

Advanced Master's Degree Senior Operational Marketing Management (CMO, Chief Marketing Officer)



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- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-operational-marketing-management-cmo-chief-marketing-officer

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01

Introduction

The Chief Marketing Officer (CMO) plays an essential role in the planning and execution of a company's marketing strategies. In fact, their responsibilities include brand management and positioning, strategic planning and customer attraction. In an environment marked by rapid technological evolution and changes in consumer preferences, they must adapt to emerging trends such as Artificial Intelligence, Virtual Reality and omnichannel marketing. Therefore, this program in Senior Management of Operational Marketing is based on four main pillars: Business Management, Marketing Management, Advertising Communication and Research Management and Market Methods.





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With this completely online program, you will master the most innovative techniques of Operational Marketing and optimize digital commerce platforms”

Today, companies need a more dynamic and strategic Marketing Department that is capable of facing the challenges of a constantly changing digital environment. Therefore, specialists need to handle the most modern methodologies to coordinate and optimize the various Marketing activities to achieve organizational objectives. At the same time, professionals need to acquire an approach based on the implementation of effective strategies that improve brand visibility, foster customer loyalty and maximize return on investment.

With the aim of facilitating this task, TECH presents an innovative program in Senior Operational Marketing Management (CMO, Chief Marketing Officer). Devised by leading professionals in the sector, the academic program will delve into subjects ranging from the fundamentals of economic control and the specifics of advertising language to the use of cutting-edge technological tools to optimize the presence of brands in the main search engines. In this way, graduates will gain advanced skills to successfully direct Operational Marketing strategies, managing multidisciplinary teams and making data-driven decisions to maximize the impact of campaigns.

The university program's methodology is based on TECH's disruptive Relearning method, which guarantees the comprehensive assimilation of complex concepts. It should be noted that the only thing that professionals need to access this Virtual Campus is a device with an Internet connection, where they will find a variety of multimedia resources such as explanatory videos. In addition, prestigious International Guest Directors will offer in-depth Masterclasses on the latest trends in this field.

This **Advanced Master's Degree in Senior Operational Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program on the market. The most important features include:

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



Renowned International Guest Directors will deliver a group of exclusive complementary Masterclasses on the latest trends in Operational Marketing Management”

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Thanks to the Relearning methodology, you will be able to study all the contents of this program from the comfort of your home and without the need to travel to a learning center”

Its teaching staff includes professionals from the field of Senior Operational Marketing Management (CMO, Chief Marketing Officer), who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive educational experience designed to prepare students for real-life situations.

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

You will handle emerging tools such as Big Data to automate complex and routine marketing tasks.

You will delve into the design of online shopping platforms to maximize conversion and e-commerce.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it relies on an enormous faculty of more than 6,000 professors of the highest international renown.



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Study at the world's largest online university and guarantee your professional success. The future starts at TECH”

The world's best online university according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the world's best online university" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method aimed at educating the professionals of the future"

Forbes
Mejor universidad
online del mundo

Plan
de estudios
más completo

The most complete study plans on the university scene

TECH offers the most complete study plans on the university scene, with syllabuses that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously being updated to guarantee students the academic vanguard and the most in-demand professional skills. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A world-class teaching staff

TECH's teaching staff is made up of more than 6,000 professors with the highest international recognition. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

Profesorado
TOP
Internacional

La metodología
más eficaz

A unique learning method

TECH is the first university to use *Relearning* in all its programs. It is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this disruptive educational model is complemented with the "Case Method", thereby setting up a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest online educational catalog, one hundred percent online and covering the vast majority of areas of knowledge. We offer a large selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university degrees, in eleven different languages, make us the largest educational largest in the world.

nº1
Mundial
Mayor universidad
online del mundo

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has managed to become the leading university in employability. 99% of its students obtain jobs in the academic field they have studied, within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded to TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition as a Google Premier Partner not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03 Syllabus

This program combines advanced theory with applied practices, addressing topics such as market analysis, brand management, digital strategies, performance metrics and organizational leadership. In addition, it will include specialized modules in innovation, sustainability and digital transformation, preparing entrepreneurs to face global challenges. Likewise, graduates will develop key skills in data-based decision making and resource optimization, acquiring a comprehensive vision to lead Marketing areas in high-impact companies.



MAR
PL





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The syllabus has been designed to prepare strategic leaders, capable of managing teams and designing campaigns that drive business growth in dynamic markets”

Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. Cross-Cultural Management
 - 1.3.1. Cross-Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morals
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility

- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: The Corporate Social Responsibility
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Companies and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Typology
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Growth Strategies: Typology
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategy Formulation: Process of Strategic Planning
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept

- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies according to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. Executive Management
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Management and Human Resources
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Training Management
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence

- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. Employer Branding
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. High-Performance Teams Development
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 3.14. Management Skills Development
 - 3.14.1. What are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions
 - 3.15.5. Attention and Memory
 - 3.15.6. State of Mind
 - 3.15.7. Time Management
 - 3.15.8. Being Proactive
 - 3.15.9. Be Clear About the Objective
 - 3.15.10. Order
 - 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Hazard Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers
- 3.21. Monetary Compensation Vs. Non-Monetary
 - 3.21.1. Monetary Compensation Vs. Non-Monetary
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Monetary Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary

- 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
- 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
- 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies

Module 4. Economic and Financial Management

- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
- 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
- 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. The Income Statement
- 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification
- 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
- 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.5. Treasury Budget
 - 4.6.6. Budget Monitoring
- 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. *Credit Management*
- 4.8. Corporate Tax Responsibility
 - 4.8.1. Basic Tax Concepts
 - 4.8.2. Corporate Income Tax
 - 4.8.3. Value Added Tax
 - 4.8.4. Other Taxes Related to Commercial Activity
 - 4.8.5. The Company as a Facilitator of the Work of the State
- 4.9. Corporate Control Systems
 - 4.9.1. Analysis of Financial Statements
 - 4.9.2. The Company's Balance Sheet
 - 4.9.3. The Profit and Loss Statement
 - 4.9.4. The Statement of Cash Flows
 - 4.9.5. Ratio Analysis
- 4.10. Financial Management
 - 4.10.1. The Company's Financial Decisions
 - 4.10.2. Financial Department
 - 4.10.3. Cash Surpluses
 - 4.10.4. Risks Associated with Financial Management
 - 4.10.5. Financial Administration Risk Management

- 4.11. Financial Planning
 - 4.11.1. Definition of Financial Planning
 - 4.11.2. Actions to be Taken in Financial Planning
 - 4.11.3. Creation and Establishment of the Business Strategy
 - 4.11.4. The Cash Flow Table
 - 4.11.5. The Working Capital Table
- 4.12. Corporate Financial Strategy
 - 4.12.1. Corporate Strategy and Sources of Financing
 - 4.12.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
 - 4.13.1. Macroeconomic Context
 - 4.13.2. Relevant Economic Indicators
 - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
 - 4.14.1. Self-Financing
 - 4.14.2. Increase in Equity
 - 4.14.3. Hybrid Resources
 - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
 - 4.15.1. The Money Market
 - 4.15.2. The Fixed Income Market
 - 4.15.3. The Equity Market
 - 4.15.4. The Foreign Exchange Market
 - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
 - 4.16.1. Analysis of the Balance Sheet
 - 4.16.2. Analysis of the Income Statement
 - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
 - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
 - 5.1.1. The Role of Operations
 - 5.1.2. The Impact of Operations on the Management of Companies
 - 5.1.3. Introduction to Operations Strategy
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process
- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems

- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain (SCM)
 - 5.8.1. Supply Chain
 - 5.8.2. Benefits of Supply Chain Management
 - 5.8.3. Logistical Management in the Supply Chain
- 5.9. *Supply Chain Management*
 - 5.9.1. The Concept of Management of the Supply Chain (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Logistic Costs Optimization
- 5.12. Profitability and Efficiency of Logistics Chains: KPIS
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process Based Focus: Business Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support to Logistics

- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment Planning (CPFR)
- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment

- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs Technological and Digital Strategy
- 6.4. Information Systems Management
 - 6.4.1. Corporate Governance of Technology and Information Systems
 - 6.4.2. Management of Information Systems in Companies
 - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision Making
 - 6.6.1. *Business Intelligence*
 - 6.6.2. *Data Warehouse*
 - 6.6.3. Balanced Scorecard (BSC)
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Models
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Enterprise Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI
- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy y Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies
- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that are Changing Business Models.
 - 6.14.2. Analysis of the Main Emerging Technologies
- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and its Impact on Business
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management
 - 7.1.2. Business Strategy and Planning
 - 7.1.3. The Role of Sales Managers
- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. The Basic Elements of Marketing
 - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-commerce
 - 7.4.1. Digital Marketing and E-commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-Commerce Vs. Traditional Commerce
- 7.5. Managing Digital Business
 - 7.5.1. Competitive Strategy given the Growing Digitalization of the Media
 - 7.5.2. Designing and Creating a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. Branded Content and Storytelling
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. Visitor Relationship Management
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What is a Digital Advertising Campaign?
 - 7.9.2. Steps to Launch an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
 - 7.10.1. What is an Online Marketing Plan?
 - 7.10.2. Steps to Create an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. Blended Marketing
 - 7.11.1. What is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Characteristics of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing
- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Type of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios

- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
 - 7.14.2. Internal Communication Support and Tools
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
 - 7.15.1. Online Reputation
 - 7.15.2. How to Measure Digital Reputation?
 - 7.15.3. Online Reputation Tools
 - 7.15.4. Online Reputation Report
 - 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
 - 8.1.1. Market Research: Historical Origin
 - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
 - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
 - 8.2.1. Sample Size
 - 8.2.2. Sampling
 - 8.2.3. Types of Quantitative Techniques
- 8.3. Qualitative Research Methods and Techniques
 - 8.3.1. Types of Qualitative Research
 - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
 - 8.4.1. Market Segmentation Concept
 - 8.4.2. Utility and Segmentation Requirements
 - 8.4.3. Consumer Market Segmentation
 - 8.4.4. Industrial Market Segmentation
 - 8.4.5. Segmentation Strategies
 - 8.4.6. Segmentation Based on Marketing - Mix Criteria
 - 8.4.7. Market Segmentation Methodology





- 8.5. Research Project Management
 - 8.5.1. Market Research as a Process
 - 8.5.2. Planning Stages in Market Research
 - 8.5.3. Execution Stages in Marketing Research
 - 8.5.4. Managing a Research Project
- 8.6. International Market Research
 - 8.6.1. International Market Research
 - 8.6.2. International Market Research Process
 - 8.6.3. The Importance of Secondary Sources in International Market Research
- 8.7. Feasibility Studies
 - 8.7.1. Concept and Usefulness
 - 8.7.2. Outline of a Feasibility Study
 - 8.7.3. Development of a Feasibility Study
- 8.8. Advertising
 - 8.8.1. Historical Background of Advertising
 - 8.8.2. Conceptual Framework of Advertising: Principles, Briefing Concept and Positioning
 - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 8.8.4. Importance of Advertising in Business
 - 8.8.5. Advertising Trends and Challenges
- 8.9. Developing the Marketing Plan
 - 8.9.1. Marketing Plan Concept
 - 8.9.2. Situation Analysis and Diagnosis
 - 8.9.3. Strategic Marketing Decisions
 - 8.9.4. Operating Marketing Decisions
- 8.10. Promotion and Merchandising Strategies
 - 8.10.1. Integrated Marketing Communication
 - 8.10.2. Advertising Communication Plan
 - 8.10.3. *Merchandising* as a Communication Technique
- 8.11. Media Planning
 - 8.11.1. Origin and Evolution of Media Planning
 - 8.11.2. Media
 - 8.11.3. Media Plan

- 8.12. Fundamentals of Commercial Management
 - 8.12.1. The Role of Commercial Management
 - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 8.12.3. Commercial Planning Systems of the Company
 - 8.12.4. Main Competitive Strategies
- 8.13. Commercial Negotiation
 - 8.13.1. Commercial Negotiation
 - 8.13.2. Psychological Issues in Negotiation
 - 8.13.3. Main Negotiation Methods
 - 8.13.4. The Negotiation Process
- 8.14. Decision-Making in Commercial Management
 - 8.14.1. Commercial Strategy and Competitive Strategy
 - 8.14.2. Decision-Making Models
 - 8.14.3. Decision-Making Analytics and Tools
 - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
 - 8.15.1. Sales Management. Sales Management
 - 8.15.2. Networks Serving Commercial Activity
 - 8.15.3. Salesperson Recruitment and Training Policies
 - 8.15.4. Remuneration Systems for Own and External Commercial Networks
 - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information.
- 8.16. Implementing the Commercial Function
 - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
 - 8.16.2. Commercial Activity Control
 - 8.16.3. The Code of Ethics of Sales Personnel
 - 8.16.4. Compliance with Legislation
 - 8.16.5. Generally Accepted Standards of Business Conduct

- 8.17. Key Account Management
 - 8.17.1. Concept of Key Account Management
 - 8.17.2. The Key Account Manager
 - 8.17.3. Key Account Management Strategy
- 8.18. Financial and Budgetary Management
 - 8.18.1. The Break-Even Point
 - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 8.18.3. Financial Impact of Strategic Sales Decisions
 - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
 - 8.18.5. Income Statement

Module 9. Innovation and Project Management

- 9.1. Innovation
 - 9.1.1. Introduction to Innovation
 - 9.1.2. Innovation in the Entrepreneurial Ecosystem
 - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation from Strategy
 - 9.2.1. Strategic Intelligence and Innovation
 - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
 - 9.3.1. Startup Concept
 - 9.3.2. Lean Startup Philosophy
 - 9.3.3. Stages of Startup Development
 - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
 - 9.4.1. Conceptual Framework of a Business Model
 - 9.4.2. Business Model Design and Validation
- 9.5. Project Management
 - 9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects
 - 9.5.2. Main Stages or Phases in the Direction and Management of Innovation Projects

- 9.6. Project Change Management: Training Management
 - 9.6.1. Concept of Change Management
 - 9.6.2. The Change Management Process
 - 9.6.3. Change Implementation
- 9.7. Project Communication Management
 - 9.7.1. Project Communications Management
 - 9.7.2. Key Concepts for Project Communications Management
 - 9.7.3. Emerging Trends
 - 9.7.4. Adaptations to the Team
 - 9.7.5. Planning Communications Management
 - 9.7.6. Communications Management
 - 9.7.7. Communications Monitoring
- 9.8. Traditional and Innovative Methodologies
 - 9.8.1. Innovative Methodologies
 - 9.8.2. Basic Principles of Scrum
 - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
- 9.9. Creation of a Startup
 - 9.9.1. Creation of a Startup
 - 9.9.2. Organization and Culture
 - 9.9.3. Top Ten Reasons Why Startups Fail
 - 9.9.4. Legal Aspects
- 9.10. Project Risk Management Planning
 - 9.10.1. Risk Planning
 - 9.10.2. Elements for Creating a Risk Management Plan
 - 9.10.3. Tools for Creating a Risk Management Plan
 - 9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

- 10.1. *General Management*
 - 10.1.1. The Concept of General Management
 - 10.1.2. The General Manager's Action
 - 10.1.3. The CEO and their Responsibilities
 - 10.1.4. Transformation of the Management's Role
- 10.2. Manager Functions. Organizational Culture and Approaches
 - 10.2.1. Manager Functions. Organizational Culture and Approaches
- 10.3. Operations Management
 - 10.3.1. The Importance of Management
 - 10.3.2. Value Chain
 - 10.3.3. Quality Management
- 10.4. Public Speaking and Spokesperson Training
 - 10.4.1. Interpersonal Communication
 - 10.4.2. Communication Skills and Influence
 - 10.4.3. Communication Barriers
- 10.5. Personal and Organizational Communications Tools
 - 10.5.1. Interpersonal Communication
 - 10.5.2. Interpersonal Communication Tools
 - 10.5.3. Communication in the Organization
 - 10.5.4. Tools in the Organization
- 10.6. Communication in Crisis Situations
 - 10.6.1. Crisis
 - 10.6.2. Phases of the Crisis
 - 10.6.3. Messages: Contents and Moments
- 10.7. Preparation of a Crisis Plan
 - 10.7.1. Analysis of Possible Problems
 - 10.7.2. Planning
 - 10.7.3. Adequacy of Personnel
- 10.8. Emotional Intelligence
 - 10.8.1. Emotional Intelligence and Communication
 - 10.8.2. Assertiveness, Empathy and Active Listening
 - 10.8.3. Self-Esteem and Emotional Communication

- 10.9. Personal Branding
 - 10.9.1. Strategies for Personal Brand Development
 - 10.9.2. Personal Branding Laws
 - 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
 - 10.10.1. Leadership and Leadership Styles
 - 10.10.2. Leader Capabilities and Challenges
 - 10.10.3. Managing Change Processes
 - 10.10.4. Managing Multicultural Teams

Module 11. Structure of Communication

- 11.1. Theory, Concept and Method of the Communication Structure
 - 11.1.1. Autonomy of the Discipline and Relationships with other Subjects
 - 11.1.2. The Structuralist Method
 - 11.1.3. Definition and Purpose of the «Communication Structure»
 - 11.1.4. Guide to the Analysis of Communication Structure
- 11.2. New International Communication Order
 - 11.2.1. Control and Ownership of Communication
 - 11.2.2. Communication Marketing
 - 11.2.3. Cultural Dimension of Communication
- 11.3. Major Information Agencies
 - 11.3.1. What is an Information Agency?
 - 11.3.2. Information and News. Importance of the Journalist
 - 11.3.3. Before the Internet, the Great Unknowns
 - 11.3.4. A Globalized Map. From Local to Transnational
 - 11.3.5. News Agencies Can Be Seen Thanks to the Internet
 - 11.3.6. The World's Major Agencies
- 11.4. The Advertising Industry and its Relationship with the Media System
 - 11.4.1. Advertising Industry, Consciousness Industries
 - 11.4.2. The Need of Advertising for the Media
 - 11.4.3. Structure of the Advertising Industry
 - 11.4.4. The Media and its Relationship with the Advertising Industry
 - 11.4.5. Advertising Regulation and Ethics
- 11.5. Cinema and the Culture and Leisure Market
 - 11.5.1. Introduction
 - 11.5.2. The Complex Nature of the Film Industry
 - 11.5.3. The Origin of the Industry
 - 11.5.4. Hollywood, the Film Capital of the World
 - 11.5.5. The Power of Hollywood
 - 11.5.6. From the Golden Hollywood Oscars to the Photocall of New Platforms
 - 11.5.7. New Displays
- 11.6. Political Power and the Media
 - 11.6.1. Influence of the Media in the Formation of Society
 - 11.6.2. Media and Political Power
 - 11.6.3. (Political) Manipulation and Power
- 11.7. Media Concentration
 - 11.7.1. Theoretical Approach to External Growth Processes
 - 11.7.2. Competition and Communication Policies in the European Union
- 11.8. Communication Structure in Latin America
 - 11.8.1. Introduction
 - 11.8.2. Historical Approach
 - 11.8.3. Bipolarity of the Latin American Media System
 - 11.8.4. U.S. Hispanic Media
- 11.9. A Prospective of the Structure of Communication and Journalism
 - 11.9.1. Digitalization and the New Media Structure
 - 11.9.2. The Structure of Communication in Democratic Countries

Module 12. Introduction to the Psychology of Communication

- 12.1. History of Psychology
 - 12.1.1. We Begin with the Study of Psychology
 - 12.1.2. Science in Evolution. Historical and Paradigmatic Changes
 - 12.1.3. Paradigms and Stages in Psychology
 - 12.1.4. Cognitive Science
- 12.2. Introduction to Social Psychology
 - 12.2.1. Beginning with the Study of Social Psychology: Influence
 - 12.2.2. Empathy, Altruism and Helping Behavior
- 12.3. Social Cognition: Processing of Social Information
 - 12.3.1. Thinking and Knowing, Vital Necessities
 - 12.3.2. Social Cognition
 - 12.3.3. Organizing Information
 - 12.3.4. Thought: Prototypical or Categorical
 - 12.3.5. Mistakes we Make in Thinking: Inferential Biases
 - 12.3.6. Automatic Information Processing
- 12.4. Personality Psychology
 - 12.4.1. What is the Self? Identity and Personality
 - 12.4.2. Self-awareness
 - 12.4.3. Self-esteem
 - 12.4.4. Self-knowledge
 - 12.4.5. Interpersonal Variables in Personality Shaping
 - 12.4.6. Macro-social Variables in the Configuration of Personality
- 12.5. Emotions
 - 12.5.1. What do we Talk about When we Get Excited?
 - 12.5.2. The Nature of Emotions
 - 12.5.3. Emotions and Personality
 - 12.5.4. From another Perspective. Social Emotions
- 12.6. Psychology of Communication. Persuasion and Attitude Change
 - 12.6.1. Introduction to the Psychology of Communication
 - 12.6.2. Attitudes
 - 12.6.3. Historical Models in the Study of Persuasive Communication

- 12.6.4. The Elaboration Likelihood Model (ELM)
 - 12.6.5. Communication Processes through the Media
- 12.7. The Sender
 - 12.7.1. The Source of Persuasive Communication
 - 12.7.2. Source Characteristics. Credibility
 - 12.7.3. Source Characteristics. The Appeal
 - 12.7.4. Emitter Characteristics. The Power
 - 12.7.5. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 12.8. The Message
 - 12.8.1. We Begin by Studying the Composition of the Message
 - 12.8.2. Types of Messages: Rational vs. Emotional Messages
 - 12.8.3. Emotional Messages and Communication: Fear-Inducing Messages
 - 12.8.4. Rational Messages and Communication
- 12.9. The Receiver
 - 12.9.1. The Role of the Recipient according to the Elaboration Probability Model
 - 12.9.2. Recipient Needs and Motives: Their Impact on Changing Attitudes
- 12.10. New Perspectives in the Study of Communication
 - 12.10.1. Non-conscious Processing of Information. Automatic Processes
 - 12.10.2. Measuring Automatic Processes in Communication
 - 12.10.3. First Steps in the New Paradigms
 - 12.10.4. Theories of Dual Processing Systems

Module 13. Advertising Language

- 13.1. Thinking and Writing: Definition
 - 13.1.1. Definition of Copywriting
 - 13.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 13.2. Copywriting and Creativity
 - 13.2.1. Conditions of the Copywriting Process
 - 13.2.2. Linguistic Competence
 - 13.2.3. Functions of the Copywriter

- 13.2.4. Definition of the Functions of the Copywriter
- 13.3. The Principle of Coherence and Campaign Conceptualization
 - 13.3.1. The Principle of Campaign Unity
 - 13.3.2. The Creative Team
 - 13.3.3. The Conceptualization Process: Hidden Creativity
 - 13.3.3.1. What is a Concept?
 - 13.3.3.2. Applications of the Conceptualization Process
 - 13.3.3.3. The Advertising Concept
 - 13.3.3.4. Utility and Advantages of the Advertising Concept
- 13.4. Advertising and Rhetoric
 - 13.4.1. Copywriting and Rhetoric
 - 13.4.1.1. Placing Rhetoric
 - 13.4.2. The Phases of Rhetoric
 - 13.4.2.1. Advertising Discourse and Classical Rhetorical Discourse
 - 13.4.2.2. Topoi and Reason Why as Argumentation
- 13.5. Fundamentals and Characteristics of Copywriting
 - 13.5.1. Correction
 - 13.5.2. Adaptation
 - 13.5.3. Efficiency
 - 13.5.4. Characteristics of Copywriting
 - 13.5.4.1. Morphological: Nominalization
 - 13.5.4.2. Syntax: Destructuring
 - 13.5.4.3. Graphics: Emphatic Punctuation
- 13.6. Argumentation Strategies
 - 13.6.1. Description
 - 13.6.2. The Enthymeme
 - 13.6.3. Narration
 - 13.6.4. Intertextuality
- 13.7. Styles and Slogans in Copywriting
 - 13.7.1. The Length of the Sentence
 - 13.7.2. The Styles
 - 13.7.3. The Slogan
 - 13.7.3.1. A Phrase of Wartime Origin
 - 13.7.3.2. The Characteristics of the Slogan
 - 13.7.3.3. The Elocution of the Slogan
 - 13.7.3.4. The Forms of the Slogan
 - 13.7.3.5. The Functions of the Slogan
- 13.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
 - 13.8.1. Rigor, Clarity, Accuracy
 - 13.8.2. Synthesis and Simplicity
 - 13.8.3. Advertising Text Constraints
 - 13.8.4. Application of the *Reason Why* + USP Pairing
- 13.9. Copywriting in Conventional and Non-Conventional Media
 - 13.9.1. The Division Above-the-line/Below-the-line
 - 13.9.2. Integration: Overcoming the ATL-BTL Polemic
 - 13.9.3. Television Copywriting
 - 13.9.4. Radio Copywriting
 - 13.9.5. Press Copywriting
 - 13.9.6. Copywriting for Outdoor Media
 - 13.9.7. Copywriting in Non-Conventional Media
 - 13.9.8. Direct Marketing Copywriting
 - 13.9.9. Interactive Media Copywriting
- 13.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
 - 13.10.1. Classical Models of Advertising Analysis
 - 13.10.2. Impact and Relevance
 - 13.10.3. The Checklist of the Writer
 - 13.10.4. Translation and Adaptation of Advertising Texts
 - 13.10.5. New Technologies, New Languages
 - 13.10.6. Writing in Web 2.0.
 - 13.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 14. Creativity in Communication

- 14.1. To Create is to Think
 - 14.1.1. The Art of Thinking
 - 14.1.2. Creative Thinking and Creativity
 - 14.1.3. Thought and Brain
 - 14.1.4. The Lines of Research on Creativity: Systematization
- 14.2. Nature of the Creative Process
 - 14.2.1. Nature of Creativity
 - 14.2.2. Notion of Creativity: Creation and Creativity
 - 14.2.3. The Creation of Ideas for Persuasive Communication
 - 14.2.4. Nature of the Creative Process in Advertising
- 14.3. The Invention
 - 14.3.1. Evolution and Historical Analysis of the Creation Process
 - 14.3.2. Nature of the Classical Canon of the Invention
 - 14.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 14.3.4. Invention, Inspiration, Persuasion
- 14.4. Rhetoric and Persuasive Communication
 - 14.4.1. Rhetoric and Advertising
 - 14.4.2. The Rhetorical Parts of Persuasive Communication
 - 14.4.3. Rhetorical Figures
 - 14.4.4. Rhetorical Laws and Functions of Advertising Language
- 14.5. Creative Behavior and Personality
 - 14.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 14.5.2. Creative Behavior and Motivation
 - 14.5.3. Perception and Creative Thinking
 - 14.5.4. Elements of Creativity
- 14.6. Creative Skills and Abilities
 - 14.6.1. Thinking Systems and Models of Creative Intelligence
 - 14.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford

- 14.6.3. Interaction Between Factors and Intellectual Capabilities
 - 14.6.4. Creative Skills
 - 14.6.5. Creative Capabilities
- 14.7. The Phases of the Creative Process
 - 14.7.1. Creativity as a Process
 - 14.7.2. The Phases of the Creative Process
 - 14.7.3. The Phases of the Creative Process in Advertising
- 14.8. Troubleshooting
 - 14.8.1. Creativity and Problem Solving
 - 14.8.2. Perceptual Blocks and Emotional Blocks
 - 14.8.3. Invention Methodology: Programs and Creative Methods
- 14.9. The Methods of Creative Thinking
 - 14.9.1. The Brainstorming as a Model for the Creation of Ideas
 - 14.9.2. Vertical Thinking and Lateral Thinking
- 14.10. Creativity and Advertising Communication
 - 14.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 14.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
 - 14.10.3. Methodological Principles and Effects of Advertising Creation
 - 14.10.4. Advertising Creation: From Problem to Solution
 - 14.10.5. Creativity and Persuasive Communication

Module 15. Creative Advertising I: Copywriting

- 15.1. Writing Concept
 - 15.1.1. Writing and Editing
- 15.2. Fundamentals of Copywriting
 - 15.2.1. Correction
 - 15.2.2. Adaptation
 - 15.2.3. Efficiency
- 15.3. Characteristics of Copywriting

- 15.3.1. Nominalization
- 15.3.2. Destructuring
- 15.4. Text and Image
 - 15.4.1. From Text to Image
 - 15.4.2. Text Functions
 - 15.4.3. Image Functions
 - 15.4.4. Relationship Between Text and Imaging
- 15.5. Brand and Slogan
 - 15.5.1. The Brand
 - 15.5.2. Brand Characteristics
 - 15.5.3. The Slogan
- 15.6. Press Advertising: The Large Format Advertisement
 - 15.6.1. Newspapers and Magazines
 - 15.6.2. Superstructure
 - 15.6.3. Formal Characteristics
 - 15.6.4. Editorial Characteristics
- 15.7. Press Advertising: Other Formats
 - 15.7.1. Word Advertisements
 - 15.7.2. Superstructure
 - 15.7.3. The Claim
 - 15.7.4. Superstructure
- 15.8. Outdoor Advertising
 - 15.8.1. Formats
 - 15.8.2. Formal Characteristics
 - 15.8.3. Editorial Characteristics
- 15.9. Radio Advertising
 - 15.9.1. Radio Language
 - 15.9.2. The Radio Spot
 - 15.9.3. Superstructure
 - 15.9.4. Wedge Types
 - 15.9.5. Formal Characteristics
- 15.10. Audiovisual Advertising
 - 15.10.1. The Image

- 15.10.2. The Text
- 15.10.3. Music and Sound Effects
- 15.10.4. Advertising Formats
- 15.10.5. The Script
- 15.10.6. *Storyboard*

Module 16. Creative Advertising II: Art Management

- 16.1. Subjects and Object of Advertising Graphic Design
 - 16.1.1. Related Professional Profiles
 - 16.1.2. Academic Context and Competencies
 - 16.1.3. Advertiser and Agency
 - 16.1.4. Creative Direction and Creative Idea
 - 16.1.5. Art Direction and Formal Idea
- 16.2. The Role of the Art Director
 - 16.2.1. What is Art Direction?
 - 16.2.2. How Art Direction Works?
 - 16.2.3. The Creative Team
 - 16.2.4. The Role of the Art Director
- 16.3. Fundamentals of Advertising Graphic Design
 - 16.3.1. Design Concepts and Design Standards
 - 16.3.2. Trends and Styles
 - 16.3.3. Design Thinking, Process and Management
 - 16.3.4. Scientific Metaphor
- 16.4. Methodology of Advertising Graphics
 - 16.4.1. Graphic Creativity
 - 16.4.2. Design Process
- 16.5. Graphic Strategy
 - 16.5.1. Formal Apprehension
 - 16.5.2. Graphic Message
- 16.6. Graphic Architecture
 - 16.6.1. Typometry

- 16.6.2. Graphic Spaces
- 16.6.3. Reticle
- 16.6.4. Pagination Standards
- 16.7. Final Arts
 - 16.7.1. Processes and Systems
- 16.8. Creation of Advertising Graphic Supports
 - 16.8.1. Publigrphy
 - 16.8.2. Organizational Visual Image (OVI)
 - 16.8.3. Graphic Advertisements
 - 16.8.4. *Packaging*
 - 16.8.5. Websites
- 16.9. Fundamentals of Video Editing
- 16.10. Tools of Video Editing

Module 17. Logistics and Economic Management

- 17.1. Financial Diagnosis
 - 17.1.1. Indicators for Analyzing Financial Statements
 - 17.1.2. Profitability Analysis
 - 17.1.3. Economic and Financial Profitability of a Company
- 17.2. Economic Analysis of Decisions
 - 17.2.1. Budget Control
 - 17.2.2. Competitive Analysis. Comparative Analysis
 - 17.2.3. Decision Making. Business Investment or Divestment
- 17.3. Investment Valuation and Portfolio Management
 - 17.3.1. Profitability of Investment Projects and Value Creation
 - 17.3.2. Models for Evaluating Investment Projects
 - 17.3.3. Sensitivity Analysis, Scenario Development and Decision Trees
- 17.4. Purchasing Logistics Management
 - 17.4.1. Managing Stocks
 - 17.4.2. Warehouse Management
 - 17.4.3. Purchasing and Procurement Management

- 17.5. *Supply Chain Management*
 - 17.5.1. Costs and Efficiency of the Operations Chain
 - 17.5.2. Change in Demand Patterns
 - 17.5.3. Change in Operations Strategy
- 17.6. Logistical Processes
 - 17.6.1. Organization and Management by Processes
 - 17.6.2. Procurement, Production, Distribution
 - 17.6.3. Quality, Quality Costs and Tools
 - 17.6.4. After-Sales Service
- 17.7. Logistics and Customers
 - 17.7.1. Demand Analysis and Forecasting
 - 17.7.2. Sales Forecasting and Planning
 - 17.7.3. *Collaborative Planning, Forecasting, and Replacement*
- 17.8. International Logistics
 - 17.8.1. Customs, Export and Import Processes
 - 17.8.2. Methods and Means of International Payment
 - 17.8.3. International Logistics Platforms

Module 18. Marketing Processes and Variables

- 18.1. Developing the Marketing Plan
 - 18.1.1. Marketing Plan Concept
 - 18.1.2. Situation Analysis and Diagnosis
 - 18.1.3. Strategic Marketing Decisions
 - 18.1.4. Operating Marketing Decisions
- 18.2. Marketing Mix
 - 18.2.1. Marketing Mix Concept
 - 18.2.2. Product Strategies
 - 18.2.3. Pricing Strategies
 - 18.2.4. Distribution Strategies
 - 18.2.5. Communication Strategies
- 18.3. Product Management
 - 18.3.1. Product Classifications

- 18.3.2. Differentiation
- 18.3.3. The Design
- 18.3.4. Luxury
- 18.3.5. Environmental Issues
- 18.4. Pricing Principles
 - 18.4.1. Introduction to Pricing
 - 18.4.2. Stages in Pricing
- 18.5. Distribution Channel Management
 - 18.5.1. Concept and Functions of Commercial Distribution
 - 18.5.2. Design and Management of Distribution Channels
- 18.6. Advertising Communication
 - 18.6.1. Integrated Marketing Communication
 - 18.6.2. Advertising Communication Plan
 - 18.6.3. Merchandising as a Communication Technique
- 18.7. E-Commerce
 - 18.7.1. Introduction to E-Commerce
 - 18.7.2. Differences between Traditional Commerce and E-Commerce
 - 18.7.3. Technological E-Commerce Platforms
- 18.8. Marketing Information System
 - 18.8.1. The Concept of a Marketing Information System (MIS)
 - 18.8.2. Features of an MIS
 - 18.8.3. The Information in the MIS
 - 18.8.4. Structure of an MIS
- 18.9. Marketing Intelligence
 - 18.9.1. The Concept of Marketing Intelligence
 - 18.9.2. Areas of Marketing Intelligence
 - 18.9.3. Surveillance in Marketing Intelligence
 - 18.9.4. Panels as Sources of Information for Marketing Intelligence
- 18.10. Branding
 - 18.10.1. The Brand and Their Functions
 - 18.10.2. Brand Creation (Branding)

- 18.10.3. Brand Architecture

Module 19. Strategy in Marketing Management

- 19.1. Marketing Management
 - 19.1.1. Positioning and Value Creation
 - 19.1.2. Company's Marketing Orientation and Positioning
 - 19.1.3. Strategic vs. Operational Marketing
 - 19.1.4. Objectives in Marketing Management
 - 19.1.5. Integrated Marketing Communications
- 19.2. The Function of Strategic Marketing
 - 19.2.1. Main Marketing Strategies
 - 19.2.2. Segmentation, Targeting and Positioning
 - 19.2.3. Managing Strategic Marketing
- 19.3. Marketing Strategy Dimensions
 - 19.3.1. Necessary Resources and Investments
 - 19.3.2. Fundamentals of Competitive Advantage
 - 19.3.3. The Company's Competitive Behavior
 - 19.3.4. Focus Marketing
- 19.4. New Product Strategy Development
 - 19.4.1. Creativity and Innovation in Marketing
 - 19.4.2. Generation and Filtering of Ideas
 - 19.4.3. Commercial Viability Analysis
 - 19.4.4. Development, Market Testing and Commercialization
- 19.5. Pricing Policies
 - 19.5.1. Short and Long-Term Aims
 - 19.5.2. Types of Pricing
 - 19.5.3. Factors that Affect Pricing
- 19.6. Promotion and Merchandising Strategies
 - 19.6.1. Advertising Management
 - 19.6.2. Communication and Media Plan
 - 19.6.3. Merchandising as a Marketing Technique

- 19.6.4. Visual Merchandising
- 19.7. Distribution, Expansion, and Intermediation Strategies
 - 19.7.1. Outsourcing of Sales Force and Customer Service
 - 19.7.2. Commercial Logistics in Product and Service Sales Management
 - 19.7.3. Sales Cycle Management
- 19.8. Developing the Marketing Plan
 - 19.8.1. Analysis and Diagnosis
 - 19.8.2. Strategic Decisions
 - 19.8.3. Operational Decisions

Module 20. Customer Relationship Management

- 20.1. Knowing the Market and the Consumer
 - 20.1.1. Open Innovation
 - 20.1.2. Competitive Intelligence
 - 20.1.3. Sharing Economy
- 20.2. CRM and Business Philosophy
 - 20.2.1. Business Philosophy or Strategic Orientation
 - 20.2.2. Customer Identification and Differentiation
 - 20.2.3. The Company and its Stakeholders
 - 20.2.4. Clienting
- 20.3. Database Marketing and Customer Relationship Management
 - 20.3.1. Database Marketing Applications
 - 20.3.2. Laws and Regulations
 - 20.3.3. Information Sources, Storage, and Processing
- 20.4. Consumer Psychology and Behavior
 - 20.4.1. The Study of Consumer Behavior
 - 20.4.2. Internal and External Consumer Factors
 - 20.4.3. Consumer Decision Process
 - 20.4.4. Consumerism, Society, Marketing, and Ethics
- 20.5. Areas of CRM Management
 - 20.5.1. Customer Service
 - 20.5.2. Managing the Sales Force

- 20.5.3. Customer Service
- 20.6. Consumer Centric Marketing
 - 20.6.1. Segmentation
 - 20.6.2. Profitability Analysis
 - 20.6.3. Customer Loyalty Strategies
- 20.7. CRM Management Techniques
 - 20.7.1. Direct Marketing
 - 20.7.2. Multichannel Integration
 - 20.7.3. Viral Marketing
- 20.8. Advantages and Risks of Implementing CRM
 - 20.8.1. CRM, Sales and Costs
 - 20.8.2. Customer Satisfaction and Loyalty
 - 20.8.3. Technology Implementation
 - 20.8.4. Strategic and Management Errors

Module 21. Operational Marketing

- 21.1. Marketing Mix
 - 21.1.1. The Marketing Value Proposition
 - 21.1.2. Marketing Mix Policies, Strategies and Tactics
 - 21.1.3. Elements of the Marketing Mix
 - 21.1.4. Customer Satisfaction and Marketing Mix
- 21.2. Product Management
 - 21.2.1. Consumption Distribution and Product Life Cycle
 - 21.2.2. Obsolescence, Expiration, Periodic Campaigns
 - 21.2.3. Order Management and Inventory Control Ratios
- 21.3. Pricing Principles
 - 21.3.1. Analysis of the Environment
 - 21.3.2. Production Costs and Discount Margins
 - 21.3.3. Final Price and Positioning Map
- 21.4. Distribution Channel Management
 - 21.4.1. *Trade Marketing*
 - 21.4.2. Distribution Culture and Competition
 - 21.4.3. *Designing and Managing Channels*

- 21.4.4. Functions of Distribution Channels
- 21.4.5. *Route to Market*
- 21.5. Promotion and Sales Channels
 - 21.5.1. Corporate Branding
 - 21.5.2. Advertising
 - 21.5.3. Sales Promotion
 - 21.5.4. Public Relations and Personal Selling
 - 21.5.5. Street Marketing
- 21.6. *Branding*
 - 21.6.1. *Brand Evolution*
 - 21.6.2. Creating and Developing a Successful Brand
 - 21.6.3. *Brand Equity*
 - 21.6.4. *Category Management*
- 21.7. Managing Marketing Groups
 - 21.7.1. Work Teams and Meeting Management
 - 21.7.2. Coaching and Team Management
 - 21.7.3. Managing Equality and Diversity
- 21.8. Communication and Marketing
 - 21.8.1. Communication Integrated into Marketing
 - 21.8.2. Designing a Marketing Communication Program
 - 21.8.3. Communication Skills and Influence
 - 21.8.4. Barriers to Business Communication

Module 22. Sectorial Marketing

- 22.1. Services Marketing
 - 22.1.1. Evolution and Growth of the Service Sector
 - 22.1.2. Function of Services Marketing
 - 22.1.3. Marketing Strategy in the Service Sector
- 22.2. Touristic Marketing
 - 22.2.1. Features of the Tourism Sector
 - 22.2.2. Tourism Product

- 22.2.3. The Customer in Tourism Marketing
- 22.3. Political and Electoral Marketing
 - 22.3.1. Political vs Electoral Marketing
 - 22.3.2. Political Market Segmentation
 - 22.3.3. Electoral Campaign
- 22.4. Social Marketing and Responsible Marketing
 - 22.4.1. Social Cause Marketing and CSR
 - 22.4.2. Environmental Marketing
 - 22.4.3. Segmentation in Social Marketing
- 22.5. Retail Management
 - 22.5.1. Relevance
 - 22.5.2. Reward
 - 22.5.3. Cost Reduction
 - 22.5.4. Relationship with the Customer
- 22.6. Banking Marketing
 - 22.6.1. State Regulation
 - 22.6.2. Branches and Segmentation
 - 22.6.3. Inbound Marketing in the Banking Sector
- 22.7. Health Services Marketing
 - 22.7.1. Internal Marketing
 - 22.7.2. User Satisfaction Studies
 - 22.7.3. Market-Oriented Quality Management
- 22.8. Sensory Marketing
 - 22.8.1. Shopping Experience as a Sensory Experience
 - 22.8.2. Neuromarketing and Sensory Marketing
 - 22.8.3. Arrangement and Presentation of the Point of Sale

Module 23. International Marketing

- 23.1. International Market Research
 - 23.1.1. Emerging Markets Marketing
 - 23.1.2. PEST Analysis
 - 23.1.3. What, How and Where to Export
 - 23.1.4. International Marketing Mix Strategies
- 23.2. International Segmentation
 - 23.2.1. Criteria for Market Segmentation at the International Level

- 23.2.2. Market Niches
- 23.2.3. International Segmentation Strategies
- 23.3. International Positioning
 - 23.3.1. Branding in International Markets
 - 23.3.2. Positioning Strategies in International Markets
 - 23.3.3. Global, Regional and Local Brands
- 23.4. Product Strategies in International Markets
 - 23.4.1. Product Modification, Adaptation and Diversification.
 - 23.4.2. Global Standardized Products
 - 23.4.3. The Product Portfolio
- 23.5. Prices and Exports
 - 23.5.1. Export Prices Calculation
 - 23.5.2. Incoterms
 - 23.5.3. International Price Strategy
- 23.6. Quality in International Marketing
 - 23.6.1. Quality and International Marketing
 - 23.6.2. Standards and Certifications
 - 23.6.3. CE Marking
- 23.7. International Promotion
 - 23.7.1. The International Promotion MIX
 - 23.7.2. Advertising and Publicity
 - 23.7.3. International Fairs
 - 23.7.4. Country Branding
- 23.8. Distribution through International Channels
 - 23.8.1. Channel and Trade Marketing
 - 23.8.2. Export Consortiums
 - 23.8.3. Types of Exports and Foreign Trade

Module 24. Digital Marketing and E-Commerce

- 24.1. Digital Marketing and E-commerce
 - 24.1.1. The Digital Economy and the Sharing Economy
 - 24.1.2. Trends and Social Changes in Consumers

- 24.1.3. Digital Transformation of Traditional Companies
- 24.1.4. The Roles of the Chief Digital Officer
- 24.2. Digital Strategy
 - 24.2.1. Segmentation and Positioning in the Competitive Context
 - 24.2.2. New Marketing Strategies for Products and Services
 - 24.2.3. From Innovation to Cash Flow
- 24.3. Technology Strategy
 - 24.3.1. Web Development
 - 24.3.2. Hosting and Cloud Computing
 - 24.3.3. Content Management Systems (CMS)
 - 24.3.4. Formats and Digital Media
 - 24.3.5. Technological e-Commerce Platforms
- 24.4. Digital Regulation
 - 24.4.1. Privacy Policy and Personal Data Protection Act
 - 24.4.2. Fake Profiles and Fake Followers
 - 24.4.3. Legal Aspects of Marketing, Advertising and Digital Content
- 24.5. Online Market Research
 - 24.5.1. Quantitative Research Tools in Online Markets
 - 24.5.2. Dynamic Qualitative Customer Research Tools
- 24.6. Online Agencies, Media and Channels
 - 24.6.1. Integral, Creative and Online Agencies
 - 24.6.2. Traditional and New Media
 - 24.6.3. Online Channels
 - 24.6.4. Other Digital Players

Module 25. E-Commerce and Shopify

- 25.1. Digital E-Commerce Management
 - 25.1.1. New E-Commerce Business Models
 - 25.1.2. Planning and Developing an E-Commerce Strategic Plan
 - 25.1.3. Technological Structure in E-Commerce
- 25.2. E-Commerce Operations and Logistics
 - 25.2.1. How to Manage Fulfillment
 - 25.2.2. Digital Point-of-Sale Management

- 25.2.3. Contact Center Management
- 25.2.4. Automation in Management and Monitoring Processes
- 25.3. Implementing E-Commerce Techniques
 - 25.3.1. Social Media and Integration in the E-Commerce Plan
 - 25.3.2. Multichannel Strategy
 - 25.3.3. Personalizing Dashboards
- 25.4. Digital Pricing
 - 25.4.1. Online Payment Methods and Payment Gateways
 - 25.4.2. Electronic Promotions
 - 25.4.3. Digital Price Timing
 - 25.4.4. E-Auctions
- 25.5. From E-Commerce to M-Commerce and S-Commerce
 - 25.5.1. E-Marketplace Business Models
 - 25.5.2. s-Commerce and Brand Experience
 - 25.5.3. Purchase via Mobile Devices
- 25.6. Customer Intelligence: From E-CRM to S-CRM
 - 25.6.1. Integrating the Consumer in the Value Chain
 - 25.6.2. Online Research and Loyalty Techniques
 - 25.6.3. Planning a Customer Relationship Management Strategy
- 25.7. Digital Marketing Trade
 - 25.7.1. Cross Merchandising
 - 25.7.2. Designing and Managing Facebook Ads Campaigns
 - 25.7.3. Designing and Managing Google Ads Campaigns
- 25.8. Online Marketing for E-Commerce
 - 25.8.1. Inbound Marketing
 - 25.8.2. Display and Programmatic Purchasing
 - 25.8.3. Communication Plan

Module 26. Social Media and Community Management

- 26.1. Web 2.0 or the Social Web
 - 26.1.1. Organization in the Age of Conversation

- 26.1.2. Web 2.0 Is All About People
- 26.1.3. New Environments, New Content
- 26.2. Digital Communication and Reputation
 - 26.2.1. Crisis Management and Online Corporate Reputation
 - 26.2.2. Online Reputation Report
 - 26.2.3. Netiquette and Good Practices on Social Media
 - 26.2.4. Branding and Networking 2.0.
- 26.3. General, Professional, and Microblogging Platforms
 - 26.3.1. Facebook
 - 26.3.2. LinkedIn
 - 26.3.3. Google+
 - 26.3.4. Twitter
- 26.4. Video, Image, and Mobility Platforms
 - 26.4.1. YouTube
 - 26.4.2. Instagram
 - 26.4.3. Flickr
 - 26.4.4. Vimeo
 - 26.4.5. Pinterest
- 26.5. Corporate Blogging
 - 26.5.1. How to Create a Blog
 - 26.5.2. Content Marketing Strategy
 - 26.5.3. How to Create a Content Plan for Your Blog
 - 26.5.4. Content Curation Strategy
- 26.6. Social Media Strategies
 - 26.6.1. Corporate Communication Plan 2.0.
 - 26.6.2. Corporate PR and Social Media
 - 26.6.3. Analysis and Evaluation of Results
- 26.7. Community Management
 - 26.7.1. Functions, Duties, and Responsibilities of the Community Manager
 - 26.7.2. Social Media Manager
 - 26.7.3. Social Media Strategist

- 26.8. Social Media Plan
 - 26.8.1. Designing a Social Media Plan
 - 26.8.2. Defining the Strategy to Be Followed in Each Medium
 - 26.8.3. Contingency Protocol in Case of Crisis

Module 27. Corporate Identity

- 27.1. The Importance of Image in Businesses
 - 27.1.1. What is Corporate Image?
 - 27.1.2. Differences between Corporate Identity and Corporate Image
 - 27.1.3. Where can the Corporate Image be Manifested?
 - 27.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 27.2. Research Techniques in Corporate Image
 - 27.2.1. Introduction
 - 27.2.2. The Study of the Company's Image
 - 27.2.3. Corporate Image Research Techniques
 - 27.2.4. Qualitative Image Study Techniques
 - 27.2.5. Types of Quantitative Techniques
- 27.3. Image Audit and Strategy
 - 27.3.1. What is Image Auditing?
 - 27.3.2. Guidelines
 - 27.3.3. Audit Methodology
 - 27.3.4. Strategic Planning
- 27.4. Corporate Culture
 - 27.4.1. What is Corporate Culture?
 - 27.4.2. Factors Involved in Corporate Culture
 - 27.4.3. Functions of Corporate Culture
 - 27.4.4. Types of Corporate Culture
- 27.5. Corporate Social Responsibility and Corporate Reputation
 - 27.5.1. CSR: Concept and Application of the Company
 - 27.5.2. Guidelines for Integrating CSR into Businesses

- 27.5.3. CSR Communication
- 27.5.4. Corporate Reputation
- 27.6. Examples of the Internationally Most Relevant Corporate Identities
- 27.7. Brand Image and Positioning
 - 27.7.1. The Origins of Trademarks
 - 27.7.2. What is a Brand?
 - 27.7.3. The Need to Build a Brand
 - 27.7.4. Brand Image and Positioning
 - 27.7.5. The Value of Brands
- 27.8. Image Management through Crisis Communication
 - 27.8.1. Strategic Communication Plan
 - 27.8.2. When It All Goes Wrong: Crisis Communication
 - 27.8.3. Cases
- 27.9. The Influence of Promotions on Corporate Image
 - 27.9.1. The New Advertising Industry Landscape
 - 27.9.2. The Marketing Promotion
 - 27.9.3. Features
 - 27.9.4. Dangers
 - 27.9.5. Promotional Types and Techniques
- 27.10. Distribution and Image of the Point of Sale
 - 27.10.1. The Image of Retail Distribution Companies through Positioning
 - 27.10.2. Through its Name and Logo

Module 28. Public Opinion

- 28.1. The Concept of Public Opinion
 - 28.1.1. Introduction
 - 28.1.2. Public Opinion as an Individual and Collective Phenomenon
 - 28.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 28.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 28.1.5. The 20th Century: The Century of Public Opinion
 - 28.1.6. Main Public Concerns that Keep it as a Discipline

- 28.2. Theoretical Framework of Public Opinion
 - 28.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion during the 20th Century
 - 28.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
 - 28.2.3. Walter Lippmann: Biased Public Opinion
 - 28.2.4. Jürgen Habermas: Political-Valuative Perspective
 - 28.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality
- 28.3. Social Psychology and Public Opinion
 - 28.3.1. Introduction: Psychosociological Characteristics and Public Opinion
 - 28.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 28.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism
- 28.4. Media Influence Models
 - 28.4.1. Types of "Effects" of the Media
 - 28.4.2. Research on Media Effects
 - 28.4.3. The Return to Media Power (Models from 1970 Onwards)
- 28.5. Public Opinion and Political Communication
 - 28.5.1. Introduction: Public Opinion and Political Communication
 - 28.5.2. Electoral Political Communication. Propaganda
 - 28.5.3. Government Political Communication
- 28.6. Public Opinion and Elections
 - 28.6.1. Do Election Campaigns Influence Public Opinion?
 - 28.6.2. The Effect of the Media in Electoral Campaigns as a Reinforcement of Existing Opinions: The Theory of Selective Exposure
 - 28.6.3. Bandwagon and Underdog Effects
 - 28.6.4. The Perception of Media Influence on Others: The Effects of the Third Person
 - 28.6.5. The Influence of Electoral Debates and Television Commercials
- 28.7. Government and Public Opinion

- 28.7.1. Introduction
- 28.7.2. Representatives and their Constituents
- 28.7.3. Political Parties and Public Opinion
- 28.7.4. Public Policies as an Expression of the Government's Action
- 28.8. The Political Intermediation of the Press
 - 28.8.1. Introduction
 - 28.8.2. Journalists as Political Intermediaries
 - 28.8.3. Dysfunctions of Journalistic Intermediation
 - 28.8.4. Reliance on Journalists as Intermediaries
- 28.9. Public Sphere and Emerging Models of Democracy
 - 28.9.1. Introduction: the Democratic Public Sphere
 - 28.9.2. The Public Sphere in the Information Society
 - 28.9.3. Emerging Models of Democracy
- 28.10. Methods and Techniques for Public Opinion Research
 - 28.10.1. Introduction
 - 28.10.2. Opinion Polls
 - 28.10.3. Quantitative Content Analysis
 - 28.10.4. The In-depth Interview
 - 28.10.5. Focus Groups

Module 29. Advertising Law

- 29.1. Basic Notions of the Advertising Law
 - 29.1.1. Concept and Emergence of the Law of Advertising
 - 29.1.2. Subjects of the Advertising Relationship
 - 29.1.3. Personality Rights
 - 29.1.4. Advertising Work, Intellectual and Industrial Property
 - 29.1.5. Other Forms of Protection of Advertising Work
- 29.2. Sources of Advertising Law
 - 29.2.1. Legal System and Rules

- 29.2.2. Sources of Advertising Law
- 29.2.3. Limits to the Effectiveness of Rules
- 29.3. Unfair Advertising
 - 29.3.1. Misleading Advertising
 - 29.3.2. Unfair Advertising
 - 29.3.3. Covert Advertising
 - 29.3.4. Aggressive Advertising
 - 29.3.5. Comparative Advertising
- 29.4. Advertising Agreement
 - 29.4.1. Legal Regime
 - 29.4.2. Birth of the Contract
 - 29.4.3. Ineffectiveness
 - 29.4.4. Non-compliance
 - 29.4.5. Common Provisions Specific to Advertising Agreements
- 29.5. The Advertising Creation Agreement
 - 29.5.1. Concept
 - 29.5.2. Characters
 - 29.5.3. Content
 - 29.5.4. Non-compliance
 - 29.5.5. Extinction
- 29.6. The Advertising Broadcasting Agreement
 - 29.6.1. Concept
 - 29.6.2. Characters
 - 29.6.3. Content
 - 29.6.4. Non-compliance
 - 29.6.5. Extinction
- 29.7. The Sponsorship Agreement
 - 29.7.1. Concept
 - 29.7.2. Characters
 - 29.7.3. Content
 - 29.7.4. Non-compliance
 - 29.7.5. Extinction

- 29.8. Advertising Ethics and Self-Regulation
 - 29.8.1. Advertising Deontology: Concept, Purpose and Value of Codes of Conduct
 - 29.8.2. Self-Control
- 29.9. The Importance of Advertising and the Need for its Regulation
 - 29.9.1. The Alternative to Self-Regulation
 - 29.9.2. Benefits and Advantages of Self-Regulation
 - 29.9.3. The Current Status of Self-Regulation

Module 30. Market and Customer Management

- 30.1. Marketing Management
 - 30.1.1. The Concept of Marketing Management
 - 30.1.2. New Trends in Marketing
 - 30.1.3. A New Market: Consumer and Business Capabilities
 - 30.1.4. Holistic MK Orientation
 - 30.1.5. Update on the 4 Ps of Marketing
 - 30.1.6. Marketing Management Tasks
- 30.2. Relationship Marketing
 - 30.2.1. Concept of Marketing Relations
 - 30.2.2. The Customer as an Asset of the Company
 - 30.2.3. CRM as a Relationship Marketing Tool
- 30.3. Data Base Marketing
 - 30.3.1. Data Base Marketing Applications
 - 30.3.2. Information Sources

- 30.4. Types of Buying Behavior
 - 30.4.1. The Process in Purchasing Decisions
 - 30.4.2. The Stages in the Buying Process
 - 30.4.3. Types of Buying Behavior
 - 30.4.4. Features of the Types of Buying Behaviour
- 30.5. Consumer Centric Marketing
 - 30.5.1. Introduction to Consumer Centric Marketing
 - 30.5.2. Client Segmentation
 - 30.5.3. Marketing Strategies for the Best Customers
- 30.6. Logistics and Customers
 - 30.6.1. Demand Analysis
 - 30.6.2. Demand and Sales Forecast
 - 30.6.3. Sales and Operations Planning
- 30.7. The Loyalty Process
 - 30.7.1. In-depth Knowledge of the Customer
 - 30.7.2. Loyalty Process
 - 30.7.3. The Value of the Customer
- 30.8. Knowing the Market and the Consumer
 - 30.8.1. Open Innovation
 - 30.8.2. Competitive Intelligence
 - 30.8.3. Competitive Economy
- 30.9. Social Web
 - 30.9.1. Organization in the Age of Conversation
 - 30.9.2. Web 2.0 Is All About People
 - 30.9.3. Digital Environment and New Communication Formats
- 30.10. Social Media Platforms
 - 30.10.1. General, Professional, and Microblogging Platforms
 - 30.10.2. Video, Image, and Mobility Platforms

Module 31. Qualitative Research Techniques

- 31.1. Introduction to Qualitative Research
 - 31.1.1. Objectives of Qualitative Research
 - 31.1.2. Sources of Qualitative Information
 - 31.1.3. Characteristics of Qualitative Information

- 31.2. Group Dynamics
 - 31.2.1. Concepts and Objectives
 - 31.2.2. Organization and Implementation
 - 31.2.3. Group Dynamics Results
- 31.3. The In-depth Interview
 - 31.3.1. Concepts and Objectives
 - 31.3.2. The In-Depth Interview Process
 - 31.3.3. Application of the In-Depth Interviews
- 31.4. Projective Techniques
 - 31.4.1. Concepts and Objectives
 - 31.4.2. Main Projective Techniques
- 31.5. Creativity Techniques
 - 31.5.1. Concepts and Objectives
 - 31.5.2. Intuitive Techniques: Brainstorming
 - 31.5.3. Formal techniques: Delphi Method
 - 31.5.4. Other Creativity Techniques
- 31.6. Observation as a Qualitative Technique
 - 31.6.1. Concept and Applications
 - 31.6.2. Observation Scenarios
 - 31.6.3. Technical Resources
 - 31.6.4. Assessment of the Observation
- 31.7. Neuromarketing: Brain Responses
 - 31.7.1. Concept and Applications
 - 31.7.2. Observation Scenarios in Neuromarketing
 - 31.7.3. Neuromarketing Techniques
- 31.8. Pseudo-Purchase
 - 31.8.1. Concept and Applications
 - 31.8.2. Pseudo-Purchase Scenarios
 - 31.8.3. Mystery Shopper
- 31.9. Digital Qualitative Research
 - 31.9.1. Description and Characteristics
 - 31.9.2. Main Online Qualitative Techniques
- 31.10. Application of Qualitative Research

- 31.10.1. Structure of Qualitative Research Results
- 31.10.2. Projection of Qualitative Research Results
- 31.10.3. Decision-Making Applications

Module 32. Quantitative Research Techniques

- 32.1. Introduction to Quantitative Research
 - 32.1.1. Quantitative Research Objectives
 - 32.1.2. Sources of Quantitative Information
 - 32.1.3. Characteristics of Quantitative Information
- 32.2. Personal Survey
 - 32.2.1. Concept and Characteristics
 - 32.2.2. Types of Personal Survey
 - 32.2.3. Advantages and Disadvantages of the Personal Survey
- 32.3. Telephone Survey
 - 32.3.1. Concept and Characteristics
 - 32.3.2. Types of Personal Survey
 - 32.3.3. Advantages and Disadvantages of the Personal Survey
- 32.4. Self-Administered Survey
 - 32.4.1. Concept and Characteristics
 - 32.4.2. Online Survey
 - 32.4.3. Postal and E-mail Surveys
 - 32.4.4. Survey by Personal Delivery
- 32.5. The Omnibus
 - 32.5.1. Concept and Characteristics
 - 32.5.2. Omnibus Results
 - 32.5.3. Types of Omnibus
- 32.6. The Panel
 - 32.6.1. Concept and Characteristics
 - 32.6.2. Panel Results
 - 32.6.3. Panel Types
- 32.7. The *Tracking*
 - 32.7.1. Concept and Characteristics
 - 32.7.2. Tracking Results
 - 32.7.3. Types of Tracking

- 32.8. Observation as a Quantitative Technique
 - 32.8.1. Concept and Usefulness
 - 32.8.2. Observation Scenarios
 - 32.8.3. Technical Resources
 - 32.8.4. Results of Quantitative Observation
- 32.9. Experimentation
 - 32.9.1. Concept and Characteristics
 - 32.9.2. Product Testing
 - 32.9.3. Market Test
- 32.10. Application of Quantitative Research
 - 32.10.1. Structure of Quantitative Research Results
 - 32.10.2. Projection of Quantitative Research Results
 - 32.10.3. Decision-Making Applications

Module 33. Internet Analytics and Metrics

- 33.1. Information Systems for Decision Making
 - 33.1.1. Business Intelligence
 - 33.1.2. Data Warehouse
 - 33.1.3. Balanced Scorecard (BSC)
- 33.2. Web Analysis
 - 33.2.1. The Fundamentals of Web Analytics
 - 33.2.2. Classic Media vs Digital Media
 - 33.2.3. The Web Analyst's Basic Methodology
- 33.3. Google Analytics
 - 33.3.1. Configuring an Account
 - 33.3.2. Javascript Tracking API
 - 33.3.3. Customized Reports and Segments
- 33.4. Qualitative Analysis
 - 33.4.1. Research Techniques Applied in Web Analytics
 - 33.4.2. Customer Journey

- 33.4.3. Purchase Funnel
- 33.5. Digital Metrics
 - 33.5.1. Basic Metrics
 - 33.5.2. Ratios
 - 33.5.3. Setting Objectives and KPIs
- 33.6. Strategy Analysis Areas
 - 33.6.1. Web Traffic Acquisition
 - 33.6.2. Activation
 - 33.6.3. Conversion
 - 33.6.4. Loyalty
- 33.7. Data Science and Big Data
 - 33.7.1. Business Intelligence
 - 33.7.2. Methodology and Analysis of Large Volumes of Data
 - 33.7.3. Data Extraction, Processing and Loading
- 33.8. Web Analytics Tools
 - 33.8.1. Technological Basis of WA Tool
 - 33.8.2. Logs and Tags
 - 33.8.3. Basic and Ad-hoc Labeling
- 33.9. Data Visualization
 - 33.9.1. Viewing and Interpreting Dashboards
 - 33.9.2. Converting Data into a Value
 - 33.9.3. Integrating Sources
 - 33.9.4. Presenting Reports
- 33.10. Mobile Analytics
 - 33.10.1. Mobile Measurement and Analysis Methodologies
 - 33.10.2. Mobile Metrics: Main KPIs
 - 33.10.3. Profitability Analysis
 - 33.10.4. Mobile Analytics

Module 34. Analysis of Results and Market Research Applications

- 34.1.1. Data Preparation
- 34.1.2. Stages of the Analysis Plan
- 34.1.3. Outline of the Analysis Plan
- 34.2. Descriptive Analysis of Information
 - 34.2.1. Concept of Descriptive Analysis
 - 34.2.2. Types of Descriptive Analysis
 - 34.2.3. Statistical Programs in Descriptive Analysis
- 34.3. Bivariate Analysis
 - 34.3.1. Hypothesis Contrast
 - 34.3.2. Types of Bivariate Analysis
 - 34.3.3. Statistical Programs in Bivariate Analysis
- 34.4. Multivariate Dependency Analysis
 - 34.4.1. Concept and Characteristics
 - 34.4.2. Types of Multivariate Dependency Analyses
- 34.5. Multivariate Analysis of Interdependence
 - 34.5.1. Concept and Characteristics
 - 34.5.2. Types of Multivariate Interdependence Analyses
- 34.6. Market Research Findings
 - 34.6.1. Differentiation of Information Analysis
 - 34.6.2. Joint Interpretation of Information
 - 34.6.3. Application of the Conclusions to the Object of the Research
- 34.7. Creating a Report
 - 34.7.1. Concept, Utility and Types
 - 34.7.2. Structure of the Report
 - 34.7.3. Editorial Standards
- 34.8. International Market Research
 - 34.8.1. Introduction to International Market Research
 - 34.8.2. International Market Research Process
 - 34.8.3. The Importance of Secondary Sources in International Research
- 34.9. Feasibility Studies
 - 34.9.1. Obtaining Information on Purchasing Behavior and Motives

34.9.2. Analysis and Evaluation of the Competitive Offer

34.9.3. Market Structure and Potential

34.9.4. Purchase Intention

34.9.5. Feasibility Results

34.10. Voting Intention Studies

34.10.1. Pre-Election Studies

34.10.2. Exit Polls

34.10.3. Vote Estimates



*A unique, key and decisive
learning experience to boost your
professional development"*

04

Teaching Objectives

The main objective of this university program is to prepare leaders with a comprehensive vision, capable of designing, implementing and supervising marketing strategies aligned with corporate objectives. Through solid education in business management, advanced marketing, advertising communication and market research techniques, entrepreneurs will acquire the necessary tools to face the challenges of a dynamic and globalized business environment. They will also develop leadership, innovation and emerging technology management skills, guaranteeing a competitive advantage in a constantly evolving market.





“

The Senior Operational Marketing Management program has been designed to give you the skills to make strategic and operational decisions that promote the sustainable growth of your company”



General Objectives

- ♦ Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria
 - ♦ Develop strategies to carry out decision-making in a complex and unstable environment
 - ♦ Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
 - ♦ Design innovative strategies and policies to improve management and business efficiency
 - ♦ Define the best way to manage the company's Human Resources, achieving a better performance of the same
 - ♦ Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community
 - ♦ Be able to manage the company's economic and financial plan
 - ♦ Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately
 - ♦ Apply information and communication technologies to the different areas of the company
 - ♦ Be able to develop all the phases of a business idea: Design, feasibility plan, execution, follow-up
- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks
 - ♦ Identify and analyze the psychosocial, cognitive and emotional processes of advertising and Public Relations communication
 - ♦ Master the features, forms and processes of advertising languages and other forms of communication
 - ♦ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication.
 - ♦ Know how to apply creative processes to the field of communication, especially advertising and Public Relations
 - ♦ Identify the elements, forms and processes of advertising languages and other forms of persuasive communication



You will have access to a wide range of learning resources, available 24 hours a day, 7 days a week”



Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- ◆ Develop ethical leadership skills that integrate principles of social responsibility into business decision making
- ◆ Gain skills in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- ◆ Delve into the formulation and execution of effective business strategies
- ◆ Acquire skills in the management of executive teams to improve organizational performance

Module 3. People and Talent Management

- ◆ Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- ◆ Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- ◆ Handle innovative tools for strategic financial decision-making that optimizes resources and ensures the profitability of the company
- ◆ Learn to prepare and manage budgets, financial reports and the feasibility analysis of projects

Module 5. Operations and Logistics Management

- ◆ Develop skills in the planning, coordination and control of logistical operations within the supply chain
- ◆ Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- ♦ Gain in-depth knowledge of the strategic management of information systems that support decision making and the improvement of business processes

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Learn how to create and implement sales and marketing strategies that align the company's offering with market
- ♦ Develop skills in the management of corporate communication to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- ♦ Master the use of tools and methodologies to carry out market research that identifies business opportunities
- ♦ Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- ♦ Foster the ability to manage innovative projects that add value and differentiate the company in the market
- ♦ Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- ♦ Acquire skills to lead management teams in dynamic and globalized business environments
- ♦ Learn to make strategic decisions that optimize resources and improve organizational performance

Module 11. Structure of Communication

- ♦ Analyze the organization of internal and external communication processes in the company
- ♦ Create clear and coherent messages that have a positive impact on key audiences

Module 12. Introduction to the Psychology of Communication

- ♦ Provide knowledge about the psychological processes that influence human communication
- ♦ Apply psychological principles in the creation of messages that generate a greater connection with the audience

Module 13. Advertising Language

- ♦ Acquire skills in the use of persuasive and attractive language in the creation of effective advertisements
- ♦ Gain a deeper understanding of how to write messages that capture the audience's attention and reinforce the brand's value proposition

Module 14. Creativity in Communication

- ♦ Encourage creativity in the production of communication messages that are innovative and relevant to the target audience
- ♦ Learn how to design campaigns that use creative elements to increase the impact and effectiveness of messages

Module 15. Creative Advertising I: Copywriting

- ♦ Develop skills in writing persuasive advertising texts that clearly convey the brand's message
- ♦ Delve into the creation of slogans, advertisements and content that generate interest and engagement with the audience

Module 16. Creative Advertising II: Art Management

- ♦ Delve into the art direction of advertising campaigns, ensuring visual coherence between the message and the graphic elements
- ♦ Supervise the creation of impactful visual materials that complement the communication strategy

Module 17. Logistics and Economic Management

- ♦ Gain a deeper understanding of the efficient management of logistical and economic resources within the supply chain
- ♦ Develop decision-making skills that optimize the profitability of logistics operations

Module 18. Marketing Processes and Variables

- ♦ Analyze the identification and analysis of key marketing processes and variables that affect consumer behavior
- ♦ Learn to create strategies that take advantage of these variables to improve the competitiveness of the company

Module 19. Strategy in Marketing Management

- ♦ Develop skills in the planning and execution of marketing strategies aligned with corporate objectives
- ♦ Learn how to use analysis tools to evaluate and adjust marketing strategies according to the competitive environment

Module 20. Customer Relationship Management

- ♦ Gain a deeper understanding of the implementation of strategies for managing customer relations, improving customer loyalty and satisfaction
- ♦ Acquire skills in the use of CRM systems to optimize communication and customer retention

Module 21. Operational Marketing

- ♦ Delve into the execution of operational marketing strategies that ensure the correct implementation of commercial actions
- ♦ Delve into the management of resources and activities necessary to achieve short-term marketing objectives

Module 22. Sectorial Marketing

- ♦ Create marketing strategies adapted to specific sectors such as Technology, Health, Education, etc.
- ♦ Delve into market research and the creation of unique value propositions for each sector

Module 23. International Marketing

- ♦ Develop skills in the creation of international marketing strategies that allow companies to expand their presence globally
- ♦ Develop skills in the adaptation of campaigns to different international markets and cultures

Module 24. Digital Marketing and E-Commerce

- ♦ Address the implementation of digital marketing strategies that maximize visibility and engagement on online platforms
- ♦ Delve into the design and management of online stores, including the optimization of the user experience and increased conversions

Module 25. E-Commerce and Shopify

- ♦ Examine the management and optimized of e-commerce platforms, especially Shopify, to create profitable online stores
- ♦ Improve the performance of online stores through optimization and digital marketing strategies

Module 26. Social Media and Community Management

- ♦ Delve into social media management to build an active online community that is committed to the brand
- ♦ Create communication strategies on social platforms to improve interaction with customers

Module 27. Corporate Identity

- ♦ Learn how to create and manage a coherent corporate identity that reflects the company's values and mission
- ♦ Develop skills to effectively communicate the personality and principles of the brand through all channels

Module 28. Public Opinion

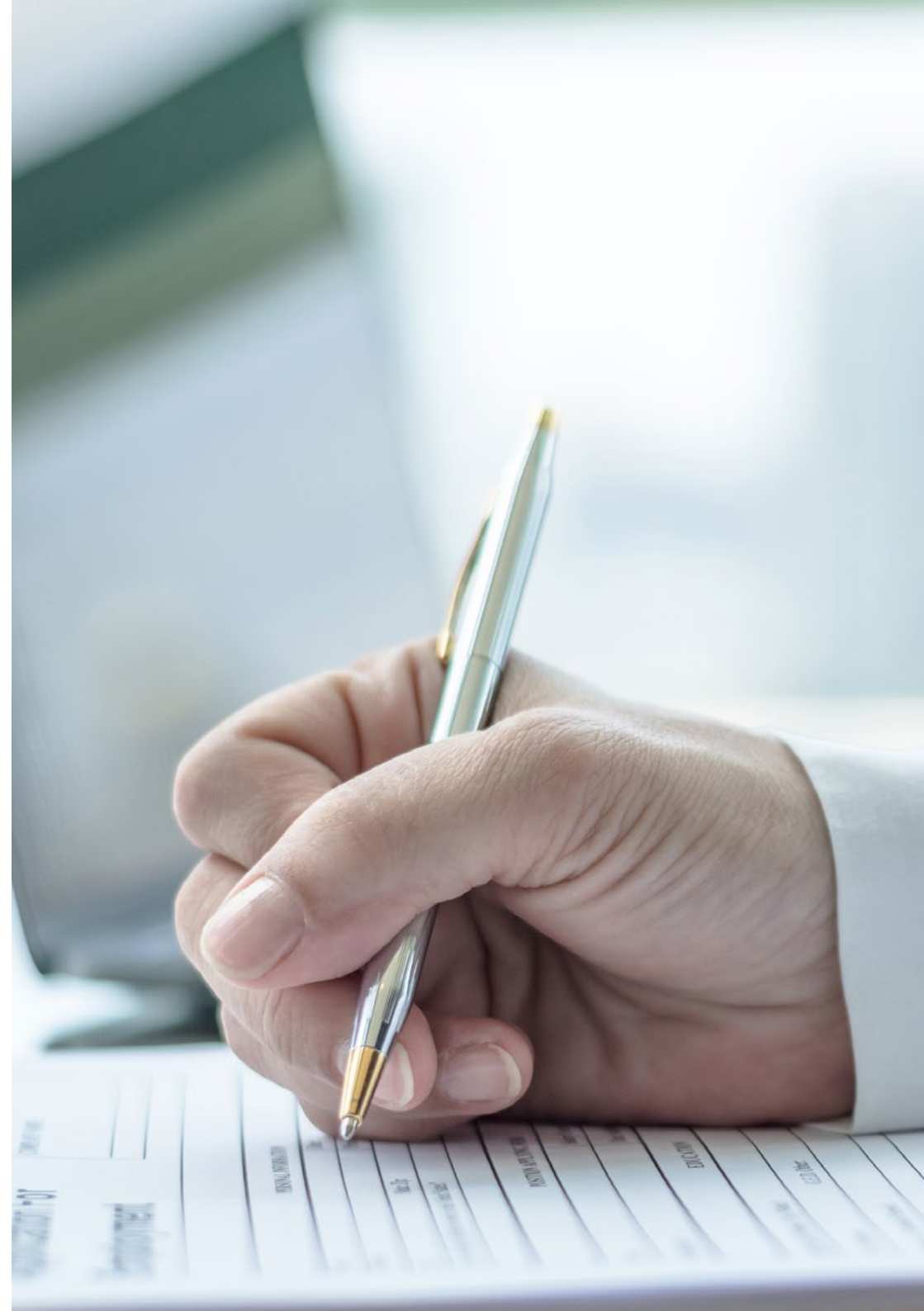
- ♦ Have a solid understanding of the analysis of public opinion, as well as its impact on communication and marketing strategies
- ♦ Manage the public perception of the company through appropriate strategies

Module 29. Advertising Law

- ♦ Develop a deep understanding of the legislation that regulates advertising, guaranteeing ethics and regulatory compliance
- ♦ Learn how to manage advertising campaigns that respect local and international laws and regulations

Module 30. Market and Customer Management

- ♦ Gain in-depth knowledge of market and customer relationship management to maximize the long-term value of commercial interactions
- ♦ Design segmentation and personalization strategies to improve the audience experience



Module 31. Qualitative Research Techniques

- ♦ Analyze the application of qualitative research techniques to obtain in-depth information on consumer behavior
- ♦ Manage the analysis of qualitative data to identify trends and market perceptions

Module 32. Quantitative Research Techniques

- ♦ Develop skills in the use of statistical tools and quantitative research techniques to study the market objectively
- ♦ Be able to interpret quantitative data to make informed decisions and improve marketing strategies

Module 33. Internet Analytics and Metrics

- ♦ Master the use of web analytics tools to measure the performance of websites and digital campaigns
- ♦ Correctly interpret key metrics and optimize online content based on the results obtained

Module 34. Analysis of Results and Market Research Applications

- ♦ Acquire skills to analyze market research results and apply the knowledge acquired to improve business strategies
- ♦ Gain a deeper understanding of decision making based on market research data to maximize impact and commercial

05

Career Opportunities

Graduates will be qualified to lead marketing departments, design comprehensive growth strategies, manage global brands and optimize digital campaigns with a focus on results. In addition, they will be able to work as strategic consultants, found startups oriented towards innovative marketing or take on senior management roles in multinational companies, taking advantage of their expertise in data analysis, leadership and decision making in dynamic and competitive environments.



“

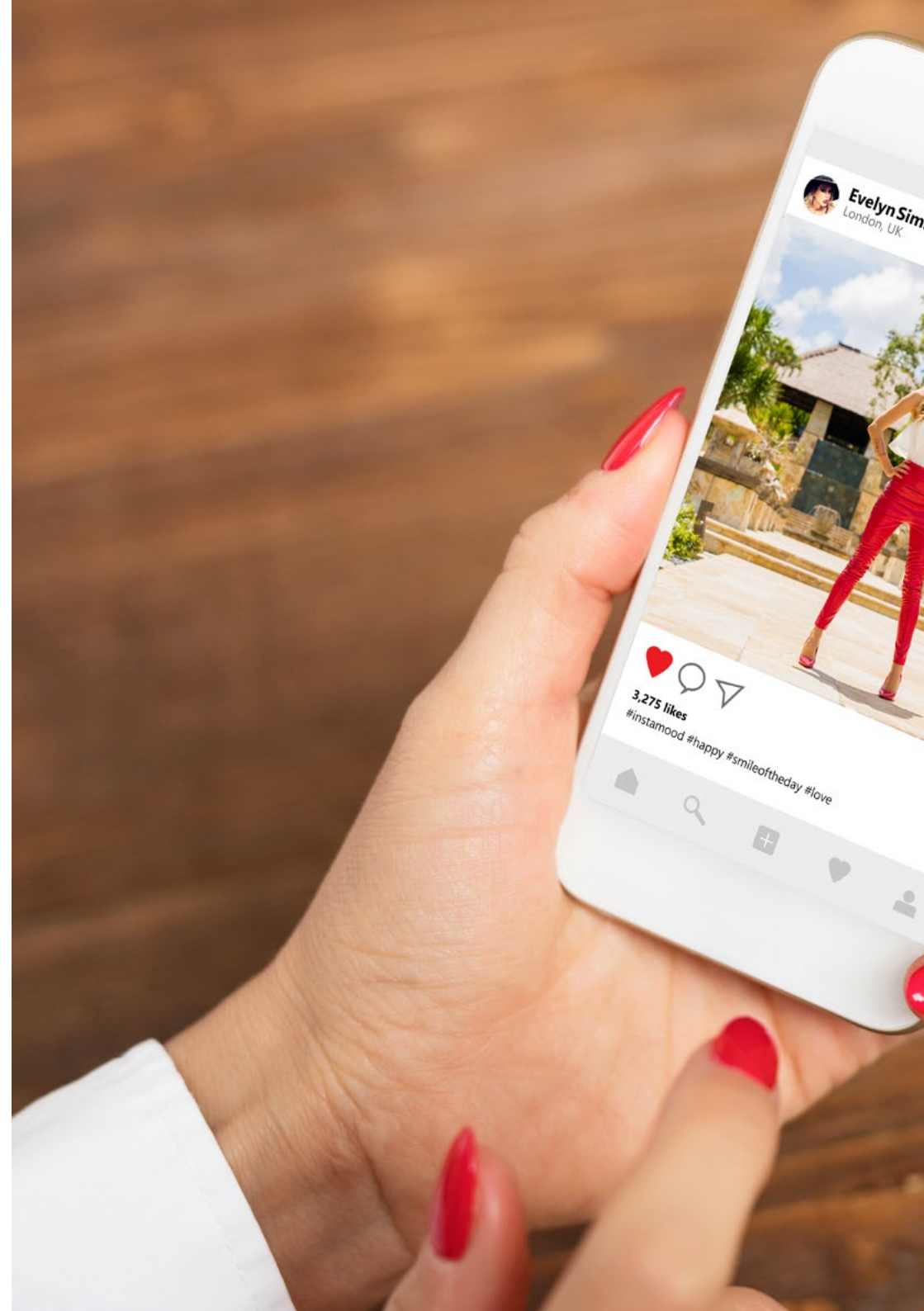
The program will open up a wide range of career opportunities that are especially attractive for entrepreneurs looking to strengthen their businesses or diversify their areas of operation”

Graduate Profile

The graduate profile will be oriented towards entrepreneurs who aspire to lead the commercial and marketing strategy in their organizations, with an innovative and operational vision. In fact, these professionals will stand out for their ability to analyze complex data, design effective brand strategies and lead multidisciplinary teams in global and competitive environments. They will also have advanced skills in leadership, metrics-based decision making, resource management and digital transformation.

You will combine a strategic perspective with operational execution, becoming a catalyst for business growth, as well as a benchmark in the optimization of processes and results.

- ♦ **Strategic Leadership:** Develop the ability to lead multidisciplinary teams and manage complex projects, aligning marketing objectives with the overall vision of the company to maximize their impact.
- ♦ **Data-Driven Decision Making:** Acquire skills to analyze relevant metrics and data, enabling informed decisions that optimize resources and enhance performance in campaigns and strategies
- ♦ **Adaptability and Innovation:** Respond proactively to market changes and integrate new technologies and trends, ensuring competitiveness in dynamic environments
- ♦ **Effective Communication:** Convey ideas and strategies clearly and persuasively, in both internal and external contexts, to foster alliances, motivate teams and build solid relationships with clients and partners





After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following roles:

- 1. Chief Marketing Officer (CMO):** Responsible for designing and implementing global marketing strategies to position the brand, increase revenue and manage the company's marketing team.
- 2. Digital Marketing Director:** Leads the development and execution of digital campaigns, optimizing channels such as social networks, online advertising and SEO to maximize reach and conversion.
- 3. Marketing Strategy Consultant:** Offers advice to companies to develop personalized marketing plans, identify new market opportunities and improve their competitiveness.
- 4. Brand Manager:** Manages and strengthens brand identity, ensuring consistency in positioning and message at all points of contact with the customer.
- 5. Product Manager:** Oversees the life cycle of products or services, from development to launch, ensuring that they meet market needs and business objectives.
- 6. Marketing Innovation Director:** Leads projects aimed at integrating emerging technologies and innovative methods into marketing strategies, promoting differentiation in the market.
- 7. Public Relations and Communications Manager:** Designs communication and public relations strategies to strengthen the company's reputation and manage its image with stakeholders.
- 8. Business Development Manager:** Identifies and explores new market opportunities, building strategic alliances that expand the organization's reach and revenue.
- 9. Marketing Data Analyst:** Specialist in interpreting campaign and market data, generating reports and recommendations to optimize performance and strategic decision making.
- 10. Marketing and Technology Entrepreneur:** Creates and runs start-ups focused on innovative marketing solutions, using their knowledge to lead disruptive and competitive projects.

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

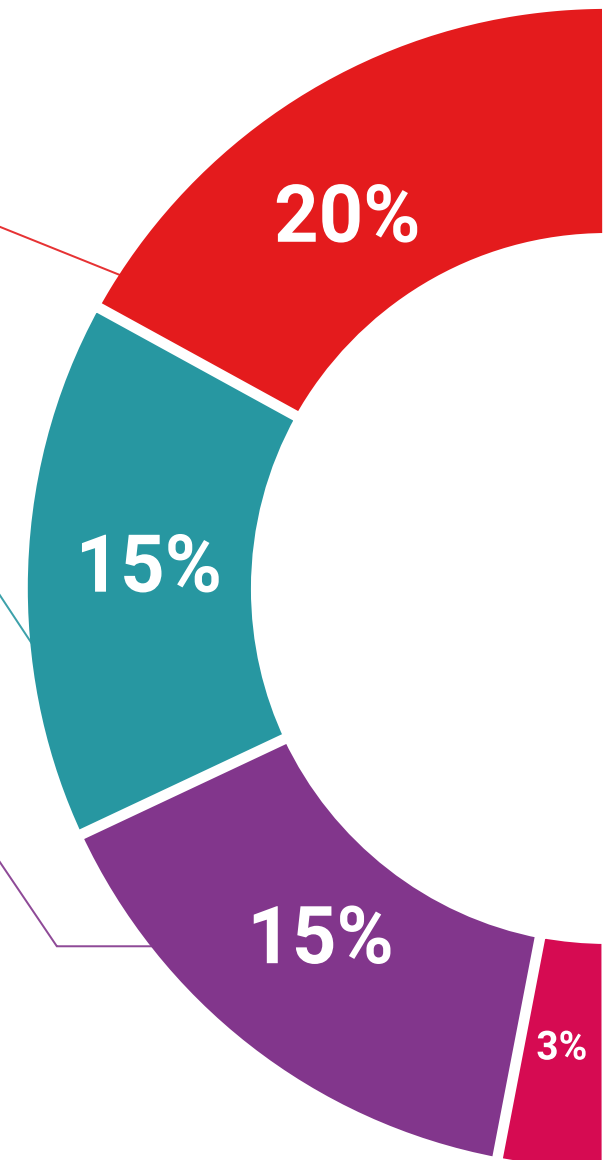
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Teaching Staff

The teaching staff is made up of a team of international experts, including prestigious consultants and senior managers currently working for well-known global companies. In fact, these lecturers will provide a unique combination of academic knowledge and practical experience, guaranteeing rigorous education that is up to date and in line with market demands. In addition, they are specialists in key areas such as strategic management, digital marketing, innovation, market research and business management, providing graduates with tools and perspectives applicable to real contexts.



“

You will have renowned international guest directors who will give masterclasses on emerging trends, allowing you to be at the forefront of the sector's best practices and strategies”

International Guest Director

Mina Bastawros is a prestigious Aerospace Engineer with more than 13 years of professional experience driving **digital innovation, marketing and entrepreneurship** in recognized institutions. He is highly specialized in generating new disruptive business opportunities, has demonstrated a visionary approach in **creating and executing strategic projects** that connect with diverse audiences and **stakeholders**. His passion for **aviation and technology** has led him to design campaigns that not only promote products, but also inspire his team and the market.

Throughout his career, he has held positions of responsibility as **Head of Creative and Digital Marketing** and **Director of Strategic Marketing** at Airbus. In doing so, he has led the transformation of Advertising within companies, ensuring that tactics are not only more effective, but reflect an approach **aligned with industry trends**. In addition, he has overseen the execution of **high-impact campaigns** that have increased enthusiasm for aircraft sales, enhancing the corporation's presence in the marketplace.

In addition, he has been recognized internationally for his ability to lead advertising initiatives that have redefined the way **aerospace products** are promoted. In this sense, his disruptive and results-oriented approach has earned him multiple recognitions in the industry, consolidating him as a key figure in this field. In addition, his ability to guide his team has made him a benchmark in promoting creativity in the industry.

On the other hand, he has also contributed to improving the understanding of these matters through various innovation projects. Therefore, his work has focused on the **integration of digital technologies** and the exploration of new forms of **intrapreneurship**.



Mr. Bastawros, Mina

- Vice President Creative & Digital Marketing at Airbus, Toulouse, France
- Strategic Marketing Director at Airbus
- Corporate Founder - New Business Development at Airbus
- Supply Chain and Quality Lead Manager at Airbus
- Project Engineer at Airbus
- Stress Engineer at Airbus
- Aerospace Engineer at Air New Zealand
- MSc in Aerospace, Aeronautical and Astronautical Engineering from Loughborough University
- B.Sc. in Aerospace Engineering at Politecnico di Torino

“

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50** companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

“

Take this opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate for innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers and the digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff and shareholders alike**. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. As such, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, United Kingdom
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Bachelor's Degree from the University of Leeds
- ♦ Postgraduate Degree in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

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International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Products, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. From this position, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thereby, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a pivotal role in overseeing logistics and creative workflows across multiple digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies in paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
- ♦ Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor's Degree in Political Science and Industrial Sociology from the University of KwaZulu-Natal
- ♦ Bachelor's Degree in Psychology from the University of South Africa

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Management



Mr. López Rausell, Adolfo

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



Mr. Galán, José

- ♦ Specialist in Online Marketing
- ♦ Director of E-Marketing at TECH Global University
- ♦ Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ European Higher Program in Digital Marketing by ESIC



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