
<b>Module 16</b>	Social Media Intelligence and Growth Marketing applied to Neuro-marketing
<b>Module 17</b>	Strategy in Marketing Management
<b>Module 18</b>	Neuro-marketing applied to organizational development
<b>Module 19</b>	Operational Marketing
<b>Module 20</b>	International Marketing
<b>Module 21</b>	Neuro-marketing applied to face-to-face commercial activities, online channel, meetings and negotiations

### Where, When and How is it Taught?

TECH offers the possibility to study this Advanced Master's Degree in Marketing Management, Neuro-marketing Expert completely online. Throughout the 24 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique educational experience, key and decisive to boost your professional development and make the definitive leap.*

**Module 1. Market Research**

**1.1. Fundamentals of Marketing**

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

**1.2. Marketing: From the Idea to the Market**

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

**1.3. New Competitive Environment**

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

**1.4. Quantitative Research Methods and Techniques**

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques
- 1.4.4. The Treatment and Analysis of Data

**1.5. Qualitative Research Methods and Techniques**

- 1.5.1. Direct Techniques: *Focus Groups*
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques
- 1.5.4. The Two Face Mirror and The Delphi Method

**1.6. Market Segmentation**

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of the Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Defining the Target Audience

**1.7. Types of Buying Behavior**

- 1.7.1. Complex Behavior
- 1.7.2. Dissonance Reducing Behavior
- 1.7.3. Variety Seeking Behavior
- 1.7.4. Habitual Purchasing Behavior

**1.8. Marketing Information Systems**

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. Data Warehouse and Datamining
- 1.8.3. Geographical Information Systems

**1.9. Research Project Management**

- 1.9.1. Information Analysis Tools
- 1.9.2. Developing an Expectation Management Plan
- 1.9.3. Assessing the Feasibility of Projects

**1.10 AM. Marketing Intelligence**

- 1.10.1. Big Data
- 1.10.2. User Experience
- 1.10.3. Applying Techniques

**Module 2. Fundamentals and tools in market research in interaction with neuro-marketing**

<b>2.1. The Trajectory of Market Research and the Role of Neuro-marketing</b> 2.1.1. Market Research and Neuro-marketing in Today's Scenario 2.1.2. Contributions of Neuroscience to Marketing Research 2.1.3. Neuro-marketing and the Future of Marketing Research	<b>2.2. Business Intelligence Applied to Market Research and Neuro-marketing</b> 2.2.1. From <i>Market Research</i> to <i>Business Intelligence</i> 2.2.2. Role of Neuromarketing in <i>Business Intelligence</i> 2.2.3. Techniques and Tools Applied to Market Research in Combination with Neuro-marketing	<b>2.3. Research Techniques and their Combination with Neuro-marketing Today</b> 2.3.1. Surveys together with Neuro-marketing and their Application to Marketing Research 2.3.2. Interviews and <i>Focus Groups</i> and their Combination with Neuro-marketing applied to Market Research 2.3.3. Triangulation and its Importance in the Success of a Marketing Research Project	<b>2.4. Neuro-marketing Tools Application to Marketing Research</b> 2.4.1. <i>Facial Coding</i> 2.4.2. <i>Eye Tracker</i> 2.4.3. <i>Skin Conductance</i> 2.4.4. Electroencephalogram 2.4.5. TAI
<b>2.5. Neuro-marketing Research Design</b> 2.5.1. <i>Briefing</i> and Company Project 2.5.2. Recruitment Filter and Sample Recruitment 2.5.3. Field Work 2.5.4. Analysis and Interpretation of Results 2.5.5. Preparation and Presentation of Results 2.5.6. Lessons Learned and Conclusions	<b>2.6. Experiential Neuro-qualitative and its Application to Market Research</b> 2.6.1. "Transformational "Insight 2.6.2. Experiential Neuro-Qualitatives 2.6.3. Usefulness of the Experiential Neuro-Qualitatives 2.6.4. Tools used in the Experiential Neuro-Qualitative 2.6.5. Execution of a Plan with Experiential Neuro-Qualitative	<b>2.7. Ethnographic Research and its Combination with Neuro-marketing Applied to Marketing Research</b> 2.7.1. Ethnographic Research Combined with Neuro-marketing 2.7.2. Objectives of Ethnography and Neuro-marketing and its Powerful Combination from Market Research 2.7.3. Methodology in a Marketing Research Project: Ethnographic Research and Neuro-marketing	<b>2.8. Neuro-marketing and Digital Communication</b> 2.8.1. Building Winning Brands through Neuro-marketing 2.8.2. Neuro-marketing in Current Communication and Media Planning 2.8.3. Neuro-marketing's Contributions to Traditional Communications
<b>2.9. Ethics in Neuro-marketing</b> 2.9.1. Ethics Applied to Neuro-marketing 2.9.2. Ethics in Advertising 2.9.3. NMSBA Code of Ethics	<b>2.10 AM.Success Stories in Neuro-marketing Market Research Projects</b> 2.10.1. The Contributions of Neuro-marketing to the Analysis of a Brand 2.10.2. Neuro-marketing project in the Cosmetics Sector 2.10.3. Neuro-marketing Project in the Pharmaceutical Sector		

**Module 3.** Implementation of neuro-marketing in the company: a path of no return

**3.1. The Neuro-marketing Discipline**

- 3.1.1. Perimeter of Neuro-marketing: Identify and Implement
- 3.1.2. Neuroscience Applied to Marketing
- 3.1.3. Application areas of Neuro-marketing Actions

**3.2. Consistency between Marketing Strategy and Neuro-marketing Actions**

- 3.2.1. Neuro-marketing in the Strategy as a Principle of the Action Process
- 3.2.2. Analysis of the Internal and External Context of the Company from the Neuro-marketing Perspective
- 3.2.3. Implementation of a Strategic Neuro-marketing Plan

**3.3. Objective definition, results measurement and connection with customers with a Neuro-marketing vision**

- 3.3.1. The Objectives of the Neuro-marketing Plan
- 3.3.2. Results measurement and its application to branding
- 3.3.3. Consumers' Needs as the Basis for their Emotional Connection with the Brand

**3.4. Consumer Behavior and Psychology**

- 3.4.1. Consumer Markets and Consumer Purchasing Behavior
- 3.4.2. The Purchase Decision Process in the Physical Channel
- 3.4.3. The Purchase Decision Process in the Online Channel

**3.5. The Power of Emotions in Consumer Behavior**

- 3.5.1. Emotions and their Role in Purchasing Decisions
- 3.5.2. Marketing of Feelings. The Activation of the Five Senses
- 3.5.3. Experience as the Sixth Sense

**3.6. Experiential Marketing: the Space to be Built by the Brand**

- 3.6.1. Innovation in the Communication Mix taking Neuro-marketing into Account
- 3.6.2. Excellence at the Physical Point of Sale
- 3.6.3. Excellence in Digital Channels

**3.7. Brand Value Creation that Connects with Emotions**

- 3.7.1. Research Strategies to Identify Consumer Attraction Stimuli
- 3.7.2. Defining the Brand Value Proposition Based on Scientific Data
- 3.7.3. Limitations of Neuro-marketing according to Physical and Online Channels

**3.8. Transforming Market Research from Neuro-marketing**

- 3.8.1. Types of Neuro-marketing Actions Based on the Marketing Plan
- 3.8.2. Combination of Qualitative and Quantitative Methods in the Neuro-marketing Action Plan
- 3.8.3. Exploratory Work in Laboratories and Fieldwork

**3.9. Branding and Neuro-marketing. Successful Alliance**

- 3.9.1. Neuro-marketing at the Service of Building Strong Brands
- 3.9.2. Points of Parity and Points of Difference: When Selling More is the Consequence
- 3.9.3. Target-Market Selection: How Neuro-marketing Helps Us

**3.10. Ethics in Neuro-marketing**

- 3.10.1. Ethical Principles of Neuro-marketing as a Market Research Technique
- 3.10.2. Advantages and Disadvantages of the Implementation of Neuro-marketing Techniques
- 3.10.3. Challenges of Neuro-marketing in the Medium and Long-Term



**Module 4. Management and Leadership**

<b>4.1. General Management</b> 4.1.1. Integrating Functional Strategies into the Global Business Strategies 4.1.2. Management Policy and Processes 4.1.3. Society and Enterprise	<b>4.2. Strategic Management</b> 4.2.1. Establishing the Strategic Position: Mission, Vision, and Values 4.2.2. Developing New Businesses 4.2.3. Growing and Consolidating Companies	<b>4.3. Competitive Strategy</b> 4.3.1. Market Analysis 4.3.2. Sustainable Competitive Advantage 4.3.3. Return on Investment	<b>4.4. Corporate Strategy</b> 4.4.1. Driving Corporate Strategy 4.4.2. Pacing Corporate Strategy 4.4.3. Framing Corporate Strategy
<b>4.5. Planning and Strategy</b> 4.5.1. The Relevance of Strategic Direction in the Management Control Process 4.5.2. Analysis of the Environment and the Organization 4.5.3. Lean Management	<b>4.6. Talent Management</b> 4.6.1. Managing Human Capital 4.6.2. Environment, Strategy, and Metrics 4.6.3. Innovation in People Management	<b>4.7. Management and Leadership Development</b> 4.7.1. Leadership and Leadership Styles 4.7.2. Motivation 4.7.3. Emotional Intelligence 4.7.4. Skills and Abilities of the Leader 2.0 4.7.5. Efficient Meetings	<b>4.8. Change Management</b> 4.8.1. Performance Analysis 4.8.2. Leading Change. Resistance to Change 4.8.3. Managing Change Processes 4.8.4. Managing Multicultural Teams

**Module 5. Logistics and Economic Management**

<b>5.1. Financial Diagnosis</b> 5.1.1. Indicators for Analyzing Financial Statements 5.1.2. Profitability Analysis 5.1.3. Economic and Financial Profitability of a Company	<b>5.2. Economic Analysis of Decisions</b> 5.2.1. Budget Control 5.2.2. Competitive Analysis. Comparative Analysis 5.2.3. Decision-Making. Business Investment or Divestment	<b>5.3. Investment Valuation and Portfolio Management</b> 5.3.1. Profitability of Investment Projects and Value Creation 5.3.2. Models for Evaluating Investment Projects 5.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees	<b>5.4. Purchasing Logistics Management</b> 5.4.1. Stock Management 5.4.2. Warehouse Management 5.4.3. Purchasing and Procurement Management
<b>5.5. Supply Chain Management</b> 5.5.1. Costs and Efficiency of the Operations Chain 5.5.2. Change in Demand Patterns 5.5.3. Change in Operations Strategy	<b>5.6. Logistical Processes</b> 5.6.1. Organization and Management by Processes 5.6.2. Procurement, Production, Distribution 5.6.3. Quality, Quality Costs, and Tools 5.6.4. After-Sales Service	<b>5.7. Logistics and Customers</b> 5.7.1. Demand Analysis and Forecasting 5.7.2. Sales Forecasting and Planning 5.7.3. Collaborative Planning, Forecasting, and Replacement	<b>5.8. International Logistics</b> 5.8.1. Customs, Export and Import processes 5.8.2. Methods and Means of International Payment 5.8.3. International Logistics Platforms

**Module 6.** Psychology applied to the practice of neuromarketing

**6.1. Psychology and Neuro-marketing: A Necessary Partnerships**

- 6.1.1. Consumer Psychology
- 6.1.2. Research in Psychology Applied to Neuro-marketing
- 6.1.3. The Psychology of Essential Processes Applied to Neuro-marketing

**6.2. Sensations and Perceptions in the Purchase Decision Processes**

- 6.2.1. The Laws of Sensation
- 6.2.2. Perception Mechanisms
- 6.2.3. Attention in Purchase Contexts

**6.3. Cognitive psychology: how the consumer processes information and its relationship to good Neuro-marketing activities**

- 6.3.1. Cognitive Psychology in Consumer Processes
- 6.3.2. Cognitive Science. Current Trends that Interact Consumers' Objectives with the Proposals They Receive as a Target Market
- 6.3.3. Levels of Analysis of Cognitive Processes

**6.4. Memory and consciousness: what a consumer remembers and forgets**

- 6.4.1. Memory and Intention
- 6.4.2. Memory and Attention
- 6.4.3. Automaticity and Memory

**6.5. Cognition and Mental Capacities: Implications for Consumption Processes**

- 6.5.1. Psychology of Thought, Information Processing in Consumption Contexts
- 6.5.2. Biases and Heuristics, how we Trick our Minds
- 6.5.3. Study of the Intelligence Present in Purchase, Use and Consumption Processes

**6.6. Neuro-marketing of Communication: Use of Language**

- 6.6.1. Psychology of Language
- 6.6.2. Language Perception and Comprehension Processes
- 6.6.3. Language, Thought and Culture. The Power of Words in Neuro-marketing

**6.7. Motivation: What Drives the Consumer**

- 6.7.1. Motivation
- 6.7.2. Maslow's Hierarchy of Needs
- 6.7.3. Intrinsic and Extrinsic Motivation
- 6.7.4. Social Motives: Achievement, Power, Affiliation

**6.8. Emotions and Feelings in Consumption Processes**

- 6.8.1. Communication of Facial Expressions
- 6.8.2. From Emotions to Feelings
- 6.8.3. Evaluation and subjective emotional experience

**6.9. Neuro-marketing in the Choice and Decision-Making Processes**

- 6.9.1. Classical Models of Decision-Making
- 6.9.2. Emotion and Decision-Making
- 6.9.3. Choice, Impulse, and Compulsion to Buy

**6.10. Learning by Conditioning: Implications for Consumer Processes**

- 6.10.1. Classical Conditioning
- 6.10.2. Instrumental or Operant Conditioning
- 6.10.3. Applications

**Module 7. Consumer psychology: impact of memory and personality on the buying process**

<p><b>7.1. Psychological Aspects Related to Consumer Behavior</b></p> <p>7.1.1. Analysis and Contributions of Psychology to Consumer Behavior</p> <p>7.1.2. The Psychological Core: Internal Consumer Processes</p> <p>7.1.3. Consumer Understanding and Behavior</p>	<p><b>7.2. Personality Theories Related to Buying Behavior</b></p> <p>7.2.1. Psychodynamic Theory</p> <p>7.2.2. Humanistic Theory</p> <p>7.2.3. Trait Theory</p> <p>7.2.4. Personality Traits and Consumer Behavior</p>	<p><b>7.3. Consumer Personality and Behavior</b></p> <p>7.3.1. The Consumer as an Individual</p> <p>7.3.2. Personality Facets</p> <p>7.3.3. Personality and the Understanding of Consumer Behavior</p>	<p><b>7.4. Psychographics: Values, Personality and Lifestyles. How it influences consumer behavior</b></p> <p>7.4.1. Values as an Influence on Consumer Behavior</p> <p>7.4.2. Personality Research Methods</p> <p>7.4.3. Behavioral Patterns and Lifestyle</p> <p>7.4.4. Psychographics: Combining Values, Personalities and Lifestyles</p>
<p><b>7.5. Memory as an Internal Influence on Consumption Behavior</b></p> <p>7.5.1. How Does the Brain Encode Information</p> <p>7.5.2. Memory Systems</p> <p>7.5.3. Associations: how memory stores information</p> <p>7.5.4. Memory and Retrieval</p>	<p><b>7.6. The Role of Memory in Consumer Decisions</b></p> <p>7.6.1. Evocation of Memories</p> <p>7.6.2. Memory and Emotion</p> <p>7.6.3. Memory and Context</p> <p>7.6.4. Memory and Perceived Purchase Experience</p>	<p><b>7.7. Consumer Attitude Formation and Attitude Change</b></p> <p>7.7.1. Attitudes</p> <p>7.7.2. Structural Models of Attitudes</p> <p>7.7.3. Attitude Formation</p> <p>7.7.4. Attitude Change Strategies</p>	<p><b>7.8. Attribution Studies A Panoramic View from the Consumer's Perception</b></p> <p>7.8.1. Attribution Theory</p> <p>7.8.2. Sensory Dynamics of Perception</p> <p>7.8.3. Elements of Perception</p> <p>7.8.4. Image Formation in the Consumer</p>
<p><b>7.9. Helping Behavior as a Facilitator of Well-Being in Consumer Behavior</b></p> <p>7.9.1. Behavioral Help</p> <p>7.9.2. Costs and Benefits</p> <p>7.9.3. Providing or Requesting Help</p> <p>7.9.4. The Conduct of Assistance in the Commercial Sphere</p>	<p><b>7.10. Consumer Decision Making</b></p> <p>7.10.1. The Cognitive Component of Consumer Decision-Making</p> <p>7.10.2. Strategic Implications in Consumer Decisions</p> <p>7.10.3. Buying Behavior: Beyond the decision</p>		

**Module 8. Customer Relationship Management**

**8.1. Knowing the Market and the Consumer**

- 8.1.1. Open Innovation
- 8.1.2. Competitive Intelligence
- 8.1.3. Sharing Economy

**8.2. CRM and Business Philosophy**

- 8.2.1. Business Philosophy or Strategic Orientation
- 8.2.2. Customer Identification and Differentiation
- 8.2.3. The Company and its Stakeholders
- 8.2.4. Clienting Clienteling

**8.3. Database Marketing and Customer Relationship Management**

- 8.3.1. Database Marketing Applications
- 8.3.2. Laws and Regulations
- 8.3.3. Information Sources, Storage, and Processing

**8.4. Consumer Psychology and Behavior**

- 8.4.1. The Study of Consumer Behavior
- 8.4.2. Internal and External Consumer Factors
- 8.4.3. Consumer Decision Process
- 8.4.4. Consumerism, Society, Marketing, and Ethics

**8.5. Areas of CRM Management**

- 8.5.1. Customer Service
- 8.5.2. Managing the Sales Force
- 8.5.3. Customer Service

**8.6. Consumer Centric Marketing**

- 8.6.1. Segmentation
- 8.6.2. Profitability Analysis
- 8.6.3. Customer Loyalty Strategies

**8.7. CRM Management Techniques**

- 8.7.1. Direct Marketing
- 8.7.2. Multichannel Integration
- 8.7.3. Viral Marketing

**8.8. Advantages and Risks of Implementing CRM**

- 8.8.1. CRM, Sales and Costs
- 8.8.2. Customer Satisfaction and Loyalty
- 8.8.3. Technology Implementation
- 8.8.4. Strategic and Management Errors

**Module 9. Neurological bases and neuroscience technology applied to neuro-marketing**
**9.1. The Brain and its Functions from a Neuro-marketing Perspective**

- 9.1.1. Neuroscience and Neuro-marketing-Focused Knowledge of the Brain
- 9.1.2. The Brain, its Structure and its Effect on Neuro-marketing
- 9.1.3. Cognitive Processes Located in the Brain Related to Buyer Decision Making

**9.2. The Nervous System and Neurons: Role in Consumer Decision Making**

- 9.2.1. Nervous System: Involvement in Buyer Decision Making
- 9.2.2. Nervous System: Cell Types and How They Influence Neuro-marketing
- 9.2.3. Nervous system: functioning and information transmission in buyer's product choice

**9.3. Basic Cognitive Processes: Consumer Attention and Consciousness**

- 9.3.1. Attention and its Application to Neuro-marketing
- 9.3.2. Consciousness and its Functioning Related to Neuro-marketing
- 9.3.3. The Relevance of Attention and Consciousness to Neuro-marketing

**9.4. Basic cognitive processes: Consumer Memory**

- 9.4.1. Memory: Functioning and Classification. Involvement in Consumer Decision-Making
- 9.4.2. Memory Models Involved in Neuro-marketing
- 9.4.3. Memory and its Relevance to Neuro-marketing

**9.5. Neuroimaging Technologies in Neuro-marketing I: Positron Emission Tomography (PET)**

- 9.5.1. Neuroimaging Techniques
- 9.5.2. PET: Operation
- 9.5.3. PET: Applicability to Neuro-marketing

**9.6. Neuroimaging Technologies in Neuro-marketing II: Functional Magnetic Resonance Imaging (fMRI) and Magnetic Resonance Imaging (MRI)**

- 9.6.1. fMRI Operation
- 9.6.2. MRI Operation
- 9.6.3. Utility of fMRI and MRI in Neuro-marketing

**9.7. Neuroimaging Technologies in Neuro-marketing III: Electroencephalogram (EEG)**

- 9.7.1. Function and Use of the EEG in Consumer Decision-Making
- 9.7.2. Applicability of EEG in Neuro-marketing
- 9.7.3. Comparison of Neuroimaging Techniques

**9.8. Physiological Techniques I: Galvanic Response (GSR) in the Choice of a Product**

- 9.8.1. Applied Neuroscience Physiological Techniques
- 9.8.2. GSR: Operation
- 9.8.3. GSR and its Role in Neuro-marketing

**9.9. Physiological Techniques II: Eye-Tracking and Consumer Decision-Making**

- 9.9.1. Sight: Information Processing Focused on Neuro-marketing
- 9.9.2. *Eye-tracking*: Operation and Applicability in Buyer Decision Making
- 9.9.3. *Eye-Tracking*: Impact on Neuro-marketing

**9.10. Consumer behavior measures: facial-coding**

- 9.10.1. Emotions: Role from Neuroscience
- 9.10.2. Behavioral Measures
- 9.10.3. FACS: Function and Applicability in Neuro-marketing

**Module 10. Sectorial Marketing**

**10.1. Services Marketing**

- 10.1.1. Evolution and Growth of the Service Sector
- 10.1.2. Function of Services Marketing
- 10.1.3. Marketing Strategy in the Service Sector

**10.2. Touristic Marketing**

- 10.2.1. Features of the Tourism Sector
- 10.2.2. Tourist Product
- 10.2.3. The Customer in Tourism Marketing

**10.3. Political and Electoral Marketing**

- 10.3.1. Political Marketing vs. Election Marketing
- 10.3.2. Political Market Segmentation
- 10.3.3. Electoral Campaign

**10.4. Social Marketing and Responsible Marketing**

- 10.4.1. Social Cause Marketing and CSR
- 10.4.2. Environmental Marketing
- 10.4.3. Segmentation in Social Marketing

**10.5. Retail Management**

- 10.5.1. Relevance
- 10.5.2. Reward
- 10.5.3. Cost Reduction
- 10.5.4. Relationship with the Customer

**10.6. Banking Marketing**

- 10.6.1. State Regulation
- 10.6.2. Branches and Segmentation
- 10.6.3. Inbound Marketing in the Banking Sector

**10.7. Health Services Marketing**

- 10.7.1. Internal Marketing
- 10.7.2. User Satisfaction Studies
- 10.7.3. Market-Oriented Quality Management

**10.8. Sensory Marketing**

- 10.8.1. Shopping Experience as a Sensory Experience
- 10.8.2. Neuro-marketing and Sensory Marketing
- 10.8.3. Arrangement and Presentation of the Point of Sale

**Module 11. Sensory marketing: connecting with the consumer's senses from the neuro-marketing field**

**11.1. The Shopping Experience through Neuro-marketing**

- 11.1.1. Human-Centered Neuro-marketing
- 11.1.2. The Shopping Experience as Seen through Neuro-marketing
- 11.1.3. The Importance of the Senses in the Purchase Decision Processes
- 11.1.4. Attention and Awareness in Consumer Behavior

**11.2. The Senses and Emotions in Buying Behavior**

- 11.2.1. Rational Processes and Emotional Processes in the Purchasing Process
- 11.2.2. Peak and End Rule
- 11.2.3. How do Emotions Influence the Senses

**11.3. The Sensory System and its Impact on the Buying and Consumption Processes**

- 11.3.1. Functioning of the Sensory System in the Buying Behavior
- 11.3.2. Persuasive Communication and the Senses
- 11.3.3. Synaesthesia and Sensory Marketing
- 11.3.4. Are there Other Senses?
- 11.3.5. Bouba/Kiki Effect

**11.4. The senses: Marketing of Touch**

- 11.4.1. The Powers of Touch
- 11.4.2. The Great Capacity of the Hands
- 11.4.3. Marketing of Touch

**11.5. The Senses. Visual Marketing: the Power of Vision in Consumerism**

- 11.5.1. Vision. Involvement in Consumption
- 11.5.2. The Influence of Light on Shopping Experiences
- 11.5.3. Colors in Branding and Sales
- 11.5.4. A View through Neuro-marketing

**11.6. The Senses: Olfactory Marketing as Seen Through Neuro-marketing**

- 11.6.1. Olfaction: what, but not how
- 11.6.2. Memory and Smell. Implication in the Shopping Experience
- 11.6.3. The Influence of Smell on Purchases. Practical Applications
- 11.6.4. Olfactory Marketing and Neuro-marketing

**11.7. The Senses: Taste Marketing**

- 11.7.1. Functional Properties of Taste
- 11.7.2. Flavors
- 11.7.3. Elements of Taste Marketing

**11.8. The Senses: Auditory Marketing**

- 11.8.1. How hearing works
- 11.8.2. Sound and its Qualities
- 11.8.3. Auditory Marketing

**11.9. Sensory Marketing and Neuro-marketing**

- 11.9.1. Sensory Marketing as a Key Player in the Consumer Experience
- 11.9.2. The Power of Neuro-marketing in the Sensory field
- 11.9.3. Neuro-marketing and Sensory Marketing: Differentiators of the Shopping Experience

**11.10. Sensory Marketing in Practice**

- 11.10.1. Sensory Marketing and Branding
- 11.10.2. Steps to create a sensory brand
- 11.10.3. Application of Sensory Marketing in Companies
- 11.10.4. Success Stories

**Module 12. Digital Marketing and e-Commerce**
**12.1. Digital Marketing and e-Commerce**

- 12.1.1. The Digital Economy and the Sharing Economy
- 12.1.2. Trends and Social Changes in Consumers
- 12.1.3. Digital Transformation of Traditional Companies
- 12.1.4. The Roles of the Chief Digital Officer

**12.2. Digital Strategy**

- 12.2.1. Segmentation and Positioning in the Competitive Context
- 12.2.2. New Marketing Strategies for Products and Services
- 12.2.3. From Innovation to Cash Flow

**12.3. Technology Strategy**

- 12.3.1. Web Development
- 12.3.2. Hosting and Cloud Computing
- 12.3.3. Content Management Systems (CMS)
- 12.3.4. Formats and Digital Media
- 12.3.5. Technological e-Commerce Platforms

**12.4. Digital Regulation**

- 12.4.1. Privacy Policy and Personal Data Protection Act
- 12.4.2. Fake Profiles and Fake Followers
- 12.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

**12.5. Online Market Research**

- 12.5.1. Quantitative Research Tools in Online Markets
- 12.5.2. Dynamic Qualitative Customer Research Tools

**12.6. Online Agencies, Media and Channels**

- 12.6.1. Integral, Creative and Online Agencies
- 12.6.2. Traditional and New Media
- 12.6.3. Online Channels
- 12.6.4. Other Digital Players

**Module 13. e-Commerce and Shopify**
**13.1. Digital e-Commerce Management**

- 13.1.1. New e-Commerce Business Models
- 13.1.2. Planning and Developing an e-Commerce Strategic Plan
- 13.1.3. Technological Structure in e-Commerce

**13.2. e-Commerce Operations and Logistics**

- 13.2.1. How to Manage Fulfillment
- 13.2.2. Digital Point-of-Sale Management
- 13.2.3. Contact Center Management
- 13.2.4. Automation in Management and Monitoring Processes

**13.3. Implementing e-Commerce Techniques**

- 13.3.1. Social Media and Integration in the E-Commerce Plan
- 13.3.2. Multichannel Strategy
- 13.3.3. Personalizing Dashboards

**13.4. Digital Pricing**

- 13.4.1. Online Payment Methods and Payment Gateways
- 13.4.2. Electronic Promotions
- 13.4.3. Digital Price Timing
- 13.4.4. e-Auctions

**13.5. From e-Commerce to m-Commerce and s-Commerce**

- 13.5.1. e-Marketplace Business Models
- 13.5.2. s-Commerce and Brand Experience
- 13.5.3. Purchase via Mobile Devices

**13.6. Customer Intelligence: from e-CRM to s-CRM**

- 13.6.1. Integrating the Consumer in the Value Chain
- 13.6.2. Online Research and Loyalty Techniques
- 13.6.3. Planning a Customer Relationship Management Strategy

**13.7. Digital Marketing Trade**

- 13.7.1. Cross Merchandising
- 13.7.2. Designing and Managing Facebook Ads Campaigns
- 13.7.3. Designing and Managing Google Ad Campaigns

**13.8. Online Marketing for e-Commerce**

- 13.8.1. Inbound Marketing
- 13.8.2. Display and Programmatic Purchasing
- 13.8.3. Communication Plan

**Module 14. Social Media and Community Management**

**14.1. Web 2.0 or the Social Web**

- 14.1.1. Organization in the Age of Conversation
- 14.1.2. Web 2.0 Is All About People
- 14.1.3. New Environments, New Content

**14.2. Digital Communication and Reputation**

- 14.2.1. Crisis Management and Online Corporate Reputation
- 14.2.2. Online Reputation Report
- 14.2.3. Etiquette and Good Practices on Social Networks
- 14.2.4. Branding and Networking 2.0

**14.3. General, Professional, and Microblogging Platforms**

- 14.3.1. Facebook
- 14.3.2. LinkedIn
- 14.3.3. Google+
- 14.3.4. Twitter

**14.4. Video, Image, and Mobility Platforms**

- 14.4.1. YouTube
- 14.4.2. Instagram
- 14.4.3. Flickr
- 14.4.4. Vimeo
- 14.4.5. Pinterest

**14.5. Corporate Blogging**

- 14.5.1. How to Create a Blog
- 14.5.2. Content Marketing Strategy
- 14.5.3. How to Create a Content Plan for Your Blog
- 14.5.4. Content Curation Strategy

**14.6. Social Media Strategies**

- 14.6.1. Corporate Communication Plan 2.0
- 14.6.2. Corporate PR and Social Media
- 14.6.3. Analysis and Evaluation of Results

**14.7. Community Management**

- 14.7.1. Functions, Duties and Responsibilities of the Community Manager
- 14.7.2. Social Media Manager
- 14.7.3. Social Media Strategist

**14.8. Social Media Plan**

- 14.8.1. Designing a Social Media Plan
- 14.8.2. Defining the Strategy to be Applied in Each Media
- 14.8.3. Contingency Protocol in Case of Crisis

**Module 15. Neuro-marketing applied to the digital experience**

**15.1. Consumer Behavior of Digital Experiences**

- 15.1.1. Marketing 5.0
- 15.1.2. The New Online Consumer
- 15.1.3. Psychology of the Online Shopper

**15.2. Neuromarketing and Digital Experiences**

- 15.2.1. Changes in Online Shopping Behavior
- 15.2.2. Neuro-marketing as an Innovation in Digital Marketing
- 15.2.3. Digital Tools Applied to Neuro-marketing

**15.3. Neuro-marketing Techniques for Measuring Usability and User Satisfaction Levels**

- 15.3.1. Neuro-marketing for Measuring Digital Environments
- 15.3.2. Research Design for Digital Environments
- 15.3.3. Interpretation of the Results

**15.4. Consumer Behavior in Social Networks**

- 15.4.1. User Behavior in Social Networks
- 15.4.3. Emotional Evaluation of a Brand: Tone, Voice and Style
- 15.4.4. Content Strategy Designed to Connect with the User

**15.5. Current user Behavior from a Neuro-marketing Perspective**

- 15.5.1. Non-Conscious Processes in Online Customer Behavior
- 15.5.2. Awakening the Desire to Sell
- 15.5.3. Identifying Behaviors: The Customer Journey

**15.6. Neuro-marketing as a Digital Tool applied to Business**

- 15.6.1. Designing Strategies Neuro-marketing, Empirical Knowledge and *Design Thinking*
- 15.6.2. Neuro-marketing: A Necessary Asset for the Company's Toolkit
- 15.6.3. Neuro-marketing as a Tool that Boosts the ROI of Digital Marketing Campaigns

**15.7. UX Techniques from a Neuro-marketing Perspective**

- 15.7.1. UX Writing Techniques that Strengthen the Emotional Experience
- 15.7.2. UX Design with Neuro-marketing Techniques
- 15.7.3. Web Pages that Work: Avoiding Confusing and Frustrating Customer Experiences
- 15.7.4. How Does the Brain Consume Websites
- 15.7.5. Neuro Design Applied to Digital Marketing

**15.8. Neuro-marketing in Online Advertising**

- 15.8.1. Online Advertising and Emotions
- 15.8.2. Implicit Memory in Digital Advertising
- 15.8.3. Neuro-marketing as a Tool for Online Advertising

**15.9. A New Look at Digital Neuro-marketing**

- 15.9.1. Digital Neuro-marketing: Cognitive Biases
- 15.9.2. The Human Being We Call "Customer"
- 15.9.3. Cognitive Biases: a Different Perspective

**15.10. Neuromarketing for Researching User Behavior in Social Networks: Practical Application**

- 15.10.1. Real Case: Neuro-marketing Research on Instagram
- 15.10.2. Definition of Research on Instagram
- 15.10.3. Tools Used in the Research
- 15.10.4. Analysis of the Research Results



**Module 16. Social Media Intelligence and Growth Marketing applied to Neuro-marketing****16.1. Growth and its Interaction with Neuro-marketing**

- 16.1.1. Growth Marketing
- 16.1.2. Growth Neuro-marketing
- 16.1.3. Meeting Points of Both Spaces

**16.2. Neuro Growth Marketing, the Fusion of the Future**

- 16.2.1. Growth Data and Neuro-marketing Analyses
- 16.2.2. Market Research Under Neuro Growth Parameters
- 16.2.3. Strategy Development from the Neuro Growth Fusion

**16.3. Social Media Intelligence and its Touch Point with Neuro-marketing**

- 16.3.1. Market Analysis with a Transversal Approach
- 16.3.2. Benchmarking and Neuro-marketing
- 16.3.3. The Market, Analysis, Data and First Steps of the Strategy

**16.4. Growth Marketing Funnel and its KPIs Associated with Neuro-marketing**

- 16.4.1. Traditional Growth Funnel Vs. Neuro Growth Funnel
- 16.4.2. *KPIs Goals* and Actionable KPIs of the Strategy
- 16.4.3. Determination of Objectives and Brand Strategy

**16.5. The Strategy and the Purchase Decision Process from a Neuro Growth Approach**

- 16.5.1. Data and Analysis on the Trigger in the Purchase Decision Process
- 16.5.2. Experience as an Ally in the Strategy
- 16.5.3. E-Commerce and its Role in the Purchasing Process

**16.6. Buyer Persona, its Path in the Buying Process**

- 16.6.1. Researching the Target Consumer from Neuro Growth
- 16.6.2. *Touch Point of the Buyer* Persona and the Decision-Making Process in Neuro Growth
- 16.6.3. *Customer Journey Map*, Expectations and Our Value Proposition

**16.7. Digital Ecosystem, Brand Presence and Neuro-marketing**

- 16.7.1. *Buyer Persona* Expectations on Social Networks
- 16.7.2. Impact Generation Beyond *Paid Media*
- 16.7.3. Content Strategy Thinking about the *Buyers* and their Buying Process

**16.8. Content in Social Media from Neuro-marketing**

- 16.8.1. Content and its Role in *Buyer's* Decision-Making
- 16.8.2. The Communication Tone and its Influence on Consumer's Decisions
- 16.8.3. Social Media, Omnichannel and the Experience with my Brand

**16.9. Life Time Value. The Long-Term Experience in Neuro Growth**

- 16.9.1. Understanding the Life Cycle of my *Customer* and the Product
- 16.9.2. *Customer Life Time Value*. Experiences as Determining Elements
- 16.9.3. Neuro Growth and the Optimization of my *Customer's Life Time Value*

**16.10. Web Analytics and Purchase Flow in the Digital Channel**

- 16.10.1. Google Analytics and the Flow of the Purchase Process within the Web
- 16.10.2. Interpretation and Analysis of the Leakage in the Process Under the Eyes of Neuro Growth
- 16.10.3. Web Analytics Data, Analysis, Optimizations and Neuro Growth

## Module 17. Strategy in Marketing Management

### 17.1. Marketing Management

- 17.1.1. Positioning and Value Creation
- 17.1.2. Company's Marketing Orientation and Positioning
- 17.1.3. Strategic Marketing Operational Marketing
- 17.1.4. Objectives in Marketing Management
- 17.1.5. Integrated Marketing Communications

### 17.2. The Function of Strategic Marketing

- 17.2.1. Main Marketing Strategies
- 17.2.2. Segmentation, Targeting and Positioning
- 17.2.3. Managing Strategic Marketing

### 17.3. Marketing Strategy Dimensions

- 17.3.1. Necessary Resources and Investments
- 17.3.2. Fundamentals of Competitive Advantage
- 17.3.3. The Company's Competitive Behavior
- 17.3.4. Focus Marketing

### 17.4. New Product Strategy Development

- 17.4.1. Creativity and Innovation in Marketing
- 17.4.2. Generation and Filtering of Ideas
- 17.4.3. Commercial Viability Analysis
- 17.4.4. Development, Market Testing and Commercialization

### 17.5. Pricing Policies

- 17.5.1. Short and Long-Term Aims
- 17.5.2. Types of Pricing
- 17.5.3. Factors that Affect Pricing

### 17.6. Promotion and Merchandising Strategies

- 17.6.1. Advertising Management
- 17.6.2. Communication and Media Plan
- 17.6.3. Merchandising as a Marketing Technique
- 17.6.4. Visual Merchandising

### 17.7. Distribution, Expansion, and Intermediation Strategies

- 17.7.1. Outsourcing of Sales Force and Customer Service
- 17.7.2. Commercial Logistics in Product and Service Sales Management
- 17.7.3. Sales Cycle Management

### 17.8. Developing the Marketing Plan

- 17.8.1. Analysis and Diagnosis
- 17.8.2. Strategic Decisions
- 17.8.3. Operational Decisions

**Module 18. Neuro-marketing applied to organizational development**

<p><b>18.1. Social Psychology and Conformism in Work Teams. Neuro-marketing Culture</b></p> <p>18.1.1. How a good Neuro-marketing culture helps the organization</p> <p>18.1.2. Identification and Internalization: The Value of Sharing and Involvement</p> <p>18.1.3. Central and Peripheral Persuasion: Two Paths to the Same Purpose</p>	<p><b>18.2. Social Cognition and Neuro-marketing</b></p> <p>18.2.1. Contextual Influences in Social Environments</p> <p>18.2.2. Judgment Heuristics in Work Groups</p> <p>18.2.3. Relationships Between Attitudes, Beliefs and Behavior</p>	<p><b>18.3. Internal Marketing Communication Processes</b></p> <p>18.3.1. Empathy and Humility Are Not in Fashion</p> <p>18.3.2. Scheduling Vs. Improvise</p> <p>18.3.3. Affectivity and Effectiveness in Communication Processes</p>	<p><b>18.4. Cognitive Diversity: Thinking and Reasoning within a Good Organizational Development. The Role of Neuro-marketing Applied to the Internal Customer</b></p> <p>18.4.1. The Value of Team Reasoning</p> <p>18.4.2. The Value of Team Creation</p> <p>18.4.3. The Value of Team Learning</p>
<p><b>18.5. Apollo Syndrome: Developing Roles for Team Performance with Internal Neuromarketing Approaches</b></p> <p>18.5.1. Development of Neuro-marketing Performance Strategies from Inside the Organization to Outside the Organization</p> <p>18.5.2. The Value of Looking More Inside to Act Better Outside, Also Inside the Company</p> <p>18.5.3. Individual Intelligence, Collective Intelligence</p>	<p><b>18.6. Group Talent, Individual Talents: The Necessary Combination for Good Organizational Development</b></p> <p>18.6.1. Balance in the Combination of Effective and Affective</p> <p>18.6.2. Results Vs. Sales</p> <p>18.6.3. Efficiency Vs. Efficacy</p>	<p><b>18.7. Organizations that Learn from Consumers: Activating Teams that are not Self-Righteous</b></p> <p>18.7.1. Assuming and Managing Cognitive Dissonance Processes in our Teams</p> <p>18.7.2. Managing Before and After Decision-Making in the Group</p> <p>18.7.3. Market Observation and Learning from Mistakes Methodology</p>	<p><b>18.8. Aspects of Neuro-marketing that Help to Understand the Behavior of Individuals and Work Teams</b></p> <p>18.8.1. Managing the 50/50 Rule within the Group</p> <p>18.8.2. Caring for the Team as the Basis for Caring for Customers</p> <p>18.8.3. The Value of Empathy in the Technological Age</p>
<p><b>18.9. Neuro-marketing and Internal Communication</b></p> <p>18.9.1. Internal Communication as an Investment and not as an Expense</p> <p>18.9.2. Knowledge and Self-Esteem within the Customer and Team Listening Process</p> <p>18.9.3. The Art of Developing an Emotional Team</p>	<p><b>18.10. Expert knowledge and experiential knowledge, two ingredients to which Neuro-marketing facilitates its development</b></p> <p>18.10.1. Alignment of Marketing and Internal Communication approaches with Other Areas of the Company</p> <p>18.10.2. Internal Customer, External Customer: Two Sides of the Same Coin</p> <p>18.10.3. Limits of Technology and Personal Values Applied in the Management of the Internal Customer</p>		

**Module 19. Operational Marketing**

**19.1. Marketing Mix**

- 19.1.1. The Marketing Value Proposition
- 19.1.2. Marketing Mix Policies, Strategies, and Tactics
- 19.1.3. Elements of Marketing Mix
- 19.1.4. Customer Satisfaction and Marketing Mix

**19.2. Product Management**

- 19.2.1. Consumption Distribution and Product Life Cycle
- 19.2.2. Obsolescence, Expiration, Periodic Campaigns
- 19.2.3. Order Management and Inventory Control Ratios

**19.3. Pricing Principles**

- 19.3.1. Analysis of the environment
- 19.3.2. Production Costs and Discount Margins
- 19.3.3. Final Price and Positioning Map

**19.4. Distribution Channel Management**

- 19.4.1. Trade Marketing
- 19.4.2. Distribution Culture and Competition
- 19.4.3. Designing and Managing Channels
- 19.4.4. Functions of Distribution Channels
- 19.4.5. Route to Market

**19.5. Promotion and Sales Channels**

- 19.5.1. Corporate Branding
- 19.5.2. Advertising
- 19.5.3. Sales Promotion
- 19.5.4. Public Relations and Personal Selling
- 19.5.5. Street Marketing

**19.6. Branding**

- 19.6.1. Brand Evolution
- 19.6.2. Creating and Developing a Successful Brand
- 19.6.3. Brand Equity
- 19.6.4. Category Management

**19.7. Managing Marketing Groups**

- 19.7.1. Work Teams and Meeting Management
- 19.7.2. Coaching and Team Management
- 19.7.3. Managing Equality and Diversity

**19.8. Communication and Marketing**

- 19.8.1. Communication Integrated into Marketing
- 19.8.2. Designing a Marketing Communication Program
- 19.8.3. Communication Skills and Influence
- 19.8.4. Barriers to Business Communication

**Module 20. International Marketing**

**20.1. International Market Research**

- 20.1.1. Emerging Markets Marketing
- 20.1.2. PESTLE Analysis
- 20.1.3. What, How and Where to Export
- 20.1.4. International Marketing-Mix Strategies

**20.2. International Segmentation**

- 20.2.1. Criteria for Market Segmentation at the International Level
- 20.2.2. Market Niches
- 20.2.3. International Segmentation Strategies

**20.3. International Positioning**

- 20.3.1. Branding in International Markets
- 20.3.2. Positioning Strategies in International Markets
- 20.3.3. Global, Regional and Local Brands

**20.4. Product Strategies in International Markets**

- 20.4.1. Product Modification, Adaptation, and Diversification
- 20.4.2. Global Standardized Products
- 20.4.3. The Product Portfolio

**20.5. Prices and Exports**

- 20.5.1. Export Prices Calculation
- 20.5.2. Incoterms
- 20.5.3. International Price Strategy

**20.6. Quality in International Marketing**

- 20.6.1. Quality and International Marketing
- 20.6.2. Standards and Certifications
- 20.6.3. CE Marking

**20.7. International Promotion**

- 20.7.1. The International Promotion MIX
- 20.7.2. Advertising
- 20.7.3. International Fairs
- 20.7.4. Country Branding

**20.8. Distribution through International Channels**

- 20.8.1. Channel and Trade Marketing
- 20.8.2. Export Consortiums
- 20.8.3. Types of Exports and Foreign Trade

**Module 21. Neuro-marketing applied to face-to-face commercial activities, online channel, meetings and negotiations**
**21.1. Retail Neuro-marketing: Design and Execution of a Fieldwork**

- 21.1.1. Field Work in *Retail* and Retail Trade in General
- 21.1.2. Designing the Research and Defining Objectives (Methodology and Context)
- 21.1.3. Field Work Carried Out and Report Preparation

**21.2. Neuro-marketing in Digital Environments: Design and Execution of Fieldwork**

- 21.2.1. Fieldwork Conducted in Digital Environments
- 21.2.2. Research Design and Definition of Objectives (Methodology and Context)
- 21.2.3. Field Work Carried Out and Report Preparation

**21.3. Neuro-marketing Applied in Institutional Environments, Public Sector and Citizenship. Design and Execution of a Fieldwork**

- 21.3.1. Field Work Conducted in Public Institutional Environments
- 21.3.2. Research Design and Definition of Objectives (Methodology and Context)
- 21.3.3. Field Work Carried Out and Report Preparation

**21.4. Research with Neuro-marketing in the Tourism Sector**

- 21.4.1. Research in Outbound Tourism Markets
- 21.4.2. Research in Tourist Destinations (Receiving Markets)
- 21.4.3. Research in the Professional Channel of Prescribers, Mediators and Wholesalers of the Tourism Sector

**21.5. Conversion of Neuro-marketing Research Results into Marketing Actions within the Organization**

- 21.5.1. Differences between Elements and Areas Analyzed
- 21.5.2. Methodology for Integrating Neuro-marketing results into the Marketing Processes and Actions of the Company
- 21.5.3. Planning and Systematization of the use of Neuro-marketing Research in the Company

**21.6. Neuro-marketing Applied to the Design and Preparation of Effective Business Meetings**

- 21.6.1. Group Dialogue to Achieve Meaningful Meetings
- 21.6.2. Defining Cognitive Objectives and Inherent Emotional Aspects
- 21.6.3. The Value of Determining When and How Much

**21.7. Neuro-marketing Applied to the Development of Effective Business Meetings**

- 21.7.1. Motivated Attendees: Relevant Emotional Aspects
- 21.7.2. Attention, Interest, Desire, and Action through Neuro-marketing
- 21.7.3. Rational Responses and Feelings that Shape a Meeting

**21.8. Neuro-marketing Applied in Sales Management**

- 21.8.1. Building a Neuro-marketing-Driven Sales Culture
- 21.8.2. Productive Sales Meetings that Equalize, Protect, Mentor, and Empower
- 21.8.3. Strategies for Selecting Sales Targets Taking into Account What Neuro-marketing Tells Us About Customers

**21.9. The Principles of Negotiation in the Light of Neuro-marketing**

- 21.9.1. Negotiation Styles with Flexible Approaches
- 21.9.2. Listening, Questioning, Interpreting. What Neuro-marketing Teaches Us
- 21.9.3. Overcoming Obstacles in Negotiation Processes under the Neuro-marketing Approach

**21:10. From Theory to Practice as a Validation Formula for Neuro-marketing**

- 21.10.1. Formats for Converting Data into Operational Marketing Actions
- 21.10.2. Marketing Responses that Connect with the Consumer's Senses
- 21.10.3. Neuro-marketing as a Means to Achieve Better Results for Consumers and Businesses

07

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

## Relearning Methodology

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.



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.

With this methodology we have 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, markets, and financial 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.



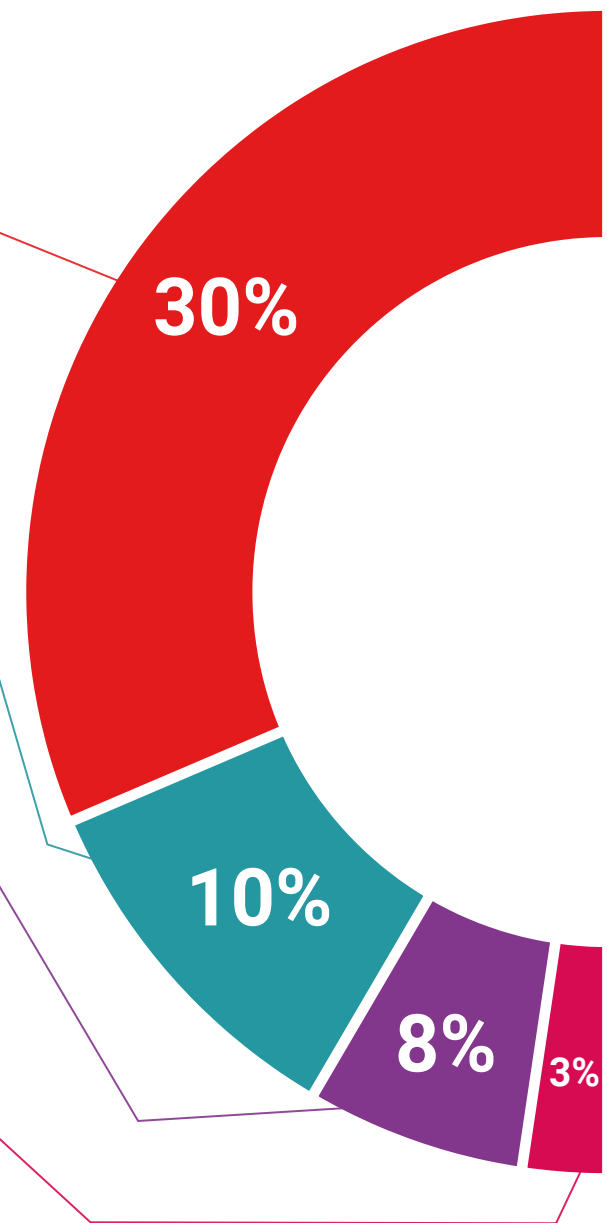
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.





### 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 senior management 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.



08

# Our Students' Profiles

This Advanced Master's Degree is aimed at professionals with experience in areas such as advertising, marketing, sales, project management or market research. Therefore, it is focused on developing unique skills and competencies in the field of Marketing and neuro-marketing, so students who enroll in it have an entrepreneurial mindset and an intense commercial profile.





“

*You are before the Advanced Master's Degree that will make you progress professionally in an immediate way. Don't hesitate and enroll”*

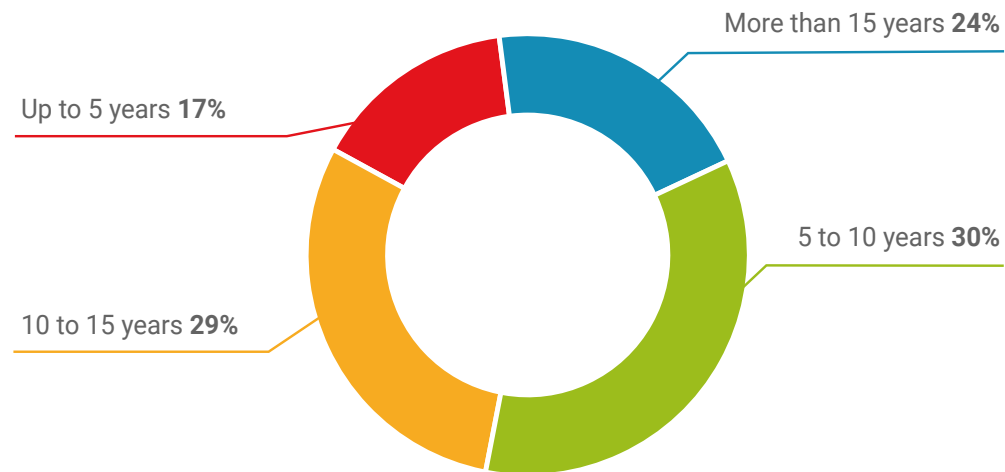
### Average Age

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Between **35** and **45** years old

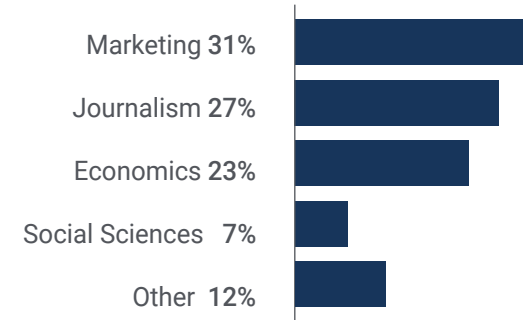
### Years of Experience

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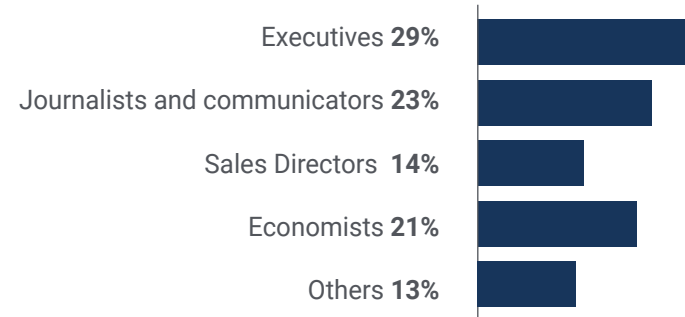
### Training

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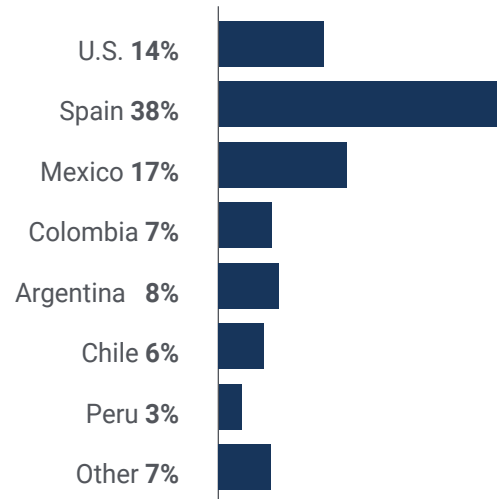
### Educational Profile

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## Geographical Distribution



## Francisco Javier Santillana

Marketing Director

*"From the very first moment I enrolled I knew I had made the right decision. As an executive of a leading company in the industry, I needed education that would allow me to develop unique skills and competencies in the field of marketing and neuro-marketing that would allow me to develop unique skills and competencies in the field of marketing and neuro-marketing. And the Advanced Master's Degree not only met my expectations, but exceeded them. The syllabus is very complete and updated, the professors are experts in the field and the 100% online format is very convenient for professionals like me"*

09

# Course Management

The teaching staff of this Advanced Master's Degree is made up of a team of top professionals with wide experience in the field of Marketing and Neuro-marketing. The teachers are experts in key areas of digital marketing, such as online advertising, SEO positioning, e-Commerce and social media management. In addition, they have a solid academic and professional background, which allows them to transmit theoretical and practical knowledge in a clear and efficient way.



“

*The teachers are experts in most the relevant areas of digital marketing, such as online advertising, SEO positioning, e-Commerce and social media management. Enroll and take a step forward in your career"*

## Management



### Mr. López, Adolfo

- ♦ Independent consultant in KMC
- ♦ Commercial and Research Technician at Investgroup
- ♦ Marketing Consultant at Alcoworking
- ♦ Manager at Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration from the University of Valencia
- ♦ Diploma in Marketing from ESEM Business School
- ♦ Member of: AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia(Former



### Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and communication at the European Neuromarketing Association - AEN
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)

## Professors

### Mr. Holgado Mollà, Jesús

- ◆ Specialist in Marketing and Psychology
- ◆ Client executive at Kantar Insights
- ◆ Analyst at Kantar Worldpanel
- ◆ In-company Professor of Statistics and Marketing
- ◆ Degree in Psychology from the URV
- ◆ Master's Degree in Neuromarketing at UNIR
- ◆ Bootcamp in Marketing Data Analytics at EDIX
- ◆ Member of Neuromarketing Science and Business Association (NMSBA)

### Mr. Pulido Martín, Pablo

- ◆ Health Psychologist of the Psychological Services Center La Paz
- ◆ Member of Rapid action team for emergencies in railway accidents in RENFE (Spanish National Railway Network)
- ◆ Health psychologist in several companies
- ◆ Degree in Psychology from the Autonomous University of Madrid
- ◆ Specialist in Clinical Hypnosis, Autonomous University of Madrid
- ◆ Master's Degree in General Health Psychology from the Autonomous University of Madrid
- ◆ Internship in the subject Psychology of Thought at the Faculty of Psychology, Autonomous University of Madrid
- ◆ Training course in intervention with perpetrators of gender violence, in CUPIF association

### Ms. Díaz Pizarro , Cristina

- ◆ Assistant Office Manager at Banco Santander
- ◆ Double Degree in Business Administration and Tourism Management from the University of Extremadura (UNEX)
- ◆ MIFID II Certification in Financial Advice
- ◆ Specialist in Neuro-marketing by INEAF Business School
- ◆ Expert in Digital Marketing IAB Spain

### Ms. Duart Llacer, Patricia

- ◆ Specialist in Neuropsychology and Clinical Assistance
- ◆ Research scientist at Thimus
- ◆ Research and data analysis assistant at the Erasmus Rotterdam Hospital
- ◆ Therapeutic assistant at NISA Valencia Hospital
- ◆ In-company trainer in psychology topics
- ◆ Graduate in Psychology with Neurosciences at Reading University
- ◆ Master in Neuropsychology at the University of Leiden
- ◆ Master in Management and Monitoring of Clinical Trials by TECH Technological University

**Ms. Alff Machado, Larissa**

- ◆ Neuromarketing Specialist
- ◆ Consultant and Implementation Technician at Fusion Lab Neuro-marketing
- ◆ Graduate in Advertising from UNP
- ◆ Master's Degree in Neuro-marketing and Consumer Behavior from UCM
- ◆ Master's Degree in Digital Marketing from EAE Business School
- ◆ Postgraduate degree in Strategic Marketing from Rio de Janeiro Superior School of Marketing

**Ms. El Mehdi, Ibtissam**

- ◆ Marketing Analyst and Consultant at Sprinkl
- ◆ Head of Marketing and Communication Department at Hispasur Global Trading
- ◆ Trainer and Integral Marketing Strategy Consultant
- ◆ Degree in Marketing and Market Research from the University of Malaga
- ◆ Executive Master's Degree in Hotel and Catering Business Management at The OSTELEA School of Tourism & Hospitality
- ◆ Certification in "Branding and Digital Neuro-marketing: the Science of Selling" by Udemy
- ◆ Postgraduate Certificate in "Neuromarketing Course" by Ibecon

**Ms. Parra Devia, Mariana Sofía**

- ◆ Collaborator in the Technical Department of Fusion Lab Neuro-marketing
- ◆ Psychoeducational Evaluator
- ◆ Sutherland Customer Service Representative
- ◆ Community Manager at Johanna Posada Curvy and Gee.Geestore
- ◆ Degree in Psychology from the University of the North in Colombia
- ◆ Postgraduate Certificate in Leadership and Emotional Education by Flich
- ◆ Community Management Course by Domestika





#### **Ms. Cuesta Iglesias, Miriam**

- ◆ Laboratory Technician in the field of Neuro-marketing
- ◆ Expansion and Marketing Coordinator at Vivadecor Shopping Center
- ◆ Trainer in in-company programs in the fields of Neuro-marketing and People Management
- ◆ Degree in Business Administration and Management from the University of Wales
- ◆ Master in Neuro-marketing and Consumer Behavior by the European University Miguel de Cervantes-UEMC
- ◆ Postgraduate Diploma in Neuro-marketing and Consumer Behavior, Nebrija University
- ◆ Member of the Organizing Committee of the Neuro-marketing Congress (European Neuro-marketing Association-AEN)

#### **Ms. Carvacho, Carol**

- ◆ Growth Marketing Consultant Specialist in App at Embimedia
- ◆ Growth Marketing Consultant in Ecommerce
- ◆ Web Analytics Consultant at Centria group
- ◆ Teacher in IT Education, in different subjects such as Digital Marketing, Google Analytics, Social media ads, Ecommerce, HTML 5 Introduction, Email Marketing among others
- ◆ Degree in Design
- ◆ Neuro-marketing Specialist
- ◆ Postgraduate in Neuro-marketing
- ◆ Course in Ecommerce, Digital Media, Growth Marketing and Product Owner

# 10

# Impact on Your Career

This program has a transformative impact on the student's professional career. The program provides students with the skills and tools necessary to excel in a constantly evolving field. The knowledge acquired allows them to understand consumer behavior and design effective marketing strategies that generate tangible results. Digital and neuro-marketing skills training gives them a competitive advantage in today's job market in today's job market. Therefore, students complete the program with quality preparation, practical skills and an innovative perspective that enables them to address current and future challenges of the marketing world.







“

*Study with top leaders in the field of marketing and neuro-marketing, who will share with you their experience and best techniques”*

*This Advanced Master's Degree will enable you to address all the current and future challenges of Marketing and Neuro-marketing.*

### Are you ready to take the leap? Excellent professional development awaits you.

This Advanced Master's Degree in Marketing Management, Neuromarketing Expert of TECH Technological University is an intensive program that prepares students to face challenges and business decisions, both nationally and internationally. Its main objective is to promote your personal and professional growth Helping them achieve success.

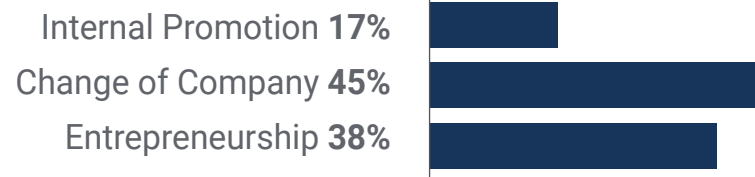
Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

*Acquire the most useful managerial and strategic skills in today's business and commercial environment through this Advanced Master's Degree.*

### Time of Change



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students



11

# Benefits for Your Company

This Advanced Master's Degree not only benefits the student who takes it, but also the company in which they work. The knowledge and skills acquired by the student during the program can be immediately and effectively applied in the company. In addition, the student's profile will be strengthened, which will translate into better job performance and the ability to lead teams more efficiently. The company will benefit from having a professional who is highly qualified and updated in the latest Marketing trends, which will position it at an advantage in an increasingly competitive market.





“

*Enroll and give a big boost to your company thanks to TECH”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Marketing Management, Neuromarketing Expert guarantees students, in addition to the most rigorous and up-to-date education, access to a Advanced Master's Degree diploma issued by TECH Technological University.







“

*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out  
laborious paperwork”*

This **Advanced Master's Degree in Marketing Management, Neuromarketing Expert** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** diploma issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Marketing Management, Neuromarketing Expert**

Official N° of hours: **3,000 h.**



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



## Advanced Master's Degree Marketing Management, Neuro-marketing Expert

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree

## Marketing Management, Neuro-marketing Expert