

Advanced Master's Degree

MBA in Commercial Marketing Management

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Advanced Master's Degree MBA in Commercial Marketing Management

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

Website: www.techtitute.com/school-of-business/advanced-master-degree/advanced-master-degree-mba-commercial-marketing-management

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. 22

06

Structure and Content

p. 28

07

Methodology

p. 42

08

Our Students' Profiles

p. 50

09

Impact on Your Career

p. 54

10

Benefits for Your Company

p. 58

11

Certificate

p. 62

01 Welcome

Commercial directors of a company must have extensive knowledge in different areas of the business, beyond business management itself, on which they have to focus as well. However, for this area to advance, it is essential to develop quality and robust marketing campaigns, aimed at achieving company objectives. In this sector, new techniques and tools are constantly emerging that require extensive training for those in charge, and this is why in this program we provide the keys to successfully face daily practice.



MBA in Commercial Marketing Management
TECH Technological University



“

Managers in the 21st century require broad specialization in different areas of the company. Therefore, in this Advanced Master's Degree, we offer you the most relevant information on Commercial Marketing Management”

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 centre for intensive managerial skills training.



“

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 combines 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.

100,000+
executives trained 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

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

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

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 studies in the academic community"

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 training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

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

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 areas 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

Be part of an exclusive community

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

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential for professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*We help you to achieve your
academic goals by completing
this Advanced Master's Degree”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree MBA in Commercial Marketing Management** will train you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

03

Follow the sustainability criteria set by international standards when developing a business plan

06

Develop the skills required to manage business activities strategically

07

Design innovative strategies and policies to improve management and business efficiency

10

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases company profits

11

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

09

Acquire the communication skills that a business leader needs in order to ensure their message is heard and understood by the members of their community

12

Apply information and communication technologies to the different areas within a company

13

Carry out marketing strategies that allows the product to be known to potential clients and to generate a suitable company image

16

Implement the most appropriate market research methods and analyze different data sources to apply commercial policies and strategies in the company

14

Develop all the phases of a business idea: design, feasibility plan, execution, monitoring, etc.

17

Identify opportunities, threats and changes in the competitive environment and act promptly in the face of these changes in the market, channels and competition

15

Create innovative strategies in line with our projects

18

Define, execute and lead a successful marketing strategy, mastering the tools of the marketing process and using them to benefit the company

19

Create customer-focused strategies that offer personalized value propositions

22

Have in-depth knowledge of logistics and financial management of the company

20

Develop management skills to create and lead sales teams that generate added value for the organization

23

Conduct market research to understand market changes and buying behaviors that can define the marketing strategy

21

Acquire leadership skills to lead commercial and marketing teams

24

Direct the commercial management of the company

25

Plan and carry out sales campaigns

26

Build high-level sales teams through coaching and emotional intelligence techniques

27

Manage the whole sales process





28

Carry out marketing strategies aimed at product commercialization and customer loyalty

29

Adopt an international vision of sales and marketing management

30

Use digital media to publicize the company and its products, as well as to carry out sales processes

05 Skills

After passing the assessments for the Advanced Master's Degree MBA in Commercial Marketing Management, professionals will have acquired the necessary skills for quality and updated praxis based on a most innovative teaching methodology.



“

This Advanced Master's Degree will enable you to acquire the necessary skills to successfully develop the commercial marketing management”

01

Manage a company as a whole, applying leadership techniques that influence employee performance in such a way that company objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

Resolve business conflicts and problems between workers

04

Correctly manage teams to improve productivity and, therefore, company profits

05

Exercise economic and financial control of a company



06

Control the company's logistics processes, as well as those involved in purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce for company products

09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all company processes and areas

11

Lead the different company projects

12

Commit to sustainably developing the company, avoiding environmental impact

13

Develop leadership skills that will allow you to adequately lead marketing teams

14

Develop and implement competitive strategies that promote company growth against competitors

15

Perform financial diagnoses to analyze the company viability



16

Conduct market research, nationally and internationally

18

Have a deep understanding of the different branches in marketing

19

Apply SEM and SEO techniques in marketing campaigns

17

Conduct business negotiations, applying emotional intelligence, self-motivation and empathy techniques

20

Apply the highest levels of quality in all processes carried out in the company



06

Structure and Content

The Advanced Master's Degree in Commercial Marketing Management is a program designed to cater for professionals and is taught in a 100% online format so they can choose the time and place that best suits their availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as managers and entrepreneurs.



“

We have designed a high-level program for professionals who wish to achieve academic and professional excellence”

Syllabus

This TECH Technological University Advanced Master's Degree in Commercial Marketing Management is an intense program that prepares you to face challenges and business decisions both on a national and international level. 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 and teamwork. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Commercial Marketing Management deals in depth with the main areas of a company, and it is designed for managers to understand information technology management from a strategic, international and innovative perspective.

A plan designed for professional improvement, that also prepares them to achieve excellence in the field of business 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 teaching staff, which will provide you with the skills to creatively and efficiently resolve critical situations.

This Advanced Master's Degree takes place over 24 months and is divided into 19 modules:

Module 1	Leadership, Ethics, and CSR
Module 2	Strategic Leadership and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing, and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Management and Leadership
Module 10	Logistics and Economic Management
Module 11	Market Research
Module 12	Commercial Management
Module 13	Commercial Structure and Organization
Module 14	Training and Coaching in Sales Networks
Module 15	Strategy in Marketing Management Operational Marketing
Module 16	International Marketing
Module 17	Digital Marketing
Module 18	Customer Relationship Management
Module 19	1 to 1 Marketing



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the the 2 years of training, students will be able to access all the program contents at any time, allowing them to self-manage their study time.

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

Module 1. Leadership, Ethics, and CSR

1.1. Globalization and Governance

- 1.1.1. Globalization and Internationalization Trends in the Market
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

1.2. Leadership

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.3. Management Roles and Responsibilities

1.3. Business ethics

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Ethics Codes and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

1.4. Sustainability

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and SDGs

1.5. Corporate Social Responsibility

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Leadership and Executive Management

2.1. Organizational Analysis and Design

- 2.1.1. Organizational Culture
- 2.1.2. Organizational Analysis
- 2.1.3. Designing Organizational Structures

2.2. Corporate Strategy

- 2.2.1. Corporate Level Strategy
- 2.2.2. Types of Corporate Level Strategies
- 2.2.3. Determining Corporate Strategy
- 2.2.4. Corporate Strategy and Reputation/Image

2.3. Strategic Planning and Formulation

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methodologies
- 2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating Corporate Strategies
- 2.5.4. Strategic Leadership and Reporting

2.6. Implementing and Executing Strategy

- 2.6.1. Strategic Implementation: Objectives, Actions and Impact
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

2.7. Executive Management

- 2.7.1. Integrating Functional Strategies into Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making

Module 3. People and Talent Management
3.1. Organizational Behavior

- 3.1.1. Organization Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

- 3.2.1. Job Design, Recruitment and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selecting People
- 3.2.4. Training and Professional Development

3.3. Management and Leadership Development

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Skills and Abilities Map
- 3.3.4. Leadership and People Management

3.4. Change Management

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

- 3.7.1. Multicultural and Multidisciplinary Environments
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management
4.1. Economic Environment

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to Accounting Cycles
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision Making

4.3. Budget and Management Control

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and reporting

4.4. Corporate Tax Responsibility

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems

- 4.5.1. Types of Control
- 4.5.2. Regulatory/Normative Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

4.6. Financial Management

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

4.10. Strategic Financing

- 4.10.1. Banking: Current Environment
- 4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management

- 5.1.1. Define Operations Strategies
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

5.2. Purchasing Management

- 5.2.1. Managing Stocks
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (I)

- 5.3.1. Operations Chain: Costs and Efficiency
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (II) Implementation

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

5.5. Logistical Processes

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs and Tools
- 5.5.4. After-Sales Service

5.6. Logistics and Customers

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics

- 5.7.1. Customs, Export and Import Processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

5.8. Competing through Operations

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating IS Strategies
- 6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Project Management Using Business Intelligence
- 6.4.3. Architecture in Business Intelligence

6.5. New ICT-Based Business Models

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning Value Chain Processes

6.6. E-Commerce

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in e-Commerce
- 6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies

- 6.7.1. Strategies Using *Social Media*
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

6.8. Digital Business

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication
7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Drafting Press Releases/Clipping/Publicity

Module 8. Innovation and Project Management
8.1. Innovation

- 8.1.1. Innovation: Conceptual Framework
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation

- 8.3.1. The Methodology Lean Startup
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

Module 9. Management and Leadership

9.1. General Management

- 9.1.1. Integrating Functional Strategies into Global Business Strategies
- 9.1.2. Management Policy and Processes
- 9.1.3. Society and Enterprise

9.2. Competitive Strategy

- 9.2.1. Market Analysis
- 9.2.2. Sustainable Competitive Advantage
- 9.2.3. Return on Investment

9.3. Planning and Strategy

- 9.3.1. The Relevance of Strategic Management in the Process of Management Control
- 9.3.2. Analysis of the Environment and the Organization
- 9.3.3. Lean Management

9.4. Talent Management

- 9.4.1. Managing Human Capital
- 9.4.2. Environment, Strategy, and Metrics
- 9.4.3. Innovation in People Management

Module 10. Logistics and Economic Management

10.1. Financial Diagnosis

- 10.1.1. Indicators for Analyzing Financial Statements
- 10.1.2. Profitability Analysis
- 10.1.3. Economic and Financial Profitability of a Company

10.2. Economic Analysis of Decisions

- 10.2.1. Budget Control
- 10.2.2. Competitive Analysis Comparative Analysis
- 10.2.3. Decision-Making Business Investment or Divestment

10.3. Investment Valuation and Portfolio Management

- 10.3.1. Profitability of Investment Projects and Value Creation
- 10.3.2. Models for Evaluating Investment Projects
- 10.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

Module 11. Market Research

11.1. Fundamentals of Marketing

- 11.1.1. Main Definitions
- 11.1.2. Basic Concepts
- 11.1.3. The Evolution of the Concept of Marketing

11.2. Marketing: From the Idea to the Market

- 11.2.1. Concept and Scope of Marketing
- 11.2.2. Marketing Dimensions
- 11.2.3. Marketing 3.0

11.3. New Competitive Environment

- 11.3.1. Technological Innovation and Economic Impact
- 11.3.2. Society of Knowledge
- 11.3.3. The New Consumer Profile

11.4. Quantitative Research Methods and Techniques

- 11.4.1. Variables and Measurement Scales
- 11.4.2. Information Sources
- 11.4.3. Sampling Techniques
- 11.4.4. The Treatment and Analysis of Data

11.5. Qualitative Research Methods and Techniques

- 11.5.1. Direct Techniques: *Focus Groups*
- 11.5.2. Anthropological Techniques
- 11.5.3. Indirect Techniques
- 11.5.4. *The Two Face Mirror* and The Delphi Method

11.6. Market Segmentation

- 11.6.1. Market Typologies
- 11.6.2. Concept and Analysis of Demand
- 11.6.3. Segmentation and Criteria
- 11.6.4. Defining the Target Audience

11.7. Types of Buying Behavior

- 11.7.1. Complex Behavior
- 11.7.2. Dissonance-Reducing Behavior
- 11.7.3. Variety-Seeking Behavior
- 11.7.4. Habitual Behavior

11.8. Marketing Information Systems

- 11.8.1. Conceptual Approaches to Marketing Information Systems
- 11.8.2. Data Warehouse and Data Mining
- 11.8.3. Geographical Information Systems

11.9. Research Project Management

- 11.9.1. Information Analysis Tools
- 11.9.2. Developing an Expectation Management Plan
- 11.9.3. Assessing Project Feasibility

11.10. Marketing Intelligence

- 11.10.1. Big Data
- 11.10.2. User Experience
- 11.10.3. Applying Techniques

Module 12. Commercial Management
12.1. Commercial Negotiation

- 12.1.1. Emotional Intelligence in Negotiation and Sales
- 12.1.2. Self-Motivation and Empathy
- 12.1.3. Developing Negotiation Abilities

12.2. Fundamentals of Commercial Management

- 12.2.1. Internal and External Analysis. SWOT
- 12.2.2. Sector and Competitive Analysis
- 12.2.3. The CANVAS Model

12.3. Decision-Making in Commercial Management

- 12.3.1. Commercial Strategy and Competitive Strategy
- 12.3.2. Decision Making Models
- 12.3.3. Analytical and Decision-Making Tools

12.4. Sales Network Management

- 12.4.1. Sales Campaign Planning
- 12.4.2. Networks Serving Commercial Activity
- 12.4.3. Recruiting Sales Representatives and Training Policies
- 12.4.4. Sales Management

12.5. Implementing the Commercial Function

- 12.5.1. Commercial Contracts
- 12.5.2. Controlling Commercial Activity
- 12.5.3. Sales Representative Code of Ethics

12.6. Key Account Management

- 12.6.1. Identifying Key Accounts
- 12.6.2. Benefits and Risks of the Key Account Manager
- 12.6.3. Sales and Key Account Management
- 12.6.4. KAM Strategic Action Phases

12.7. Commercial Forecast

- 12.7.1. Business and Sales Forecast
- 12.7.2. Sales Forecasting Methods
- 12.7.3. Practical Applications of Sales Forecasting

12.8. Financial and Budgetary Management

- 12.8.1. Balanced Scorecard in Marketing
- 12.8.2. Controlling the Annual Sales Plan
- 12.8.3. Financial Impact of Strategic Decisions

Module 13. Commercial Structure and Organization
13.1. Commercial Organization

- 13.1.1. Introduction to Commercial Organization
- 13.1.2. Typical Commercial Structures
- 13.1.3. Delegations Organization
- 13.1.4. Developing Commercial Organizational Models

13.2. Sales Network Organization

- 13.2.1. Department Organization Chart
- 13.2.2. Designing Sales Networks
- 13.2.3. Multichannel Reality

13.3. Internal Market Analysis

- 13.3.1. Service Chain Definition
- 13.3.2. Service Analysis Quality
- 13.3.3. Product Benchmark
- 13.3.4. Key Factors in Business Success

13.4. Sales Strategy

- 13.4.1. Sales Methods
- 13.4.2. Recruitment Strategies
- 13.4.3. Service Strategies

13.5. Go-To-Market Strategy

- 13.5.1. Channel Management
- 13.5.2. Competitive Advantage
- 13.5.3. Sales Force

13.6. Sales Campaign Planning

- 13.6.1. Setting Targets and Quotas
- 13.6.2. Commercial Productivity
- 13.6.3. Planning Commercial Activity
- 13.6.4. Contingency Plans

13.7. Customer Portfolio Organization

- 13.7.1. Customer Planning
- 13.7.2. Customer Classification

13.8. Preparing Commercial Areas

- 13.8.1. Implementing Visiting Plans
- 13.8.2. Arranging Visits

13.9. Controlling Commercial Activity

- 13.9.1. Main Ratios and Control Methods
- 13.9.2. Supervision Tools
- 13.9.3. Methodology: Balanced Scorecard

13.10. After-Sales Service Organization

- 13.10.1. After-Sales Actions
- 13.10.2. Relationships with the Customer
- 13.10.3. Self-Analysis and Improvement

Module 14. Training and *Coaching* in Sales Networks

14.1. Selecting Sales Teams

- 14.1.1. Recruitment Actions
- 14.1.2. Sales Representative Profiles
- 14.1.3. Interview
- 14.1.4. Welcome Plan

14.2. Training High-Level Salespeople

- 14.2.1. Training Plan
- 14.2.2. Sales Representative Characteristics and Activities
- 14.2.3. Training and Managing High-Performing Teams

14.3. Personal Coaching and Emotional Intelligence

- 14.3.1. Emotional Intelligence Applied to Sales Techniques
- 14.3.2. Assertiveness, Empathy, and Active Listening
- 14.3.3. Self-Esteem and Emotional Language
- 14.3.4. Multiple intelligences

14.4. Motivation and Compensation of Sales Networks

- 14.4.1. Motivation Techniques
- 14.4.2. Compensation Systems
- 14.4.3. Incentive and Compensation Systems

14.5. Psychology and Sales Techniques

- 14.5.1. Notions in Psychology Applied to Sales
- 14.5.2. Techniques to Improve Verbal and Non-Verbal Communication
- 14.5.3. Factors that Influence Consumer Behavior

14.6. Development of the Sales Process

- 14.6.1. Methodology in Sales Processes
- 14.6.2. Attracting Attention and Argumentation
- 14.6.3. Objections and Demonstration

14.7. Preparing the Commercial Visit

- 14.7.1. Studying Customers Files
- 14.7.2. Setting Customer Sales Targets
- 14.7.3. Preparing the Interview

14.8. Conducting the Commercial Visit

- 14.8.1. Presenting to the Customer
- 14.8.2. Determining Needs
- 14.8.3. Argumentation

14.9. Negotiation and Closing the Sale

- 14.9.1. Negotiation Phases
- 14.9.2. Negotiation Tactics
- 14.9.3. Closing and Customer Commitment

14.10. The Loyalty Process

- 14.10.1. In-depth Knowledge of the Client/Customer
- 14.10.2. The Commercial Process to be Carried Out with Customers/Clients
- 14.10.3. The Value that the Customer Has for the Company

Module 15. Strategy in Marketing Management and Operational Marketing
15.1. Marketing Management

- 15.1.1. Positioning and Value Creation
- 15.1.2. Marketing Orientation and Positioning
- 15.1.3. Strategic vs. Operational Marketing
- 15.1.4. Objectives in Marketing Management
- 15.1.5. Integrated Marketing Communications

15.2. The Function of Strategic Marketing

- 15.2.1. Main Marketing Strategies
- 15.2.2. Segmentation, Targeting and Positioning
- 15.2.3. Strategic Marketing Management

15.3. Marketing Strategy Dimensions

- 15.3.1. Necessary Resources and Investments
- 15.3.2. Fundamentals of Competitive Advantage
- 15.3.3. Company Competitive Behavior
- 15.3.4. *Focus Marketing*

15.4. New Product Strategy Development

- 15.4.1. Pricing Policies
- 15.4.2. Promotional Strategies and Merchandising
- 15.4.3. Distribution, Expansion, and Intermediation Strategies

15.5. Marketing Mix

- 15.5.1. The Marketing Value Proposition
- 15.5.2. Marketing Mix Policies, Strategies, and Tactics
- 15.5.3. Elements of the Marketing Mix.
- 15.5.4. Customer Satisfaction and Marketing Mix

15.6. Product Management

- 15.6.1. Consumption Distribution and Product Life Cycle
- 15.6.2. Obsolescence, Expiration and Periodic Campaigns
- 15.6.3. Order Management and Inventory Control Ratios

15.7. Pricing Principles

- 15.7.1. Environmental Analysis
- 15.7.2. Production Costs and Discount Margins
- 15.7.3. Final Price and Positioning Map

15.8. Distribution Channel Management

- 15.8.1. Trade Marketing
- 15.8.2. Distribution Culture and Competition
- 15.8.3. Designing and Managing Channels
- 15.8.4. Functions of Distribution Channels
- 15.8.5. Route to Market

15.9. Promotion and Sales Channels

- 15.9.1. Branding for Corporations
- 15.9.2. Advertising
- 15.9.3. Sales Promotion
- 15.9.4. Public Relations and Personal Selling
- 15.9.5. Street Marketing

15.10. Branding

- 15.10.1. Brand Evolution
- 15.10.2. Creating and Developing a Successful Brand
- 15.10.3. Brand Equity
- 15.10.4. Category Management

15.11. Managing Marketing Groups

- 15.11.1. Work Teams and Meeting Management
- 15.11.2. Coaching and Team Management
- 15.11.3. Managing Equality and Diversity

15.12. Communication and Marketing

- 15.12.1. Communication Integrated into Marketing
- 15.12.2. Designing a Marketing Communication Program
- 15.12.3. Communication Skills and Influence
- 15.12.4. Barriers to Business Communication

Module 16. International Marketing
16.1. International Market Research

- 16.1.1. Emerging Markets Marketing
- 16.1.2. PES Analysis
- 16.1.3. What, How, and Where to Export?
- 16.1.4. International Marketing-Mix Strategies

16.2. International Segmentation

- 16.2.1. Criteria for Market Segmentation at the International Level
- 16.2.2. Market Niches
- 16.2.3. International Segmentation Strategies

16.3. International Positioning

- 16.3.1. Branding in International Markets
- 16.3.2. Positioning Strategies in International Markets
- 16.3.3. Global, Regional, and Local Brands

16.4. Product Strategies in International Markets

- 16.4.1. Product Modification, Adaptation, and Diversification
- 16.4.2. Global Standardized Products
- 16.4.3. Product Portfolios

16.5. Prices and Exports

- 16.5.1. Calculating Export Prices
- 16.5.2. Incoterms
- 16.5.3. International Pricing Strategy

16.6. Quality in International Marketing

- 16.6.1. Quality and International Marketing
- 16.6.2. Standards and Certifications
- 16.6.3. CE Marking

16.7. International Promotion

- 16.7.1. The International Promotion MIX
- 16.7.2. Advertising and Publicity
- 16.7.3. International Fairs
- 16.7.4. Country Branding

16.8. Distribution through International Channels

- 16.8.1. Channel and Trade Marketing
- 16.8.2. Export Consortium
- 16.8.3. Types of Exports and Foreign Trade

Module 17. Digital Marketing

17.1. Digital Marketing

- 17.1.1. Integrate Marketing Plan: Conventional and Digital
- 17.1.2. Strategic Digital Marketing and Decision Making
- 17.1.3. CANVAS Model in Digital Marketing

17.2. Managing Virtual Communities: Community Management

- 17.2.1. Changes in Communication Paradigms
- 17.2.2. Marketing Intelligence and Consumers 2.0
- 17.2.3. Managing Networks and Communities
- 17.2.4. Managing Social Media Content
- 17.2.5. Online Communication Marketing 2.0
- 17.2.6. Monitoring, Analytics, and Results in Social Media

17.3. Mobile Marketing

- 17.3.1. Apps and Mobile Marketing
- 17.3.2. Gamification and Advergaming
- 17.3.3. Strategic Planning and Implementation in Mobile Marketing

17.4. E-Commerce

- 17.4.1. Logistics and Distribution in E-Commerce
- 17.4.2. Sales, Payment Methods and Internet Security
- 17.4.3. Digital Marketing Applied to E-Commerce
- 17.4.4. Technological E-Commerce Platforms

17.5. Performance Marketing

- 17.5.1. Affiliate Marketing
- 17.5.2. Developing Campaigns Via Emailing
- 17.5.3. Management Tools for Performance Marketing

17.6. Web Analytics and Social Media Intelligence

- 17.6.1. Setting Objectives and KPIs
- 17.6.2. ROI in Digital Marketing
- 17.6.3. Viewing and Interpreting Dashboards

17.7. Search Engine Marketing (SEM)

- 17.7.1. Google AdWords and Other Google Trends
- 17.7.2. SEM Campaign Management Using Other Tools
- 17.7.3. Measuring and Managing SEM Campaigns

17.8. Search Engine Optimization (SEO)

- 17.8.1. Basic Principles in Search Engine Functionality
- 17.8.2. Selecting KWs
- 17.8.3. Basic Elements in a SEO Analysis

Module 18. Customer Relationship Management

18.1. Knowing the Market and the Consumer

- 18.1.1. Open Innovation
- 18.1.2. Competitive Intelligence
- 18.1.3. Sharing Economy

18.2. CRM and Relational Marketing

- 18.2.1. Business Philosophy or Strategic Orientation
- 18.2.2. Customer Identification and Differentiation
- 18.2.3. The Company and Its Stakeholders
- 18.2.4. Clienting

18.3. Database Marketing and Customer Relationship Management

- 18.3.1. Database Marketing Applications
- 18.3.2. Laws and Regulations
- 18.3.3. Information Sources, Storage, and Processing

18.4. Consumer Psychology and Behavior

- 18.4.1. The Study of Consumer Behavior
- 18.4.2. Internal and External Consumer Factors
- 18.4.3. Consumer Decision Process
- 18.4.4. Consumerism, Society, Marketing, and Ethics

18.5. Areas of CRM Management

- 18.5.1. Customer Service
- 18.5.2. Managing the Sales Force
- 18.5.3. Customer Service

18.6. Consumer Centric Marketing

- 18.6.1. Segmentation
- 18.6.2. Profitability Analysis
- 18.6.3. Customer Loyalty Strategies

18.7. CRM Management Techniques

- 18.7.1. Direct Marketing
- 18.7.2. Multichannel Integration
- 18.7.3. Viral Marketing

18.8. Advantages and Risks of Implementing CRM

- 18.8.1. CRM, Sales and Costs
- 18.8.2. Customer Satisfaction and Loyalty
- 18.8.3. Technology Implementation
- 18.8.4. Strategic and Management Errors

Module 19. 1 to 1 Marketing

19.1. In Company Emotional Intelligence

- 19.1.1. Emotional Intelligence and Communication
- 19.1.2. Assertiveness, Empathy, and Active Listening
- 19.1.3. Self-Esteem and Emotional Language

19.2. Relational Capital: Coworking

- 19.2.1. Managing Human Capital
- 19.2.2. Performance Analysis
- 19.2.3. Managing Equality and Diversity
- 19.2.4. Innovation in People Management

19.3. Leadership and Team Management

- 19.3.1. Leadership and Leadership Styles
- 19.3.2. Skills and Abilities of the Leader 2.0
- 19.3.3. Managing Change Processes
- 19.3.4. Managing Multicultural Teams
- 19.3.5. Coaching

19.4. Selecting Target Customers (CRM)

- 19.4.1. Designing an e-CRM
- 19.4.2. Implications and Limitations of the Personal Data Protection Law
- 19.4.3. Consumer Orientation
- 19.4.4. 1 to 1 Planning

19.5. Key Account Management

- 19.5.1. Identifying Key Accounts
- 19.5.2. Benefits and Risks of the Key Account Manager
- 19.5.3. Sales and Key Account Management
- 19.5.4. KAM Strategic Action Phases

19.6. The Loyalty Process

- 19.6.1. In-depth Knowledge of the Client/Customer
- 19.6.2. The Commercial Process to be Carried Out with Customers/Clients
- 19.6.3. The Value that the Customer Has for the Company



Our program includes the most relevant information of the moment, so you acquire the necessary training to compete among the best”

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.



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

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.

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.



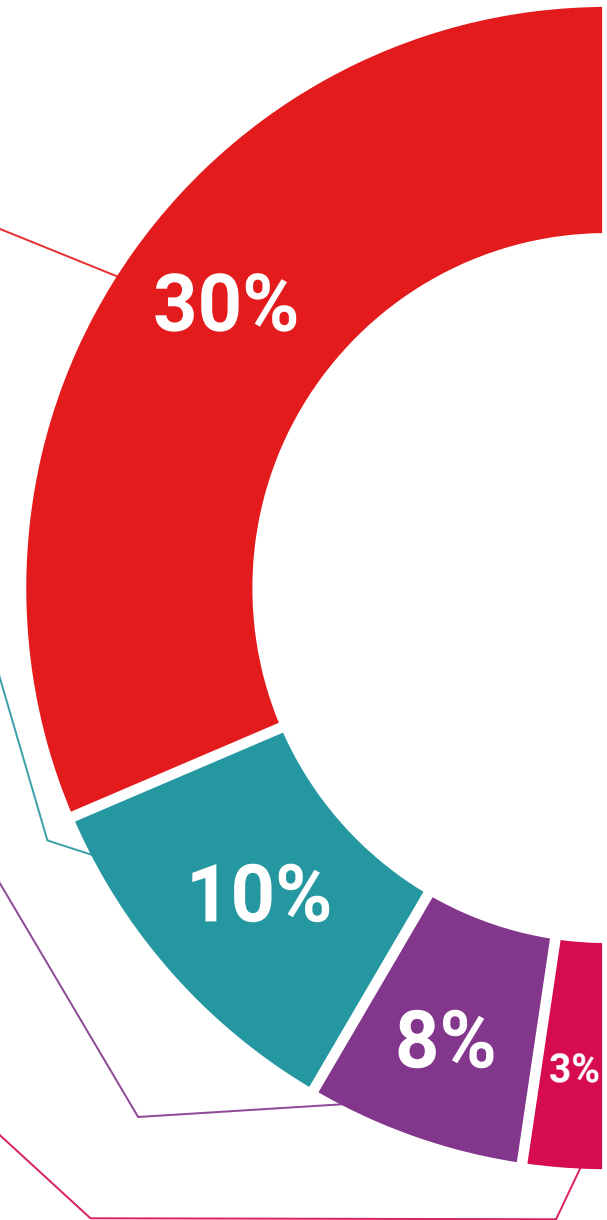
Management Skills Exercises

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

The Advanced Master's Degree MBA in Commercial Marketing Management is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as its participants have a diverse set of academic profiles who represent multiple nationalities.





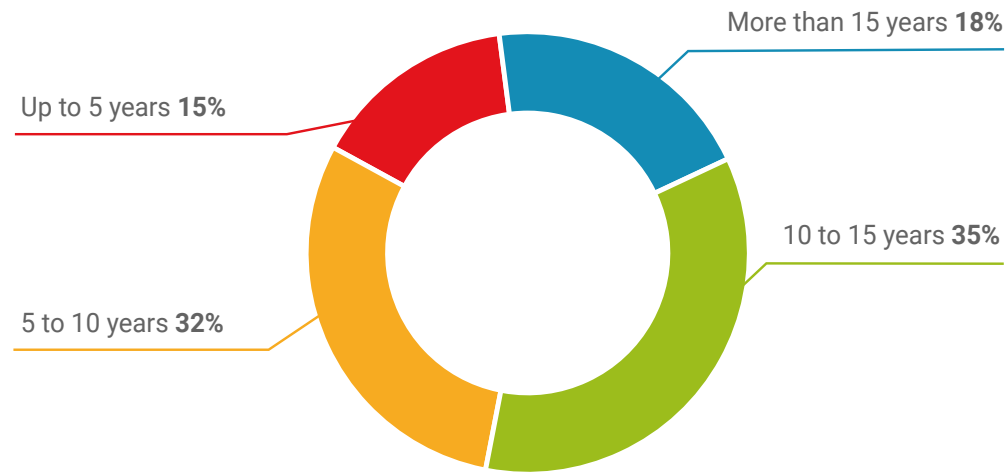
“

A program designed for professionals with extensive experience who wish to update their knowledge in a high-demand sector”

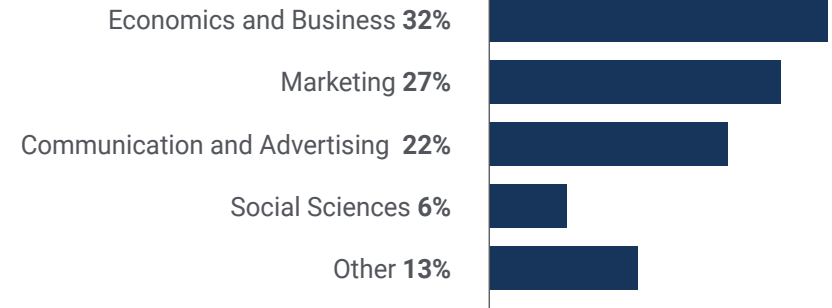
Average Age

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

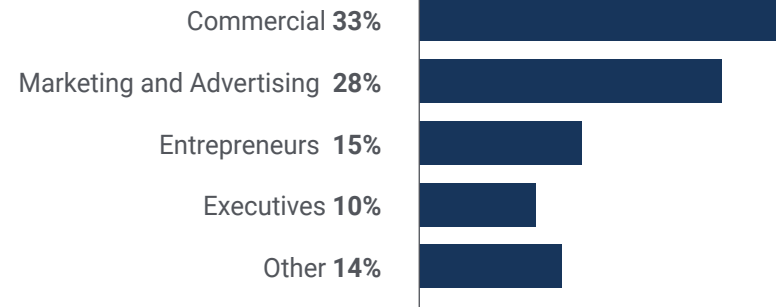
Years of Experience



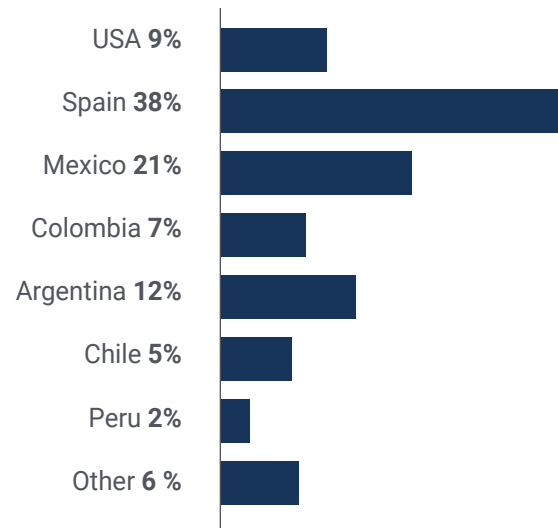
Training



Academic Profile



Geographical Distribution



Marta Valencia

Purchasing Manager at a Multinational Company

"Constant updating should be the premise of any professional. That's why I'm always looking out for programs that help me improve my daily practice. This TECH Advanced Master's Degree has been indispensable to increase my training and, therefore, I recommend it to all those who wish to specialize in Commercial Marketing Management"

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And, therefore, all efforts and tools are made available to professionals to acquire the necessary skills and abilities to achieve this change.



“

We want to help you generate a positive change in your career and, for this reason, we propose completing this Advanced Master's Degree, where you will find the latest information on the subject”

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

This TECH Technological University Advanced Master's Degree in Commercial Marketing Management is an intense program that prepares students to face challenges and business decisions both on a national and international level. The main objective is to promote your personal and professional growth. TECH is committed to helping you achieve success.

If you want to improve yourself, make a Generating Positive Change professionally and network with the best, this is the place for you.

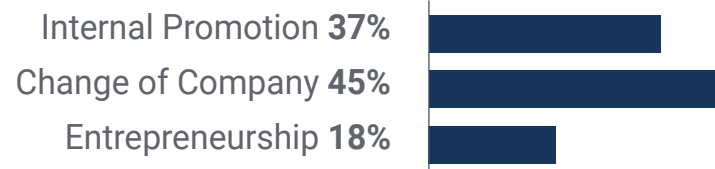
This higher specialization will help you improve in your daily practice.

If you want to make a positive change in your profession, don't think twice and join TECH.

When the change occurs



Type of change



Salary Increase

This program represents a salary increase of more than **25%** for our students.



10

Benefits for Your Company

The Advanced Master's Degree in Commercial Marketing Management contributes to raising the organization's talent to its maximum potential through the specialization high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing training and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

After completing this Advanced Master's Degree, you will bring a new business vision to the company”

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive 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 of the world economy.



05

Project Development

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

Increased competitiveness

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

11

Certificate

This Advanced Master's Degree in Commercial Marketing Management guarantees you, in addition to the most rigorous and updated training, access to a Advanced Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Advanced Master's Degree MBA in Commercial Marketing Management** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** by 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 MBA in Commercial Marketing Management**
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
MBA in Commercial
Marketing Management

Language: English

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official N° of hours: **3,000 h.**

Advanced Master's Degree MBA in Commercial Marketing Management