

# Advanced Master's Degree

## MBA in Marketing Management

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## Advanced Master's Degree MBA in Marketing Management

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

Website: [www.techtute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-mba-marketing-management](http://www.techtute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-mba-marketing-management)

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# 01 Welcome

Marketing is becoming increasingly important in companies, as it is an essential element for commercializing products and services. It helps to make our brand known, attract and retain customers discover the needs of users. In short, it should be an essential component of any company. And, within this area, the department director plays a fundamental role, the leader of the entire process of developing the marketing plan. With this program, students will learn about marketing management through a complete and high-quality curriculum that will allow them to recognize the keys to improve their daily work. Improving Undoubtedly, a unique opportunity for professionals seeking excellence.



Advanced Master's Degree MBA in Marketing Management  
TECH Technological University



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*Companies are demanding marketing managers with extensive knowledge and experience to help turn around a quality company”*

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 puts all its resources at the student's disposal which 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. by studying 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

---

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

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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 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 the professional's management and leadership skills, as well as to develop new competencies and skills that will be essential in their professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our key objectives is to help you develop the essential skills to strategically lead the marketing department”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree MBA in Marketing Management** will enable 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 essential skills to strategically manage the business activity



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, achieving a better performance in favor of the company's profits

11

Be able to manage the company's economic and financial plan

09

Acquire the communication skills necessary for a business leader to get their message heard and understood by the members of their community.

12

Understand the logistics operations that are necessary in the business environment in order to develop an adequate management of them

13

Be able to apply information and communication technologies to the different areas of the company

14

Carry out the marketing strategy that allows us to make our product known to our potential customers and to generate an adequate image of our company

15

Be able to develop all the phases of a business idea: design, feasibility plan, execution, follow-up

16

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

17

Integrate the Internet into the organization's marketing strategy

18

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

19

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

22

Develop a solid and comprehensive digital marketing plan for the organization

20

Successfully lead partially or fully digitized sales and marketing teams.

23

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

21

Develop marketing, market research and communication projects

24

Develop leadership skills to lead marketing teams

25

Know the logistical processes of the company

26

Apply pricing policies

27

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





28

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

29

Know, in-depth, how marketing techniques can be applied to different sectors

30

Know the main international distribution channels

# 05 Skills

After passing the evaluations of the Advanced Master's Degree MBA in Marketing Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative didactic methodology.





“

*Develop the right skills to successfully manage your company's marketing campaigns”*

At the end of this program, the professional will be able to:

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

04

Proper team management to improve productivity and, therefore, company profits

02

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

05

Carry out the economic and financial control of the company.

03

Resolve business conflicts and problems between workers

06

Control the company's logistics, purchasing and procurement processes



07

Delve into the new business models of information systems.

10

Focus on innovation in all processes and areas of the company

08

Apply the most appropriate strategies to support E-commerce of the company's products

11

Lead the different projects of the company

09

Develop and lead marketing plans

12

Focus on the sustainable development of the company, avoiding environmental impacts

13

Apply the different digital tools to marketing processes

16

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

14

Apply quantitative and qualitative market research methods and techniques



15

Have an in-depth understanding of customer purchasing behavior

17


Manage and control the company's logistic processes

18

Apply creativity and innovation for the development of new products

20

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



BUSINESS PLAN

21

Achieve an international positioning of the company through marketing actions

19

Design and manage an adequate marketing plan

22

Design strategic E-commerce plans

06

# Structure and Content

The Advanced Master's Degree MBA in Marketing Management is a program designed to suit the professional which is taught in a 100% online format so that you can choose the time and place that best suits your 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 a manager and entrepreneur.



“

*A program strategically designed so that you can self-manage your study”*

## Syllabus

The Advanced Master's Degree in Marketing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. 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, the student will analyze a multitude of practical cases through individual work, achieving a very useful learning to apply in your daily practice. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for the professional, focused on their professional improvement and that prepares them to achieve excellence in the field of direction and 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 faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 19 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Direction and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing, and Corporate Communication
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Market Research
<b>Module 10</b>	Management and Leadership
<b>Module 11</b>	Logistics and Economic Management
<b>Module 12</b>	Strategy in Marketing Management
<b>Module 13</b>	Operational Marketing
<b>Module 14</b>	Customer Relationship Management
<b>Module 15</b>	Sectorial Marketing
<b>Module 16</b>	International Marketing
<b>Module 17</b>	Digital Marketing and E-Commerce
<b>Module 18</b>	E-Commerce and Shopify
<b>Module 19</b>	Social Media and Community Management



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

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, 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, 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 Trends: Market Internationalization
- 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, Ethical 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 the 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 Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate Level Strategy
- 2.2.2. Typologies of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy 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 the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Strategic Implementation and Execution**

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

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the 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. Organizational 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 Selection of 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. Map of Skills and Abilities
- 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 Environment
- 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. Management Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 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 Country-Case Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory 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 Business: 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 the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

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

**5.3. Supply Chain Management (I)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 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 the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

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

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the 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. Social Media Strategies
- 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. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management**
**8.1. Innovation**

- 8.1.1. Macro Concept of Innovation
- 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 Lean Start-up Methodology
- 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 Direction and 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. Market Research**

**9.1. Fundamentals of Marketing**

- 9.1.1. Main Definitions
- 9.1.2. Basic Concepts
- 9.1.3. The Evolution of the Concept of Marketing

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

- 9.2.1. Concept and Scope of Marketing
- 9.2.2. Marketing Dimensions
- 9.2.3. Marketing 3.0

**9.3. New Competitive Environment**

- 9.3.1. Technological Innovation and Economic Impact
- 9.3.2. Knowledge Society
- 9.3.3. The New Consumer Profile

**9.4. Quantitative Research Methods and Techniques**

- 9.4.1. Variables and Measurement Scales
- 9.4.2. Information Sources
- 9.4.3. Sampling Techniques
- 9.4.4. The Treatment and Analysis of Data

**9.5. Qualitative Research Methods and Techniques**

- 9.5.1. Direct Techniques: Focus Group
- 9.5.2. Anthropological Techniques
- 9.5.3. Indirect Techniques
- 9.5.4. The Two Face Mirror and The Delphi Method

**9.6. Market Segmentation**

- 9.6.1. Market Typologies
- 9.6.2. Concept and Analysis of the Demand
- 9.6.3. Segmentation and Criteria
- 9.6.4. Defining the Target Audience

**9.7. Types of Buying Behavior**

- 9.7.1. Complex Behavior
- 9.7.2. Dissonance Reducing Behavior
- 9.7.3. Variety Seeking Behavior
- 9.7.4. Habitual Purchasing Behavior

**9.8. Marketing Information Systems**

- 9.8.1. Conceptual Approaches to Marketing Information Systems
- 9.8.2. Data Warehouse and Datamining
- 9.8.3. Geographical Information Systems

**9.9. Research Project Management**

- 9.9.1. Information Analysis Tools
- 9.9.2. Developing an Expectation Management Plan
- 9.9.3. Assessing the Feasibility of Projects

**9.10. Marketing Intelligence**

- 9.10.1. Big Data
- 9.10.2. User Experience
- 9.10.3. Applying Techniques

**Module 10. Management and Leadership**

**10.1. General Management**

- 10.1.1. Integrating Functional Strategies into the Global Business Strategies
- 10.1.2. Management Policy and Processes
- 10.1.3. Society and Enterprise

**10.2. Competitive Strategy**

- 10.2.1. Market Analysis
- 10.2.2. Sustainable Competitive Advantage
- 10.2.3. Return on Investment

**10.3. Planning and Strategy**

- 10.3.1. The Relevance of Strategic Direction in the Management Control Process
- 10.3.2. Analysis of the Environment and the Organization
- 10.3.3. Lean Management

**10.4. Talent Management**

- 10.4.1. Managing Human Capital
- 10.4.2. Environment, Strategy and Metrics
- 10.4.3. Innovation in People Management

**Module 11. Logistics and Economic Management****11.1. Financial Diagnosis**

- 11.1.1. Indicators for Analyzing Financial Statements
- 11.1.2. Profitability Analysis
- 11.1.3. Economic and Financial Profitability of a Company

**11.2. Economic Analysis of Decisions**

- 11.2.1. Budget Control
- 11.2.2. Competitive Analysis. Comparative Analysis
- 11.2.3. Decision-Making. Business Investment or Divestment

**11.3. Investment Valuation and Portfolio Management**

- 11.3.1. Profitability of Investment Projects and Value Creation
- 11.3.2. Models for Evaluating Investment Projects
- 11.3.3. Sensitivity Analysis, Scenario Development and Decision Trees

**11.4. Purchasing Logistics Management**

- 11.4.1. Stocks Management
- 11.4.2. Warehouse Management
- 11.4.3. Purchasing and Procurement Management

**Module 12. Strategy in Marketing Management****12.1. Marketing Management**

- 12.1.1. Positioning and Value Creation
- 12.1.2. Company's Marketing Orientation and Positioning
- 12.1.3. Strategic Marketing vs. Operational Marketing
- 12.1.4. Objectives in Marketing Management
- 12.1.5. Integrated Marketing Communications

**12.2. The Function of Strategic Marketing**

- 12.2.1. Main Marketing Strategies
- 12.2.2. Segmentation, Targeting and Positioning
- 12.2.3. Managing Strategic Marketing

**12.3. Marketing Strategy Dimensions**

- 12.3.1. Necessary Resources and Investments
- 12.3.2. Fundamentals of Competitive Advantage
- 12.3.3. Company's Competitive Behavior
- 12.3.4. Focus Marketing

**12.4. New Product Strategy Development**

- 12.4.1. Creativity and Innovation in Marketing
- 12.4.2. Generation and Filtering of Ideas
- 12.4.3. Commercial Viability Analysis
- 12.4.4. Development, Market Testing and Commercialization

**12.5. Pricing Policies**

- 12.5.1. Short and Long Term Aims
- 12.5.2. Types of Pricing
- 12.5.3. Factors that Affect Pricing

**12.6. Promotion and Merchandising Strategies**

- 12.6.1. Advertising Management
- 12.6.2. Communication and Media Plan
- 12.6.3. Merchandising as a Marketing Technique
- 12.6.4. Visual Merchandising

**12.7. Distribution, Expansion and Intermediation Strategies**

- 12.7.1. Outsourcing of Sales Force and Customer Service
- 12.7.2. Commercial Logistics in Product and Service Sales Management
- 12.7.3. Sales Cycle Management

**12.8. Developing the Marketing Plan**

- 12.8.1. Analysis and Diagnosis
- 12.8.2. Strategic Decisions
- 12.8.3. Operational Decisions

**Module 13. Operational Marketing**

**13.1. Marketing Mix**

- 13.1.1. The Marketing Value Proposition
- 13.1.2. Marketing Mix Policies, Strategies and Tactics
- 13.1.3. Elements of the Marketing Mix
- 13.1.4. Customer Satisfaction and Marketing Mix

**13.2. Product Management**

- 13.2.1. Consumption Distribution and Product Life Cycle
- 13.2.2. Obsolescence, Expiration, Periodic Campaigns
- 13.2.3. Order Management and Stocks Control Ratios

**13.3. Pricing Principles**

- 13.3.1. Environmental Analysis
- 13.3.2. Production Costs and Discount Margins
- 13.3.3. Final Price and Positioning Map

**13.4. Distribution Channel Management**

- 13.4.1. Trade Marketing
- 13.4.2. Distribution Culture and Competition
- 13.4.3. Designing and Managing Channels
- 13.4.4. Functions of Distribution Channels
- 13.4.5. Route to Market

**13.5. Promotion and Sales Channels**

- 13.5.1. Corporate Branding
- 13.5.2. Advertising
- 13.5.3. Sales Promotion
- 13.5.4. Public Relations and Personal Selling
- 13.5.5. Street Marketing

**13.6. Branding**

- 13.6.1. Brand Evolution
- 13.6.2. Creating and Developing a Successful Brand
- 13.6.3. Brand Equity
- 13.6.4. Category Management

**13.7. Managing Marketing Groups**

- 13.7.1. Work Teams and Meeting Management
- 13.7.2. Coaching and Team Management
- 13.7.3. Managing Equality and Diversity

**13.8. Communication and Marketing**

- 13.8.1. Communication Integrated into Marketing
- 13.8.2. Designing a Marketing Communication Program
- 13.8.3. Communication Skills and Influence
- 13.8.4. Barriers to Business Communication

**Module 14. Customer Relationship Management**

**14.1. Knowing the Market and the Consumer**

- 14.1.1. Open Innovation
- 14.1.2. Competitive Intelligence
- 14.1.3. Sharing Economy

**14.2. CRM and Business Philosophy**

- 14.2.1. Business Philosophy or Strategic Orientation
- 14.2.2. Customer Identification and Differentiation
- 14.2.3. The Company and its Stakeholders
- 14.2.4. Clienting

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

- 14.3.1. Database Marketing Applications
- 14.3.2. Laws and Regulations
- 14.3.3. Information Sources, Storage and Processing

**14.4. Consumer Psychology and Behavior**

- 14.4.1. The Study of Consumer Behavior
- 14.4.2. Internal and External Consumer Factors
- 14.4.3. Consumer Decision Process
- 14.4.4. Consumerism, Society, Marketing, and Ethics

**14.5. Areas of CRM Management**

- 14.5.1. Customer Service.
- 14.5.2. Managing the Sales Force
- 14.5.3. Customer Service

**14.6. Consumer Centric Marketing**

- 14.6.1. Segmentation
- 14.6.2. Profitability Analysis
- 14.6.3. Customer Loyalty Strategies

**14.7. CRM Management Techniques**

- 14.7.1. Direct Marketing
- 14.7.2. Multichannel Integration
- 14.7.3. Viral Marketing

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

- 14.8.1. CRM, Sales and Costs
- 14.8.2. Customer Satisfaction and Loyalty
- 14.8.3. Technology Implementation
- 14.8.4. Strategic and Management Errors

**Module 15. Sectorial Marketing**
**15.1. Services Marketing**

- 15.1.1. Evolution and Growth of the Services Sector
- 15.1.2. Function of Services Marketing
- 15.1.3. Marketing Strategy in the Service Sector

**15.2. Touristic Marketing**

- 15.2.1. Features of the Tourism Sector
- 15.2.2. Tourist Product
- 15.2.3. The Customer in Tourism Marketing

**15.3. Political and Electoral Marketing**

- 15.3.1. Policy Marketing vs. Electoral Marketing
- 15.3.2. Political Market Segmentation
- 15.3.3. Electoral Campaign

**15.4. Social Marketing and Responsible Marketing**

- 15.4.1. Social Cause Marketing and CSR
- 15.4.2. Environmental Marketing
- 15.4.3. Segmentation in Social Marketing

**15.5. Retail Management**

- 15.5.1. Relevance
- 15.5.2. Reward
- 15.5.3. Cost Reduction
- 15.5.4. Relationship with the Customer

**15.6. Banking Marketing**

- 15.6.1. State Regulation
- 15.6.2. Branches and Segmentation
- 15.6.3. Inbound Marketing in the Banking Sector

**15.7. Health Services Marketing**

- 15.7.1. Internal Marketing
- 15.7.2. User Satisfaction Studies
- 15.7.3. Market Oriented Quality Management

**15.8. Sensory Marketing**

- 15.8.1. Shopping Experience as a Sensory Experience
- 15.8.2. Neuromarketing and Sensory Marketing
- 15.8.3. Arrangement and Presentation of the Point of Sale.

**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. The Product Portfolio

**16.5. Prices and Exports**

- 16.5.1. Export Prices Calculation
- 16.5.2. Incoterms
- 16.5.3. International Price 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 Consortiums
- 16.8.3. Types of Exports and Foreign Trade

**Module 17. Digital Marketing and E-Commerce**

**17.1. Digital Marketing and E-Commerce**

- 17.1.1. The Digital Economy and the Sharing Economy
- 17.1.2. Trends and Social Changes in Consumers
- 17.1.3. Digital Transformation of Traditional Companies
- 17.1.4. The Roles of the Chief Digital Officer

**17.2. Digital Strategy**

- 17.2.1. Segmentation and Positioning in the Competitive Context
- 17.2.2. New Marketing Strategies for Products and Services
- 17.2.3. From Innovation to Cash Flow

**17.3. Technology Strategy**

- 17.3.1. Web Development
- 17.3.2. Hosting and Cloud Computing
- 17.3.3. Content Management Systems (CMS)
- 17.3.4. Formats and Digital Media
- 17.3.5. Technological E-Commerce Platforms

**17.4. Digital Regulation**

- 17.4.1. Privacy Policy and Personal Data Protection Act
- 17.4.2. Fake Profiles and Fake Followers
- 17.4.3. Legal Aspects of Marketing, Advertising and Digital Content

**Module 18. E-commerce and Shopify**

**18.1. Digital E-Commerce Management**

- 18.1.1. New E-Commerce Business Models
- 18.1.2. Planning and Developing an E-Commerce Strategic Plan
- 18.1.3. Technological Structure in E-Commerce

**18.2. E-Commerce Operations and Logistics**

- 18.2.1. How to Manage Fulfillment?
- 18.2.2. Digital Point-of-Sale Management
- 18.2.3. Contact Center Management
- 18.2.4. Automation in Management and Monitoring Processes

**18.3. Implementing E-Commerce Techniques**

- 18.3.1. Social Media and Integration in the E-Commerce Plan
- 18.3.2. Multichannel Strategy
- 18.3.3. Personalizing Dashboards

**18.4. Digital Pricing**

- 18.4.1. Online Payment Methods and Payment Gateways
- 18.4.2. Electronic Promotions
- 18.4.3. Digital Price Timing
- 18.4.4. E-Auctions

**18.5. From E-Commerce to m-Commerce and S-Commerce**

- 18.5.1. E-Marketplace Business Models
- 18.5.2. S-Commerce and Brand Experience
- 18.5.3. Purchase via Mobile Devices

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

- 18.6.1. Integrating the Consumer in the Value Chain
- 18.6.2. Online Research and Loyalty Techniques
- 18.6.3. Planning a Customer Relationship Management Strategy

**18.7. Digital Marketing Trade**

- 18.7.1. Cross Merchandising
- 18.7.2. Designing and Managing Facebook Ads Campaigns
- 18.7.3. Designing and Managing Google Adwords Campaigns

**18.8. Online Marketing for E-Commerce**

- 18.8.1. Inbound Marketing
- 18.8.2. Display and Programmatic Purchasing
- 18.8.3. Communication Plan



**Module 19. Social Media and Community Management****19.1. Web 2.0 or the Social Web**

- 19.1.1. Organization in the Age of Conversation
- 19.1.2. WEB 2.0 Is All About People
- 19.1.3. New Environments, New Content

**19.2. Digital Communication and Reputation**

- 19.2.1. Crisis Management and Online Corporate Reputation
- 19.2.2. Online Reputation Report
- 19.2.3. Netiquette and Good Practices on Social Networks
- 19.2.4. Branding and Networking 2.0

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

- 19.3.1. Facebook
- 19.3.2. LinkedIn
- 19.3.3. Google+
- 19.3.4. Twitter

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

- 19.4.1. YouTube
- 19.4.2. Instagram
- 19.4.3. Flickr
- 19.4.4. Vimeo
- 19.4.5. Pinterest

**19.5. Corporate Blogging**

- 19.5.1. How to Create a Blog
- 19.5.2. Content Marketing Strategy
- 19.5.3. How to Create a Content Plan for Your Blog?
- 19.5.4. Content Curation Strategy

**19.6. Social Media Strategies**

- 19.6.1. Corporate Communication Plan 2.0
- 19.6.2. Corporate PR and Social Media
- 19.6.3. Analysis and Evaluation of Results

**19.7. Community Management**

- 19.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 19.7.2. Social Media Manager
- 19.7.3. Social Media Strategist

**19.8. Social Media Plan**

- 19.8.1. Designing a Social Media Plan
- 19.8.2. Defining the Strategy to be Applied in Each Media
- 19.8.3. Contingency Protocol in Case of Crisis



*A very well-structured program to help you expand your knowledge in this field"*

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 relearn). 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 elearning, 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.

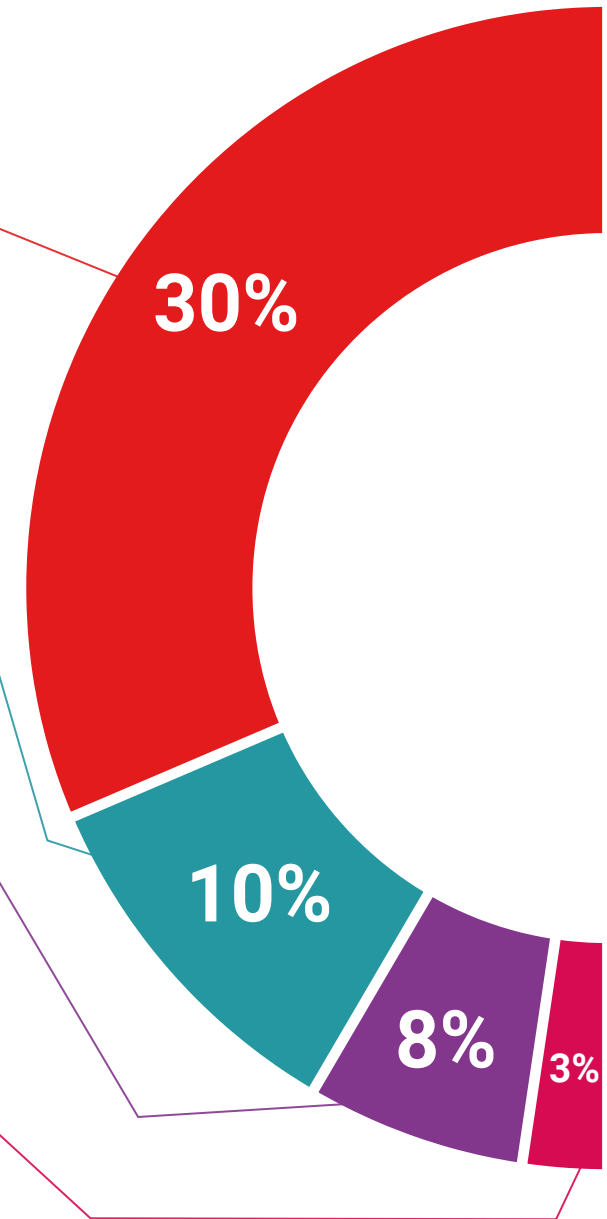
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

### 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 Marketing Management from TECH is a program aimed at marketing professionals who want to update their knowledge, discover new ways of successfully carrying out their roles and advance their professional career. The diversity of participants with different academic profiles and from multiple nationalities, make up the multidisciplinary approach of this program.





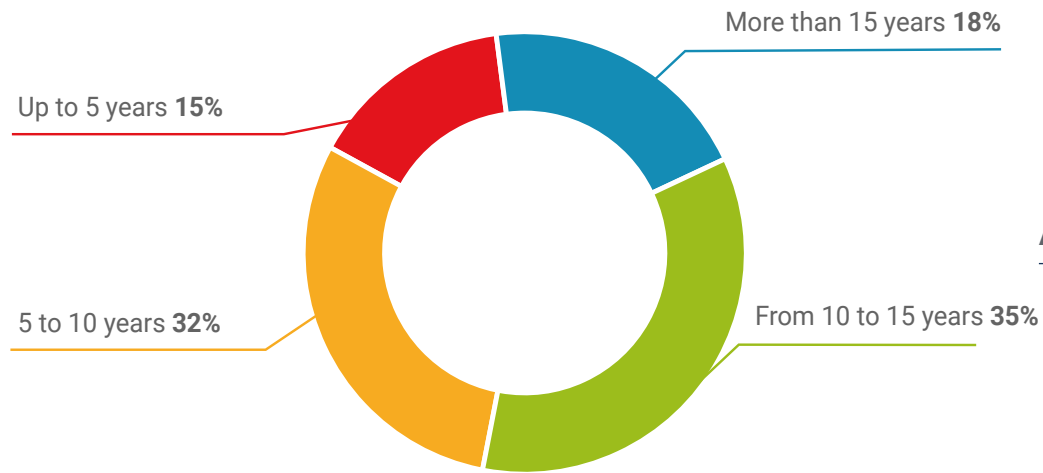
“

*If you have experience in marketing management and are looking for an interesting career enhancement while continuing to work, this is the program for you"*

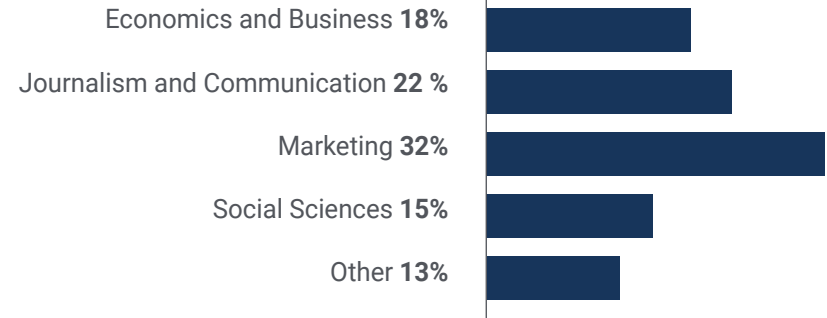
### Average Age

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

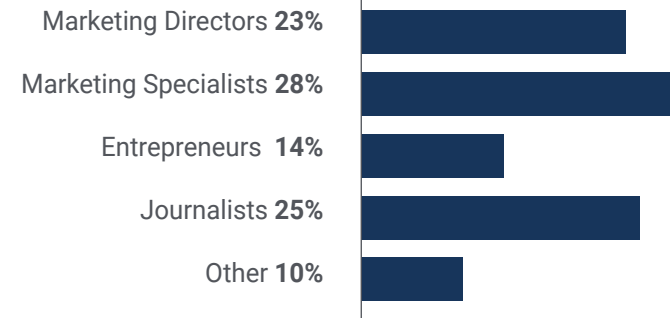
### Years of Experience



### Training

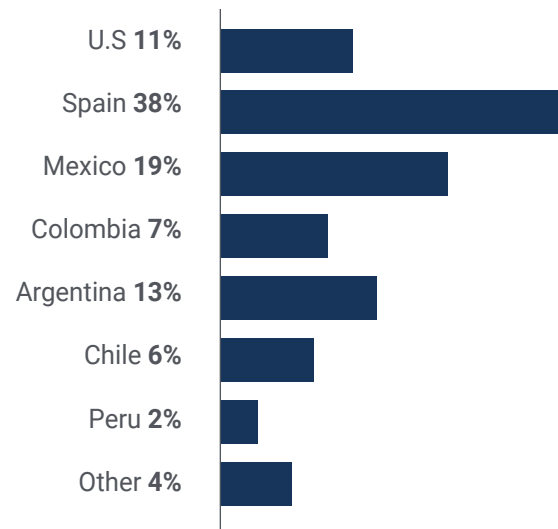


### Academic Profile



## Geographical Distribution

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## María Suárez

Marketing Manager of a Multinational Company

*"At TECH Technological University I've found the opportunity I had been looking for a long time to specialize in marketing management and to be able to develop myself more confidently in my daily practice. Undoubtedly, this Advanced Master's Degree has been a plus for my career and, therefore, I recommend to all those who wish to specialize in this field not to miss the opportunity to enroll in this program"*

09

# Course Management

The program includes in its teaching staff leading experts in marketing management, who bring to this program the experience of their years of work. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Advanced Master's Degree in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.





“

*A highly prestigious teaching staff to help train professionals who seek excellence"*

## Management



### López, Adolfo

- ♦ Economist
- ♦ Master's Degree in Marketing
- ♦ He has developed his activity mainly in the field of Strategy, Marketing and Market Research Consulting
- ♦ Extensive experience in undergraduate and master's degree training at universities and business schools
- ♦ Former president of the Marketing Club in Valencia and member of the board of directors of the Iberoamerican Association of Neurosciences for Communication and Business



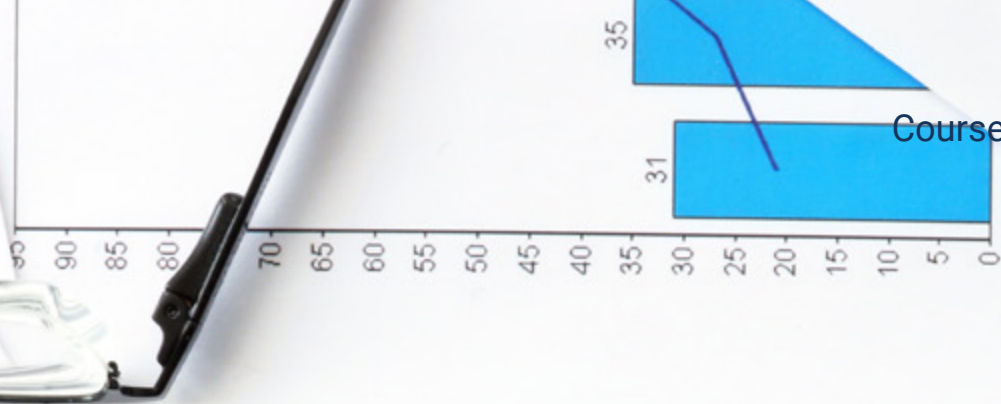
# DIGITAL MARKETING

traffic building

social media

CONTENT

SEO analysis



# 10

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, for this reason, all efforts and tools are made available to the professional to acquire the necessary skills and abilities that will allow them to achieve the necessary skills and abilities that will allow them to accomplish this change.





“

*We put all our resources at your disposal to help you achieve the professional change you desire”*

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

The Advanced Master's MBA in Marketing Management of TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth. Help 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.

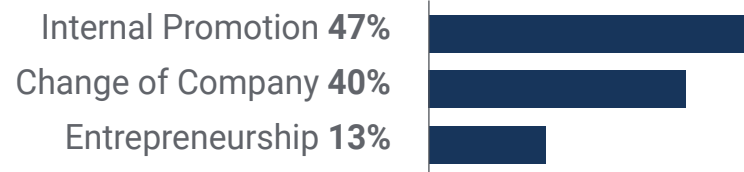
*A unique program  
to improve your skills  
and be more effective  
in your daily practice.*

*If you want to make  
a positive change  
in your profession,  
the Advanced  
Master's Degree  
MBA in Marketing  
Management will help  
you achieve it.*

### When the change occurs



### Type of change



### Salary increase

---

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



11

# Benefits for Your Company

The Advanced Master's Degree MBA in Marketing Management contributes to elevate the organization's talent to its maximum potential through the specialization of 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 your training and improving your managerial skills. In addition, joining the TECH 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 to the company a new business vision"*

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

01

### Intellectual Capital and Talent Growth

Bringing to the company new concepts, strategies and perspectives that can bring about relevant 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

Be able to make decisions in times of uncertainty and crisis, helping the organization to 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**

Be able to work on a real project or develop new projects in the R+D or Business Development area of your company.

---

06

### **Increased competitiveness**

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

# 12 Certificate

This Advanced Master's Degree in MBA 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 in MBA in 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** 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 MBA in 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 Marketing Management

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

# Advanced Master's Degree

## MBA in Marketing Management

