Advanced Master's Degree
Senior Management in Marketing and Sales

AMDSMMS

tech technological university

tech technological university

Advanced Master's Degree
Senior Management in Marketing and Sales

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Website: **www.techtitute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-marketing-sales**

Index

01
Welcome

Marketing is undergoing a significant shift from traditional face-to-face shopping to an increase in online shopping, a shift that has been aided by the revolution in new technologies and developments in the field of communication. In this new scenario, those responsible for this area must create comprehensive marketing plans that provide a global vision of the company, consumers and the environment in order to be able to create more effective marketing policies. In this way, you will be able to achieve professional success and, above all, obtain the greatest possible benefits for your business.

Advanced Master's Degree in Senior Management in Marketing and Sales
TECH Technological University

New purchasing styles make it necessary to create comprehensive marketing plans and so professionals with high qualifications in this field are needed"

Why Study at TECH?

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

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

At TECH Technological University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

100,000+ executives trained each year

200+ different nationalities

Empowerment

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

500+ collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

Analysis

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

Academic Excellence

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

Economy of Scale

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

Why Our Program?

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

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

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

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

"We help you meet your objectives by offering the most up-to-date academic program in senior management in marketing and sales"

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

The **Advanced Master's Degree in Senior Management in Marketing and Sales** qualifies students to:

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

02 Integrate the Internet into the organization's marketing strategy

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

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

05 Successfully lead partially or fully digitized sales and marketing teams

06 Develop marketing, market research and communication projects

08 Structure a business model around e-commerce

09 Discover new digital tools to acquire customers and strengthen your brand

07 Develop a solid and comprehensive digital marketing plan for the organization

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

11 Manage digital suppliers optimally with the ability to choose, control and demand efficiently

14 Develop, lead and execute more effective, customer-focused sales strategies that offer personalized value propositions

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

15 Develop strategies to make decisions in a complex and unstable environment, evaluating their impact on the company

13 Define the latest trends and developments in business management

16 Develop strategies to lead organizations and sales teams in times of change

17 Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force

18 Develop the ability to detect, analyze and solve problems

19 Explain the company from a global point of view, as well as the responsibility and the new role of commercial managers

20 Develop the essential skills to manage the organizations commercial activity strategically

21 Design innovative strategies and policies to improve commercial management and efficiency

22 Formulate and implement commercial policies as growth strategies that adapt the company to changes in the national and international environment

Skills

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

Acquire the necessary skills to design comprehensive marketing plans that meet your company's objectives"

01 Apply the different digital tools to marketing processes

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

02 Apply quantitative and qualitative market research methods and techniques

03 Have an in-depth understanding of customer purchasing behavior

05 Manage and control the company's logistic processes

06 Apply creativity and innovation for the development of new products

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

09 Achieve an international positioning of the company through marketing actions

07 Design and manage an adequate marketing plan

10 Design strategic e-commerce plans

11 Know in depth the changes in consumer tastes and purchasing methods and adapt the business to their needs

14 Know the trends in digital marketing and keep up to date with the main developments in this field

12 Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors

13 Apply quantitative and qualitative market research tools
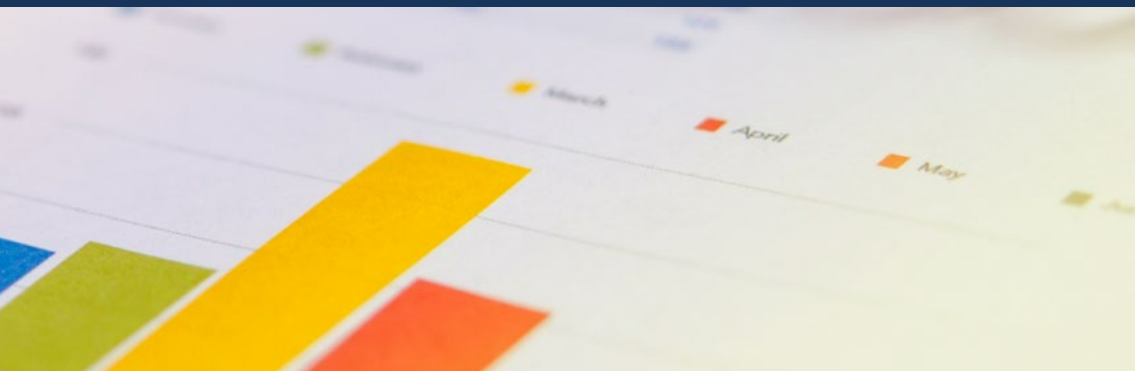
15 Using social networks as essential tools for brand awareness

16 Perform web analytics, understand the results and use them to drive the company's online campaign

18 Gain in-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector

19 Apply specific leadership skills in sales and commercial management

17 Define and design a social media marketing and communication plan

20 Manage multicultural teams appropriately

21 Analyze the profitability of investment projects and value creation

22 Analyze the financial impact of decisions taken in the management area

23 Carry out a correct commercial organization and sales strategy

24 Control the company's commercial activity

25 Conduct commercial audits

26 Apply coaching techniques in sales actions

06
Structure and Content

The Advanced Master's Degree in Senior Management in Marketing and Sales is a tailor-made program that is delivered in a 100% online format so that the student can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.

A syllabus designed to strengthen your knowledge in a field that is essential at the business level"

Syllabus

The Advanced Master's Degree in Senior Management in Marketing and Sales at TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of case studies will be analyzed through individual work, which will be very useful for your daily practice. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for students, focused on professional improvement and preparing them to achieve excellence in the field of business management and administration. A program that understands the needs of your customers and your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 29 modules:

Module	Title
Module 1	Market Research
Module 2	Management and Leadership
Module 3	Logistics and Economic Management
Module 4	Strategy in Marketing Management
Module 5	Customer Relationship Management
Module 6	Operational Marketing
Module 7	Sectorial Marketing
Module 8	Digital Marketing and E-Commerce
Module 9	Digital Marketing Strategy
Module 10	Inbound Marketing
Module 11	Entrepreneurship
Module 12	Performance Marketing
Module 13	Search Engine Marketing and Search Engine Optimization (SEO)
Module 14	Search Engine Marketing (SEM)

Module 15	Conversion Optimization
Module 16	Social Media and Community Management
Module 17	Designing the User Experience Strategy
Module 18	Mobile E-Commerce
Module 19	Web Analytics and Marketing Analytics
Module 20	Data Science and Big Data
Module 21	E-Commerce and Shopify
Module 22	Commercial Management
Module 23	1 to 1 Marketing
Module 24	Sales Campaign Planning
Module 25	Commercial and Sales Team Organization
Module 26	Selecting, Training, and Coaching the Sales Network
Module 27	Commercial Activity Process
Module 28	Integrating Digital Channels into the Commercial Strategy
Module 29	Commerce and International Marketing

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management in Marketing and Sales completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Market Research

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

1.2. Marketing: From the Idea to the Market
1.2.1. Concept and Scope of Marketing
1.2.2. Marketing Dimensions
1.2.3. Marketing 3.0

1.3. New Competitive Environment
1.3.1. Technological Innovation and Economic Impact
1.3.2. Knowledge Society
1.3.3. The New Consumer Profile

1.4. Quantitative Research Methods and Techniques
1.4.1. Variables and Measurement Scales
1.4.2. Information Sources
1.4.3. Sampling Techniques
1.4.4. The Treatment and Analysis of Data

1.5. Qualitative Research Methods and Techniques
1.5.1. Direct Techniques: Focus Group
1.5.2. Anthropological Techniques
1.5.3. Indirect Techniques
1.5.4. The Two Face Mirror and The Delphi Method

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

1.7. Types of Buying Behavior
1.7.1. Complex Behavior
1.7.2. Dissonance Reducing Behavior
1.7.3. Variety Seeking Behavior
1.7.4. Habitual Purchasing Behavior

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

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

1.10. Marketing Intelligence
1.10.1. Big Data
1.10.2. User Experience
1.10.3. Applying Techniques

Module 2. Management and Leadership

2.1. General Management
2.1.1. Integrating Functional Strategies into the Global Business Strategies
2.1.2. Management Policy and Processes
2.1.3. Society and Enterprise

2.2. Strategic Management
2.2.1. Establish the Strategic Position: Mission, Vision and Values
2.2.2. Developing New Businesses
2.2.3. Growing and Consolidating Companies

2.3. Competitive Strategy
2.3.1. Market Analysis
2.3.2. Sustainable Competitive Advantage
2.3.3. Return on Investment

2.4. Corporate Strategy
2.4.1. Driving Corporate Strategy
2.4.2. Pacing Corporate Strategy
2.4.3. Framing Corporate Strategy

2.5. Planning and Strategy
2.5.1. The Relevance of Strategic Direction in the Management Control Process
2.5.2. Analysis of the Environment and the Organization
2.5.3. Lean Management

2.6. Talent Management
2.6.1. Managing Human Capital
2.6.2. Environment, Strategy and Metrics
2.6.3. Innovation in People Management

2.7. Management and Leadership Development
2.7.1. Leadership and Leadership Styles
2.7.2. Motivation
2.7.3. Emotional Intelligence
2.7.4. Skills and Abilities of the Leader 2.0
2.7.5. Efficient Meetings

2.8. Change Management
2.8.1. Performance Analysis
2.8.2. Leading Change. Resistance to Change
2.8.3. Managing Change Processes
2.8.4. Managing Multicultural Teams

Module 3. Logistics and Economic Management

3.1. Financial Diagnosis
3.1.1. Indicators for Analyzing Financial Statements
3.1.2. Profitability Analysis
3.1.3. Economic and Financial Profitability of a Company

3.2. Economic Analysis of Decisions
3.2.1. Budget Control
3.2.2. Competitive Analysis. Comparative Analysis
3.2.3. Decision-Making. Business Investment or Divestment

3.3. Investment Valuation and Portfolio Management
3.3.1. Profitability of Investment Projects and Value Creation
3.3.2. Models for Evaluating Investment Projects
3.3.3. Sensitivity Analysis, Scenario Development and Decision Trees

3.4. Purchasing Logistics Management
3.4.1. Stocks Management
3.4.2. Warehouse Management
3.4.3. Purchasing and Procurement Management

3.5. Supply Chain Management
3.5.1. Costs and Efficiency of the Operations Chain
3.5.2. Change in Demand Patterns
3.5.3. Change in Operations Strategy

3.6. Logistical Processes
3.6.1. Organization and Management by Processes
3.6.2. Procurement, Production and Distribution
3.6.3. Quality, Quality Costs and Tools
3.6.4. After-Sales Service

3.7. Logistics and Customers
3.7.1. Demand Analysis and Forecasting
3.7.2. Sales Forecasting and Planning
3.7.3. Collaborative Planning, Forecasting and Replacement

3.8. International Logistics
3.8.1. Customs, Export and Import processes
3.8.2. Methods and Means of International Payment
3.8.3. International Logistics Platforms

Module 4. Strategy in Marketing Management

4.1. Marketing Management
4.1.1. Positioning and Value Creation
4.1.2. Company's Marketing Orientation and Positioning
4.1.3. Strategic Marketing vs. Operational Marketing
4.1.4. Objectives in Marketing Management
4.1.5. Integrated Marketing Communications

4.2. The Function of Strategic Marketing
4.2.1. Main Marketing Strategies
4.2.2. Segmentation, Targeting and Positioning
4.2.3. Managing Strategic Marketing

4.3. Marketing Strategy Dimensions
4.3.1. Necessary Resources and Investments
4.3.2. Fundamentals of Competitive Advantage
4.3.3. Company's Competitive Behavior
4.3.4. Focus Marketing

4.4. New Product Strategy Development
4.4.1. Creativity and Innovation in Marketing
4.4.2. Generation and Filtering of Ideas
4.4.3. Commercial Viability Analysis
4.4.4. Development, Market Testing and Commercialization

4.5. Pricing Policies
4.5.1. Short and Long Term Aims
4.5.2. Types of Pricing
4.5.3. Factors that Affect Pricing

4.6. Promotion and Merchandising Strategies
4.6.1. Advertising Management
4.6.2. Communication and Media Plan
4.6.3. Merchandising as a Marketing Technique
4.6.4. Visual Merchandising

4.7. Distribution, Expansion and Intermediation Strategies
4.7.1. Outsourcing of Sales Force and Customer Service
4.7.2. Commercial Logistics in Product and Service Sales Management
4.7.3. Sales Cycle Management

4.8. Developing the Marketing Plan
4.8.1. Analysis and Diagnosis
4.8.2. Strategic Decisions
4.8.3. Operational Decisions

Module 5. Customer Relationship Management

5.1. Knowing the Market and the Consumer
5.1.1. Open Innovation
5.1.2. Competitive Intelligence
5.1.3. Sharing Economy

5.2. CRM and Business Philosophy
5.2.1. Business Philosophy or Strategic Orientation
5.2.2. Customer Identification and Differentiation
5.2.3. The Company and its Stakeholders
5.2.4. Clienting

5.3. Database Marketing and Customer Relationship Management
5.3.1. Database Marketing Applications
5.3.2. Laws and Regulations
5.3.3. Information Sources, Storage, and Processing

5.4. Consumer Psychology and Behavior
5.4.1. The Study of Consumer Behavior
5.4.2. Internal and External Consumer Factors
5.4.3. Consumer Decision Process
5.4.4. Consumerism, Society, Marketing and Ethics

5.5. Areas of CRM Management
5.5.1. Customer Service.
5.5.2. Managing the Sales Force
5.5.3. Customer Service

5.6. Consumer Centric Marketing
5.6.1. Segmentation
5.6.2. Profitability Analysis
5.6.3. Customer Loyalty Strategies

5.7. CRM Management Techniques
5.7.1. Direct Marketing
5.7.2. Multichannel Integration
5.7.3. Viral Marketing

5.8. Advantages and Risks of Implementing CRM
5.8.1. CRM, Sales and Costs
5.8.2. Customer Satisfaction and Loyalty
5.8.3. Technology Implementation
5.8.4. Strategic and Management Errors

Module 6. Operational Marketing

6.1. Marketing Mix
6.1.1. The Marketing Value Proposition
6.1.2. Marketing Mix Policies, Strategies and Tactics
6.1.3. Elements of the Marketing Mix
6.1.4. Customer Satisfaction and Marketing Mix

6.2. Product Management
6.2.1. Consumption Distribution and Product Life Cycle
6.2.2. Obsolescence, Expiration, Periodic Campaigns
6.2.3. Order Management and Inventory Control Ratios

6.3. Pricing Principles
6.3.1. Environmental Analysis
6.3.2. Production Costs and Discount Margins
6.3.3. Final Price and Positioning Map

6.4. Distribution Channel Management
6.4.1. Trade Marketing
6.4.2. Distribution Culture and Competition
6.4.3. Designing and Managing Channels
6.4.4. Functions of Distribution Channels
6.4.5. Route to Market

6.5. Promotion and Sales Channels
6.5.1. Corporate Branding
6.5.2. Advertising
6.5.3. Sales Promotion
6.5.4. Public Relations and Personal Selling
6.5.5. Street Marketing

6.6. Branding
6.6.1. Brand Evolution
6.6.2. Creating and Developing a Successful Brand
6.6.3. Brand Equity
6.6.4. Category Management

6.7. Marketing Groups Management
6.7.1. Work Teams and Meeting Management
6.7.2. Coaching and Team Management
6.7.3. Managing Equality and Diversity

6.8. Communication and Marketing
6.8.1. Communication Integrated into Marketing
6.8.2. Designing a Marketing Communication Program
6.8.3. Communication Skills and Influence
6.8.4. Barriers to Business Communication

Module 7. Sectorial Marketing

7.1. Services Marketing
7.1.1. Evolution and Growth of the Services Sector
7.1.2. Function of Services Marketing
7.1.3. Marketing Strategy in the Service Sector

7.2. Touristic Marketing
7.2.1. Features of the Tourism Sector
7.2.2. Tourist Product
7.2.3. The Customer in Tourism Marketing

7.3. Political and Electoral Marketing
7.3.1. Political Marketing vs. Electoral Marketing
7.3.2. Political Market Segmentation
7.3.3. Electoral Campaign

7.4. Social Marketing and Responsible Marketing
7.4.1. Social Cause Marketing and CSR
7.4.2. Environmental Marketing
7.4.3. Segmentation in Social Marketing

7.5. Retail Management
7.5.1. Relevance
7.5.2. Reward
7.5.3. Cost Reduction
7.5.4. Relationship with the Customer

7.6. Banking Marketing
7.6.1. State Regulation
7.6.2. Branches and Segmentation
7.6.3. Inbound Marketing in the Banking Sector

7.7. Health Services Marketing
7.7.1. Internal Marketing
7.7.2. User Satisfaction Studies
7.7.3. Market Oriented Quality Management

7.8. Sensory Marketing
7.8.1. Shopping Experience as a Sensory Experience
7.8.2. Neuromarketing and Sensory Marketing
7.8.3. Arrangement and Presentation of the Point of Sale

Module 8. Digital Marketing and E-Commerce

8.1. Digital Marketing and E-Commerce
8.1.1. The Digital Economy and the Sharing Economy
8.1.2. Trends and Social Changes in Consumers
8.1.3. Digital Transformation of Traditional Companies
8.1.4. The Roles of the Chief Digital Officer

8.2. Digital Strategy
8.2.1. Segmentation and Positioning in the Competitive Context
8.2.2. New Marketing Strategies for Products and Services
8.2.3. From Innovation to Cash Flow

8.3. Technology Strategy
8.3.1. Basic Concepts of Web Development
8.3.2. Hosting and Cloud Computing
8.3.3. Content Management Systems (CMS)
8.3.4. Formats and Digital Media
8.3.5. Technological E-Commerce Platforms

8.4. Digital Regulation
8.4.1. Privacy Policy and Personal Data Protection Act
8.4.2. Fake Profiles and Fake Followers
8.4.3. Legal Aspects of Marketing, Advertising and Digital Content

8.5. Online Market Research
8.5.1. Quantitative Research Tools in Online Markets
8.5.2. Dynamic Qualitative Customer Research Tools

8.6. Online Agencies, Media, and Channels
8.6.1. Integral, Creative and Online Agencies
8.6.2. Traditional and New Media
8.6.3. Online Channels
8.6.4. Other Digital Players

Module 9. Digital Marketing Strategy

9.1. Managing Digital Business
9.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
9.1.2. Designing and Creating a Digital Marketing Plan
9.1.3. Digital Media Planning and Contracting
9.1.4. ROI Analysis in a Digital Marketing Plan

9.2. Digital Marketing to Reinforce a Brand
9.2.1. Branded Content and Storytelling
9.2.2. Hypersegmentation
9.2.3. Videomarketing
9.2.4. Social Sales

9.3. Defining the Digital Marketing Strategy
9.3.1. Closed Loop Marketing
9.3.2. Continuous Loop Marketing
9.3.3. Multichannel Marketing

9.4. Digital Marketing to Attract and Retain Customers
9.4.1. Hypersegmentation and Micro-Localization
9.4.2. Loyalty and Engagement Strategies using the Internet
9.4.3. Visitor Relationship Management

9.5. Digital Marketing Trends
9.5.1. Remarketing
9.5.2. Digital Neuromarketing
9.5.3. Avatar Marketing
9.5.4. Bluecasting

9.6. Managing Digital Campaigns
9.6.1. Display Advertising and Rich Media
9.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
9.6.3. Advertising on Digital Television

9.7. Online Marketing Plan
9.7.1. Online Research
9.7.2. Creating an Online Marketing Plan
9.7.3. Configuration and Activation
9.7.4. Launch and Management

9.8. Blended Marketing
9.8.1. Integrating On and Off Actions
9.8.2. Personalize and Segment
9.8.3. Improve the User Experience

Module 10. Inbound Marketing

10.1. The Definition of Inbound Marketing
10.1.1. Effective Inbound Marketing
10.1.2. The Benefits of Inbound Marketing
10.1.3. Measuring the Success of Inbound Marketing

10.2. Target Research
10.2.1. Consumer Intent Modelling and Buyer Personas
10.2.2. Customer Journey Mapping
10.2.3. Content Strategy

10.3. Content Optimization
10.3.1. Content Optimization for Search Engines
10.3.2. Recycling and Content Improvement

10.4. Content Creation
10.4.1. User and Brand Generated Content
10.4.2. Opportunity Blogging
10.4.3. Video and Other Formats

10.5. Content Dynamization
10.5.1. Influencers
10.5.2. Blogger Outreach
10.5.3. Paid Content Seeding

10.6. Conversion
10.6.1. Lead Capturing and CRO
10.6.2. Lead Nurturing and Marketing Automation

Module 11. Entrepreneurship

11.1. Innovation Methodology and Knowledge Society
11.1.1. Design Thinking
11.1.2. The Blue Ocean Strategy
11.1.3. Collaborative Innovation
11.1.4. Open Innovation

11.2. Strategic Innovation Intelligence
11.2.1. Technology Monitoring
11.2.2. Technology Foresight
11.2.3. Coolhunting

11.3. Entrepreneurship and Innovation
11.3.1. Strategies to Search for Business Opportunities
11.3.2. Assessing the Feasibility of New Projects
11.3.3. Innovation Management Systems
11.3.4. Entrepreneur Soft Skills

11.4. Project Management
11.4.1. Agile Development
11.4.2. Lean Management in Start-Ups
11.4.3. Project Tracking and Project Steering

11.5. Business Plan
11.5.1. Business Plan in the Digital Era
11.5.2. Value Proposition Model

11.6. Financing Start-Ups
11.6.1. Seed Phase: Financial Funds and Subsidies
11.6.2. Start-up Phase: Business Angels
11.6.3. Growth Phase: Venture Capital
11.6.4. Consolidation Phase. IPO

Module 12. Performance Marketing

12.1. Permission Marketing
12.1.1. How to Obtain a User's Permission
12.1.2. Personalizing the Message
12.1.3. Mail Confirmation or Double Opt-In

12.2. Strategy and Performance Techniques
12.2.1. Performance Marketing: Results
12.2.2. Digital Media Mix
12.2.3. The Importance of the Funnel

12.3. Programmatic Marketing and RTB
12.3.1. RTB: Real Time Planning and Purchasing
12.3.2. Programmatic Purchasing Ecosystem
12.3.3. How to Integrate RTB into the Media Mix
12.3.4. Keys to RTB on Different Devices

12.4. Affiliate Campaign Development
12.4.1. Agencies and Affiliate Programs
12.4.2. Postview
12.4.3. Defining Affiliate Programs

12.5. Launching an Affiliate Program
12.5.1. Affiliation and Direct Affiliation Networks
12.5.2. Results Analysis and Monitoring
12.5.3. Fraud Control

12.6. Developing Email Campaigns
12.6.1. Designing Email Marketing Campaigns
12.6.2. Email Marketing
12.6.3. Lists of Subscribers, Leads and Customers

12.7. Email Marketing Tools and Resources
12.7.1. Acumbamail
12.7.2. Mailchimp
12.7.3. Templates
12.7.4. Inbox Inspection

12.8. Online Writing for Email Marketing Campaigns
12.8.1. How to Create Good Headlines
12.8.2. Writing Content for Newsletters
12.8.3. Calls to Action in Newsletters

12.9. Display and Campaign Optimization
12.9.1. Advertising, Persuasive Communication
12.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
12.9.3. Affiliation
12.9.4. Campaign Preparation

12.10. Email Marketing Metrics
12.10.1. List Metrics
12.10.2. Newsletter Delivery Metrics
12.10.3. Conversion Metrics

Module 13. Search Engine Marketing and Search Engine Optimization (SEO)

13.1. How Search Engines Work
13.1.1. Indicators and Indexes
13.1.2. Algorithms
13.1.3. SEO and Corporate Branding

13.2. Fundamental Variables of SEO
13.2.1. Indexability
13.2.2. Contents
13.2.3. Popularity

13.3. SEO Analysis
13.3.1. Determining KPIs
13.3.2. Generating Scripts and Alerts
13.3.3. Optimization of Images, Videos and Other Elements

13.4. Linkbuilding
13.4.1. Ways of Carrying Out Effective Linkbuilding
13.4.2. Link Baiting
13.4.3. Link Audits
13.4.4. Penalties

13.5. App Store Optimization
13.5.1. App Indexing
13.5.2. App Visibility on Search Engines
13.5.3. Measuring the Visibility of Search Engine Apps

13.6. Technical SEO
13.6.1. Web Performance Optimization
13.6.2. Real Time and Content
13.6.3. Relevant Tagging and Headers
13.6.4. Advanced WPO Techniques

13.7. SEO and E-Commerce
13.7.1. Conversion Rate Optimization
13.7.2. Google WebMaster Tools
13.7.3. Social Proof and Viralization
13.7.4. Navigation and Indexability

13.8. Integration in an Online Marketing Plan
13.8.1. Metrics and Impact
13.8.2. Web Analytics
13.8.3. Other Monitoring Tools

Module 14. Search Engine Marketing (SEM)

14.1. Keyword Hunting for SEM
14.1.1. Adwords Keyword Tool
14.1.2. Google Suggest
14.1.3. Insights for Search
14.1.4. Google Trends

14.2. SEM and Google Adwords
14.2.1. Google Shopping
14.2.2. Google Display Network
14.2.3. Google AdWords Mobile
14.2.4. YouTube Advertising

14.3. Google Products
14.3.1. Google Products Integrated in Adwords
14.3.2. Product Extensions vs. Product Ads
14.3.3. Google Shopping and Local
14.3.4. Google Merchant

14.4. Pay-Per-Click and SEM
14.4.1. Search and Display
14.4.2. Creating PPC Campaigns
14.4.3. Tracking Conversions

14.5. Facebook Ads
14.5.1. PPC/PPF (Pay-Per-Fan) Adverts
14.5.2. Creating Facebook Ads
14.5.3. Facebook Power Editor
14.5.4. Campaign Optimization

14.6. Other PPC Platforms
14.6.1. Twitter Ads
14.6.2. LinkedIn
14.6.3. Baldu
14.6.4. Yandex

14.7. Strategy in SEM
14.7.1. Quality Score
14.7.2. CPC Bidding
14.7.3. Site Links

14.8. Measurement in SEM
14.8.1. KPIs
14.8.2. Impressions, Clicks, Conversions
14.8.3. Revenue, ROI, CPA

Module 15. Conversion Optimization

15.1. Introduction to Conversion Rate Optimization
15.1.1. Purchase Cycle and Elements of Online Behavior
15.1.2. Fundamentals of Neuromarketing
15.1.3. Usability vs. Persuasion

15.2. CRO Methodology
15.2.1. Scientific Method
15.2.2. Conversion Pyramid
15.2.3. The CRO Process

15.3. Web Analytics and CRO
15.3.1. Qualitative Analysis
15.3.2. Behavior Analysis
15.3.3. Business and User Objectives

15.4. User Experience y Conversion Rate Optimization
15.4.1. Lean and User Experience
15.4.2. Wireframing
15.4.3. Persuasive Copy

15.5. CRO and Psychology
15.5.1. Neuromarketing
15.5.2. Web Design and Neuromarketing
15.5.3. Learning, Memory and Emotions

15.6. Behavioral Economics
15.6.1. Decision Factors
15.6.2. Motivation and Anchoring
15.6.3. The Role of the Unconscious

15.7. Experimentation in CRO
15.7.1. A/B vs. Multivariate
15.7.2. Testing Tools
15.7.3. Implementation and Execution

15.8. CRO in E-Commerce
15.8.1. E-Commerce and CRO
15.8.2. The E-Commerce Funnel
15.8.3. Processes to Optimize

Module 16. Social Media and Community Management

16.1. Web 2.0 or the Social Web
16.1.1. Organization in the Age of Conversation
16.1.2. Web 2.0 Is All About People
16.1.3. New Environments, New Content

16.2. Digital Communication and Reputation
16.2.1. Crisis Management and Online Corporate Reputation
16.2.2. Online Reputation Report
16.2.3. Netiquette and Good Practices on Social Media
16.2.4. Branding and Networking 2.0

16.3. General, Professional, and Microblogging Platforms
16.3.1. Facebook
16.3.2. LinkedIn
16.3.3. Twitter

16.4. Video, Image, and Mobility Platforms
16.4.1. YouTube
16.4.2. Instagram
16.4.3. Flickr
16.4.4. Vimeo
16.4.5. Pinterest

16.5. Corporate Blogging
16.5.1. How to Create a Blog
16.5.2. Content Marketing Strategy
16.5.3. How to Create a Content Plan for Your Blog
16.5.4. Content Curation Strategy

16.6. Social Media Strategies
16.6.1. Corporate Communication Plan 2.0
16.6.2. Corporate PR and Social Media
16.6.3. Analysis and Evaluation of Results

16.7. Community Management
16.7.1. Functions, Duties, and Responsibilities of the Community Manager
16.7.2. Social Media Manager
16.7.3. Social Media Strategist

16.8. Social Media Plan
16.8.1. Designing a Social Media Plan
16.8.2. Defining the Strategy to Be Followed in Each Medium
16.8.3. Contingency Protocol in Case of Crisis

Module 17. Designing the User Experience Strategy

17.1. UX Design
17.1.1. Information Architecture
17.1.2. SEO and Analytics for UX
17.1.3. Landing Pages

17.2. Technical Terms in UX Design
17.2.1. Wireframe and Components
17.2.2. Interaction Pattern and Navigation Flow
17.2.3. User Profile
17.2.4. Process and Process Funnel

17.3. Research
17.3.1. Research in Interface Design Projects
17.3.2. Qualitative and Quantitative Approach
17.3.3. Announce the Results of the Research

17.4. Digital Design
17.4.1. Digital Prototype
17.4.2. Axure and Responsive
17.4.3. Interaction Design and Visual Design

17.5. User Experience
17.5.1. User Focused Design Methodology
17.5.2. User Research Techniques
17.5.3. Involve the Customer in the Process
17.5.4. Shopping Experience Management

17.6. Designing the User Experience Strategy
17.6.1. Content Trees
17.6.2. High-Fidelity Wireframes
17.6.3. Component Maps
17.6.4. Usability Guides

17.7. Usability Evaluation
17.7.1. Usability Evaluation Techniques
17.7.2. Viewing Data
17.7.3. Presenting Data

17.8. Customer Value and Customer Experience Management
17.8.1. Use of Narratives and Storytelling
17.8.2. Co-Marketing as a Strategy
17.8.3. Content Marketing Management
17.8.4. The ROI of Customer Experience Management

Module 18. Mobile E-Commerce

18.1. Mobile Marketing
18.1.1. New Consumption and Mobility Habits
18.1.2. The SoLoMo Model
18.1.3. The 4 Ps of the Marketing Mix in Mobility

18.2. Mobile Technology
18.2.1. Mobile Operators
18.2.2. Mobile Devices and Operating Systems
18.2.3. Mobile Applications and WebApps
18.2.4. Sensors and Integration with the Physical World

18.3. Trends in Mobile Marketing
18.3.1. Mobile Publishing
18.3.2. Advergaming and Gamification
18.3.3. Mobile Geolocalization
18.3.4. Augmented Reality

18.4. Mobile User Behavior
18.4.1. New Search Habits on Mobile Devices
18.4.2. Multi-Screen
18.4.3. Mobile as a Purchasing Driver
18.4.4. ASO, Mobile User Acquisition and Loyalty.

18.5. User Interface and Shopping Experience
18.5.1. M-Commerce Rules and Platforms.
18.5.2. Omnichannel
18.5.3. Mobile & Proximity Marketing
18.5.4. Gap between Consumer and Advertiser
18.5.5. Mobile Commerce Content Managers

18.6. Apps and Purchases
18.6.1. Designing Mobile Commerce Apps
18.6.2. App Stores
18.6.3. App Marketing for Customer Loyalty
18.6.4. App Marketing for eCommerce

18.7. Mobile Payments
18.7.1. Value Chain and Business Models of Mobile Payment Methods
18.7.2. Keys to Improve UX in Mobile Payment
18.7.3. Positioning Strategies in the Mobile Payments Market
18.7.4. Fraud Management

18.8. Mobile Analytics
18.8.1. Mobile Measurement and Analysis Methodologies
18.8.2. Mobile Metrics: Main KPIs
18.8.3. Profitability Analysis
18.8.4. Mobile Analytics

18.9. Mobile Commerce
18.9.1. Services
18.9.2. Applications
18.9.3. Mobile Social Shopping

18.10. Mobile Social Media Applications
18.10.1 Integrating Cell Phones into Social Networks
18.10.2 Mobility, Relationship, Ubiquity and Publicity
18.10.3 Facebook Places
18.10.4 Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 19. Web Analytics and Marketing Analytics

19.1. Web Analysis
19.1.1. The Fundamentals of Web Analytics
19.1.2. Classic Media vs. Digital Media
19.1.3. The Web Analyst's Basic Methodology

19.2. Google Analytics
19.2.1. Configuring an Account
19.2.2. Javascript Tracking API
19.2.3. Customized Reports and Segments

19.3. Qualitative Analysis
19.3.1. Research Techniques Applied in Web Analytics
19.3.2. Customer Journey
19.3.3. Purchase Funnel

19.4. Digital Metrics
19.4.1. Basic Metrics
19.4.2. Ratios
19.4.3. Setting Objectives and KPIs

19.5. Acquisition and Marketing Analytics
19.5.1. ROI
19.5.2. ROAS
19.5.3. CLV

19.6. Strategy Analysis Areas
19.6.1. Web Traffic Acquisition
19.6.2. Activation
19.6.3. Conversion
19.6.4. Loyalty

19.7. Data Science and Big Data
19.7.1. Business Intelligence
19.7.2. Methodology and Analysis of Large Volumes of Data
19.7.3. Data Extraction, Processing and Loading

19.8. Application Programming Interface (API)
19.8.1. APIs and Google Analytics
19.8.2. Query Explorer
19.8.3. Supermetrics Functions

19.9. Viewing Data
19.9.1. Viewing and Interpreting Dashboards
19.9.2. Converting Data into a Value
19.9.3. Integrating Sources
19.9.4. Presenting Reports

19.10. Web Analytics Tools
19.10.1 Technological Basis of WA Tool
19.10.2 Logs and Tags
19.10.3 Basic and Ad-hoc Labeling

Module 20. Data Science and Big Data

20.1. Data Science and Big Data
20.1.1. Impact of Big Data and Data Science on Business Strategy
20.1.2. Introduction to Command Line
20.1.3. Data Science Problems and Solutions

20.2. Data Hacking Languages
20.2.1. SQL Databases
20.2.2. Introduction to Python
20.2.3. Programming in R

20.3. Statistics
20.3.1. Introduction to Statistics
20.3.2. Linear and Logistic Regression
20.3.3. PCA and Clustering

20.4. Machine Learning
20.4.1. Model Selection and Regularization
20.4.2. Random Trees and Forests
20.4.3. Processing Natural Language

20.5. Big Data
20.5.1. Hadoop
20.5.2. Spark
20.5.3. Collaborative Recommendation and Filtering Systems

20.6. Data Science Success Stories
20.6.1. Customer Segmentation Using the RFM Model
20.6.2. Experiment Design Application
20.6.3. Supply Chain Value: Forecasting
20.6.4. Business Intelligence

20.7. Hybrid Architectures in Big Data
20.7.1. Lambda Architecture
20.7.2. Kappa Architecture
20.7.3. Apache Flink and Practical Implementations
20.7.4. Amazon Web Services

20.8. Big Data in the Cloud
20.8.1. AWS: Kinesis
20.8.2. AWS: DynamosDB
20.8.3. Google Cloud Computing
20.8.4. Google BigQuery

Module 21. E-Commerce and Shopify

21.1. Digital E-Commerce Management
21.1.1. New E-Commerce Business Models
21.1.2. Planning and Developing an E-Commerce Strategic Plan
21.1.3. Technological Structure in E-Commerce

21.2. E-Commerce Operations and Logistics
21.2.1. How to Manage Fulfillment
21.2.2. Digital Point-of-Sale Management
21.2.3. Contact Center Management
21.2.4. Automation in Management and Monitoring Processes

21.3. Implementing E-Commerce Techniques
21.3.1. Social Media and Integration in the E-Commerce Plan
21.3.2. Multichannel Strategy
21.3.3. Personalizing Dashboards

21.4. Digital Pricing
21.4.1. Online Payment Methods and Payment Gateways
21.4.2. Electronic Promotions
21.4.3. Digital Price Timing
21.4.4. E-Auctions

21.5. From E-Commerce to M-Commerce and S-Commerce
21.5.1. E-Marketplace Business Models
21.5.2. S-Commerce and Brand Experience
21.5.3. Purchase via Mobile Devices

21.6. Customer Intelligence: from E-CRM to S-CRM
21.6.1. Integrating the Consumer in the Value Chain
21.6.2. Online Research and Loyalty Techniques
21.6.3. Planning a Customer Relationship Management Strategy

21.7. Digital Marketing Trade
21.7.1. Cross Merchandising
21.7.2. Designing and Managing Facebook Ads Campaigns
21.7.3. Designing and Managing Google Ad Campaigns

21.8. Online Marketing for E-Commerce
21.8.1. Inbound Marketing
21.8.2. Display and Programmatic Purchasing
21.8.3. Communication Plan

Module 22. Commercial Management

22.1. Commercial Negotiation
22.1.1. Emotional Intelligence in Negotiation and Sales
22.1.2. Self-Motivation and Empathy
22.1.3. Developing Negotiation Abilities

22.2. Fundamentals of Commercial Management
22.2.1. Internal and External Analysis. SWOT Analysis
22.2.2. Sector and Competitive Analysis
22.2.3. CANVAS Model

22.3. Decision-Making in Commercial Management
22.3.1. Commercial Strategy and Competitive Strategy
22.3.2. Decision Making Models
22.3.3. Analytical and Decision Making Tools

22.4. Sales Network Management
22.4.1. Sales Campaign Planning
22.4.2. Networks Serving Commercial Activity
22.4.3. Salesperson Recruitment and Training Policies
22.4.4. Sales Management

22.5. Implementing the Commercial Function
22.5.1. Commercial Contract
22.5.2. Controlling Commercial Activity
22.5.3. The Commercial Agent's Code of Ethics

22.6. Key Account Management
22.6.1. Identifying Key Accounts
22.6.2. Benefits and Risks of the Key Account Manager
22.6.3. Sales and Key Account Management
22.6.4. KAM Strategic Action Phases

22.7. Commercial Forecast
22.7.1. Business Forecast and Sales Forecast
22.7.2. Sales Forecasting Methods
22.7.3. Practical Applications of Sales Forecasting

22.8. Financial and Budgetary Management
22.8.1. Marketing Balanced Scorecard
22.8.2. Control of the Annual Marketing Plan
22.8.3. Financial Impact of Strategic Decisions

Module 23. 1 to 1 Marketing

23.1. Emotional Intelligence in the Company
23.1.1. Emotional Intelligence and Communication
23.1.2. Assertiveness, Empathy, and Active Listening
23.1.3. Self-Esteem and Emotional Language

23.2. Relational Capital: Coworking
23.2.1. Managing Human Capital
23.2.2. Performance Analysis
23.2.3. Managing Equality and Diversity
23.2.4. Innovation in People Management

23.3. Leadership and Team Management
23.3.1. Leadership and Leadership Styles
23.3.2. Skills and Abilities of the Leader 2.0
23.3.3. Managing Change Processes
23.3.4. Managing Multicultural Teams
23.3.5. Coaching

23.4. Selecting Target Customers (CRM)
23.4.1. Designing an E-CRM
23.4.2. Implications and Limitations of the Personal Data Protection Law
23.4.3. Orientation towards the Consumer
23.4.4. 1 to 1 Planning

23.5. Key Account Management
23.5.1. Identifying Key Accounts
23.5.2. Benefits and Risks of the Key Account Manager
23.5.3. Sales and Key Account Management
23.5.4. KAM Strategic Action Phases

23.6. The Loyalty Process
23.6.1. In-Depth Knowledge of the Client
23.6.2. The Commercial Process to be Carried Out with the Customer
23.6.3. The Value that the Customer Has for the Company

Module 24. Sales Campaign Planning

24.1. Customer Portfolio Analysis
24.1.1. Customer Planning
24.1.2. Customer Classification

24.2. Commercial Segmentation
24.2.1. Analysis of Distribution Channels, Sales Areas and Products
24.2.2. Preparing Commercial Areas
24.2.3. Implementing the Visiting Plan

24.3. Selecting Target Customers (CRM)
24.3.1. Designing an E-CRM
24.3.2. Implications and Limitations of the Personal Data Protection Law
24.3.3. Orientation towards the Consumer
24.3.4. 1 to 1 Planning

24.4. Key Account Management
24.4.1. Identifying Key Accounts
24.4.2. Benefits and Risks of the Key Account Manager
24.4.3. Sales and Key Account Management
24.4.4. KAM Strategic Action Phases

24.5. Sales Projections
24.5.1. Business Forecast and Sales Forecast
24.5.2. Sales Forecasting Methods
24.5.3. Practical Applications of Sales Forecasting

24.6. Setting Sales Objectives
24.6.1. Coherence of Corporate, Commercial and Sales Objectives
24.6.2. Programming Objectives and Detailed Budgets
24.6.3. Distributing Objectives by Business Activity Units
24.6.4. Sales and Participation Objectives

24.7. Sales Quota and Setting the Sales Quota
24.7.1. Activity Quotas
24.7.2. Volume and Profitability Quotas
24.7.3. Participation Quotas
24.7.4. Economic and Financial Quotas
24.7.5. Seasonality and Quotas

24.8. Contingency Plan
24.8.1. Information Systems and Sales Control
24.8.2. Scorecards
24.8.3. Corrective Measures and Contingency Plans

Module 25. Commercial and Sales Team Organization

25.1. Commercial Organization
25.1.1. Introduction to Commercial Organization
25.1.2. Typical Commercial Structures
25.1.3. Delegations Organization
25.1.4. Developing Commercial Organizational Models

25.2. Sales Network Organization
25.2.1. Department Organization Chart
25.2.2. Designing Sales Networks
25.2.3. Multichannel Reality

25.3. Internal Market Analysis
25.3.1. Service Chain Definition
25.3.2. Quality of Service Analysis
25.3.3. Product Benchmark
25.3.4. Key Business Success Factors

25.4. Sales Strategy
25.4.1. Sales Methods
25.4.2. Acquisition Strategies
25.4.3. Service Strategies

25.5. Go-To-Market Strategy
25.5.1. Channel Management
25.5.2. Competitive Advantage
25.5.3. Sales Force

25.6. Controlling Commercial Activity
25.6.1. Main Ratios and Control Methods
25.6.2. Supervision Tools
25.6.3. Balanced Scorecard Methodology

25.7. After-Sales Service Organization
25.7.1. After-Sales Actions
25.7.2. Relationships with the Customer
25.7.3. Self-Analysis and Improvement

25.8. Commercial Audit
25.8.1. Possible Lines of Intervention
25.8.2. Express Commercial Audit
25.8.3. Strategic Team Assessment
25.8.4. Marketing Policy Assessment

Module 26. Selecting, Training, and Coaching the Sales Network

26.1. Managing Human Capital
26.1.1. Intellectual Capital The Intangible Asset of Knowledge
26.1.2. Talent Acquisition
26.1.3. Preventing the Loss of Human Resources

26.2. Selecting Sales Teams
26.2.1. Recruitment Actions
26.2.2. Salesperson Profiles
26.2.3. Interview
26.2.4. Welcome Plan

26.3. Training High-Level Salespeople
26.3.1. Training Plan
26.3.2. Salesperson Characteristics and Duties
26.3.3. Training and Managing High-Performing Teams

26.4. Training Management
26.4.1. Learning Theories
26.4.2. Talent Detection and Retention
26.4.3. Gamification and Talent Management
26.4.4. Training and Professional Obsolescence

26.5. Personal Coaching and Emotional Intelligence
26.5.1. Emotional Intelligence Applied to Sales Techniques
26.5.2. Assertiveness, Empathy, and Active Listening
26.5.3. Self-Esteem and Emotional Language
26.5.4. Multiple intelligences

26.6. Motivation
26.6.1. The Nature of Motivation
26.6.2. Expectations Theory
26.6.3. Needs Theory
26.6.4. Motivation and Financial Compensation

26.7. Compensation of Sales Networks
26.7.1. Compensation Systems
26.7.2. Incentive and Compensation Systems
26.7.3. Distribution of Salary Concepts

26.8. Compensation and Non-Economic Benefits
26.8.1. Quality of Life in the Workplace Programs
26.8.2. Expansion and Enrichment of the Job
26.8.3. Flexible Schedules and Job Sharing

Module 27. Commercial Activity Process

27.1. Development of the Sales Process
27.1.1. Methodology in the Sales Process
27.1.2. Attracting Attention and Argumentation
27.1.3. Objections and Demonstration

27.2. Preparing the Commercial Visit
27.2.1. Studying the Customers File
27.2.2. Setting Customer Sales Targets
27.2.3. Preparing the Interview

27.3. Conducting the Commercial Visit
27.3.1. Customer Presentation
27.3.2. Determining Needs
27.3.3. Argumentation

27.4. Psychology and Sales Techniques
27.4.1. Notions of Psychology Applied to Sales
27.4.2. Techniques to Improve Verbal and Non-Verbal Communication
27.4.3. Factors that Influence Consumer Behavior

27.5. Negotiation and Closing the Sale
27.5.1. Negotiation Phases
27.5.2. Negotiation Tactics
27.5.3. Closing and Customer Commitment
27.5.4. Commercial Visit Analysis

27.6. The Loyalty Process
27.6.1. In-Depth Knowledge of the Client
27.6.2. The Commercial Process to be Carried Out with the Customer
27.6.3. The Value that the Customer Has for the Company

Module 28. Integrating Digital Channels into the Commercial Strategy

28.1. Digital E-Commerce Management
28.1.1. New E-Commerce Business Models
28.1.2. Planning and Developing an E-Commerce Strategic Plan
28.1.3. Technological Structure in E-Commerce

28.2. Implementing E-Commerce Techniques
28.2.1. Social Media and Integration in the E-Commerce Plan
28.2.2. Multichannel Strategy
28.2.3. Personalizing Dashboards

28.3. Digital Pricing
28.3.1. Online Payment Methods and Payment Gateways
28.3.2. Electronic Promotions
28.3.3. Digital Price Timing
28.3.4. E-Auctions

28.4. From E-Commerce to M-Commerce and S-Commerce
28.4.1. E-Marketplace Business Models
28.4.2. S-Commerce and Brand Experience
28.4.3. Purchase via Mobile Devices

28.5. Customer Intelligence: From E-CRM to S-CRM
28.5.1. Integrating the Consumer in the Value Chain
28.5.2. Online Research and Loyalty Techniques
28.5.3. Planning a Customer Relationship Management Strategy

28.6. Managing Virtual Communities: Community Management
28.6.1. Changes in Communication Paradigms
28.6.2. Business Intelligence and the Consumer 2.0
28.6.3. Managing Networks and Communities
28.6.4. Social Media Content Management
28.6.5. Monitoring, Analytics and Results in Social Media

28.7. Social Media Plan
28.7.1. Designing a Social Media Plan
28.7.2. Defining the Strategy to Be Followed in Each Medium
28.7.3. Contingency Protocol in Case of Crisis

28.8. Web Analytics and Social Media Intelligence
28.8.1. Setting Objectives and KPIs
28.8.2. ROI in Digital Marketing
28.8.3. Viewing and Interpreting Dashboards

Module 29. Commerce and International Marketing

29.1. International Market Research
29.1.1. Emerging Markets Marketing
29.1.2. PES Analysis
29.1.3. What, How, and Where to Export
29.1.4. International Marketing-Mix Strategies

29.2. International Segmentation
29.2.1. Criteria for Market Segmentation at the International Level
29.2.2. Market Niches
29.2.3. International Segmentation Strategies

29.3. International Positioning
29.3.1. Branding in International Markets
29.3.2. Positioning Strategies in International Markets
29.3.3. Global, Regional and Local Brands

29.4. Product Strategies in International Markets
29.4.1. Product Modification, Adaptation and Diversification
29.4.2. Global Standardized Products
29.4.3. The Product Portfolio

29.5. Prices and Exports
29.5.1. Export Prices Calculation
29.5.2. Incoterms
29.5.3. International Price Strategy

29.6. Quality in International Commerce
29.6.1. Quality and International Commerce
29.6.2. Standards and Certifications
29.6.3. CE Marking

29.7. International Promotion
29.7.1. The International Promotion MIX
29.7.2. Advertising and Publicity
29.7.3. International Fairs
29.7.4. Country Branding

29.8. Distribution through International Channels
29.8.1. Channel and Trade Marketing
29.8.2. Export Consortiums
29.8.3. Types of Exports and Foreign Trade

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

07
Methodology

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

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

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

TECH Business School uses the Case Study to contextualize all content

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

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

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

08

Our Students' Profiles

The Advanced Master's Degree in Senior Management in Marketing and Sales is a tailor-made program that is delivered in a 100% online format so that the student can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience for the professional to lay the foundations for success as an integrated marketing manager.

"

A program designed for professionals with extensive experience in the sector, but who wish to update their knowledge with the latest information on the market"

Average Age

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

Years of Experience

More than 15 years **18%**

Up to 5 years **15%**

From 10 to 15 years **35%**

5 to 10 years **32%**

Training

Economics **18%**

Business **22%**

Marketing **32%**

Social Sciences **15%**

Other **13%**

Academic Profile

Commercial Manager **23%**

Heads of Department **28%**

Entrepreneurs **14%**

Commercial **25%**

Other **10%**
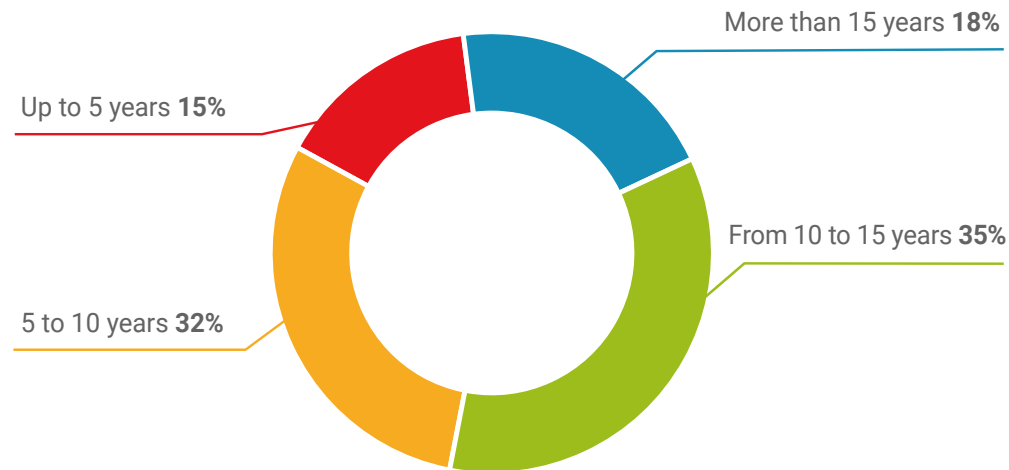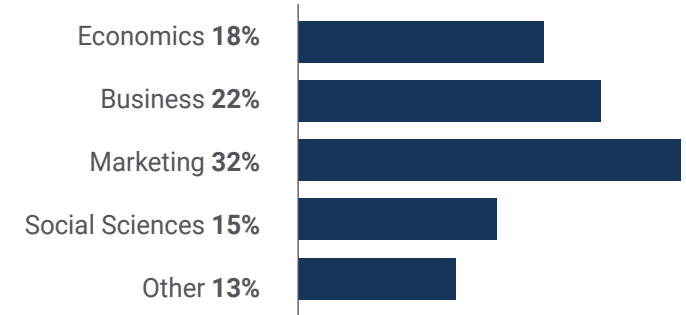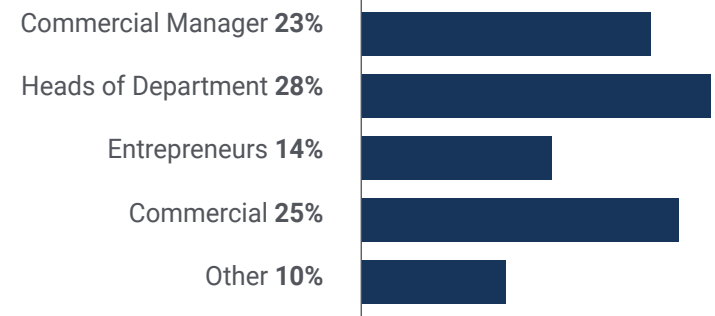
Geographical Distribution

- USA **11%**
- Spain **38%**
- Mexico **19%**
- Colombia **7%**
- Argentina **13%**
- Chile **6%**
- Peru **2%**
- Other **4%**
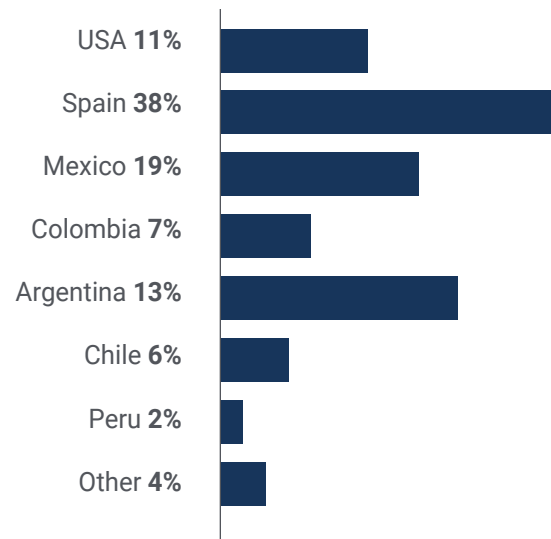
Miguel Salcedo

Managing Director of a Multinational Company

"This TECH Advanced Master's Degree has been totally beneficial to improve my skills in Senior Management in Marketing and Sales, since it has a totally up-to-date syllabus adapted to my needs. I will definitely come back to study at this university whenever I need to specialize in any sector"

Course Management

The program's teaching staff includes reference experts in Senior Management in Marketing and Sales, who pour into this program the experience of their years of work. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Advanced Master's Degree in an interdisciplinary way, making it a unique and highly nourishing academic experience for students.

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

International Guest Director

Colin Lee is a successful **mobile application developer**, specializing in **native Android code**, whose influence extends internationally. The Postgraduate Diploma is an **authority in the Twin Cities area and in the handling of Kotlin**. One of his most recent contributions was to demonstrate, in live code, how to quickly build a browser using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating **digital solutions for Pearson**, one of the largest international publishers. He also developed a low-level Android **video recorder** for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a **large client in the consulting world**. In turn, he is the creator of a freight management tool implemented by the transnational **Amazon** to facilitate the work of its contracted truckers. On the other hand, he has helped build the **mobile versions of the Firefox browser** for Mozilla.

Today, he performs work as a contractor, including **code reviews and security checks**. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.
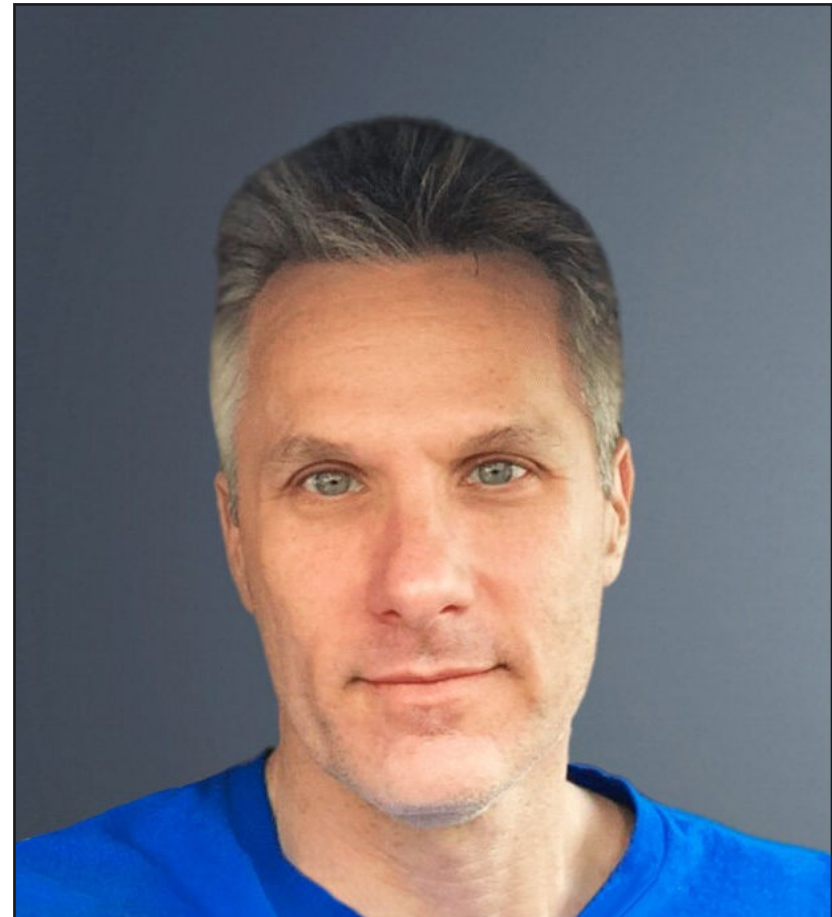
Mr. Stevenson, Scott

- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

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

Management

Mr. López, Adolfo

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

10
Impact on Your Career

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

Therefore, they put all their efforts and tools at the student's disposal so that they can acquire the necessary skills and abilities to achieve this change.

We want to help you specialize in an essential area in business and, to do so, we offer you the best program on the market"

If you are looking for a high-level program to improve your skills and knowledge, do not hesitate and enroll in this Advanced Master's Degree.

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

The Advanced Master's Degree in Senior Management in Marketing and Sales of TECH Technological University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels.

The main objective is to promote your personal and professional growth, helping you to achieve success.

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

We offer you a unique opportunity to turn your career around.

When the change occurs

| During the program **11%** | During the first year **63%** | After 2 years **26%** |

Type of change

Internal Promotion **47%**
Change of Company **45%**
Entrepreneurship **8%**
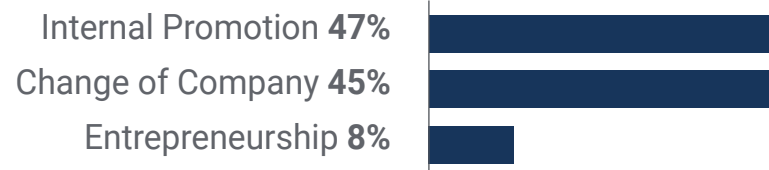
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

11

Benefits for Your Company

The Advanced Master's Degree in Senior Management in Marketing and Sales contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will bring an improvement not only on a personal level but, above all, on a professional level, enhancing knowledge and improving management skills. .

Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

"

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

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

01

Intellectual Capital and Talent Growth

The student will bring new concepts to the company, strategies and perspectives that can bring about relevant changes in the organization.

03

Building Agents of Change

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

02

Retaining High-Potential Executives to Avoid Talent Drain

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

04

Increased International Expansion Possibilities

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

05 Project Development

The student will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06 Increased Competitiveness

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

12
Certificate

The Advanced Master's Degree in Senior Management in Marketing and Sales guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.

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

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

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

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

Title: **Advanced Master's Degree in Senior Management in Marketing and Sales**
Official Nº of hours: **3,000 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

ADVANCED MASTER'S DEGREE
in
Senior Management in Marketing and Sales

This is a qualification awarded by this University, equivalent to 3,000 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Management in Marketing and Sales

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1	Market Research	4	CO	2	Conversion Optimization	4	CO
1	Management and Leadership	4	CO	2	Social Media and Community Management	4	CO
1	Logistics and Economic Management	4	CO	2	Designing the User Experience Strategy	4	CO
1	Strategy in Marketing Management	4	CO	2	Mobile e-Commerce	4	CO
1	Customer Relationship Management	4	CO	2	Web Analytics and Marketing Analytics	4	CO
1	Operational Marketing	4	CO	2	Data Science and Big Data	4	CO
1	Sectorial Marketing	4	CO	2	e-Commerce and Shopify	4	CO
1	Digital Marketing and E-Commerce	4	CO	2	Commercial Management	4	CO
1	Digital Marketing Strategy	4	CO	2	1 to 1 Marketing	4	CO
1	Inbound Marketing	4	CO	2	Sales Campaign Planning	4	CO
1	Entrepreneurship	4	CO	2	Commercial and Sales Team Organization	4	CO
1	Performance Marketing	4	CO	2	Selecting, Training, and Coaching the Sales Network	5	CO
1	Search Engine Marketing and Search Engine	4	CO	2	Commercial Activity Process	5	CO
1	Optimization (SEO)	4	CO	2	Integrating Digital Channels into the Commercial Strategy	5	CO
1	Search Engine Marketing (SEM)	4	CO	2	Commerce and International Marketing	5	CO

Tere Guevara Navarro
Dean

tech technological university

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

tech technological university

Advanced Master's Degree
Senior Management in Marketing and Sales

Language: **English**

Course Modality: **Online**

Duration: **2 years**

Accreditation: **TECH Technological University**

Official Nº of hours: **3,000 h.**

Advanced Master's Degree
Senior Management in Marketing and Sales

tech technological university