

# Advanced Master's Degree

## Senior Marketing Management, Business Intelligence Expert

A M D S M M B I E



## Advanced Master's Degree Senior Marketing Management, Business Intelligence Expert

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

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

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 22*

06

Structure and Content

---

*p. 30*

07

Methodology

---

*p. 54*

08

Our Students' Profiles

---

*p. 62*

09

Course Management

---

*p. 66*

10

Impact on Your Career

---

*p. 74*

11

Benefits for Your Company

---

*p. 78*

12

Certificate

---

*p. 82*

# 01

# Welcome

Information is power and in the business world this phrase is more than just a saying. The more data companies have about consumers, competitors, suppliers, employees, etc., the more opportunities they have to gain a foothold in the market and achieve the highest possible profits. The effective use of this data is known as Business Intelligence, an intelligent way to manage information in order to obtain better results. This business intelligence can be understood as a whole, or it can be applied to the different departments of the company. In this case, this program shows the keys of these tools applied to the Marketing department, an area that, in itself, handles a great deal of information and that, when correctly used, can provide significant benefits. In this way, the new concept of Marketing Intelligence is opening a gap in the market, bringing to this area all those tools for data management that will allow the implementation of more effective strategies. This TECH program is designed to help business professionals in this field to be able to successfully lead and manage marketing departments.



**Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert.**  
**TECH Technological University**



“

*Learn about the main Business Intelligence tools that can be applied in the Marketing department and become a successful manager”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

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



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



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

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

Business professionals who decide to continue their studies with this program will find the best option on the market to specialize in Marketing Management and Business Intelligence, which will be fundamental for their professional development in this field. In fact, TECH has designed this Advanced Master's Degree with the main objective of improving their training and being able to stand out in a sector of particularly prepared and competitive people, in which higher qualification is the basis of excellence.



“

*Learn about the advantages of Business Intelligence and apply these resources to your daily work in the Marketing sector"*

Your goals are our goals.

We work together to help you achieve them.

This **Advanced Master's Degree in Marketing Management, Business Intelligence Expert** will train students to:

01

Integrate the Internet into the organizations marketing strategy

04

Successfully lead partially or fully digitized sales and marketing teams

02

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

03

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

05

Develop marketing, market research, and communication projects





06

Develop a solid and complete digital marketing plan for the organization

08

Develop leadership skills to lead marketing teams



09

Define the latest trends developments in business management

07

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

10

Build a plan for the development and improvement of personal and managerial skills

11

Develop strategies for making decisions in a complex and unstable environment

14

Be able to define the most appropriate market research technique for the company

12

Identify the types of market research and know how to apply the most appropriate one for the company

13

Develop the main techniques in market research

15

Knowing the different market segments and analyzing which ones the company should focus on

16

Know how to identify competitors and create strategies that differentiate between them

18

Design the possible applications of Business Intelligence (BI) in the company



19

Examine advanced solutions to problems that may arise in companies, integrating techniques and methods studied

17

Analyze the results obtained and reach conclusions conclusions useful for the company

20

Establish a basis for the exploration and exploitation of the organization's information (internal and external)

21

Identify the different types of representation most commonly used in data analysis and the tools that exist to apply them

22

Analyze the regulatory framework for data protection and its relationship with the future regulation of artificial intelligence-based systems

23

Fundamentals of the use of personal data in Big Data projects





24

Assess and manage the risks of Big Data projects involving personal data

25

Determine what specific applications AI currently has in different sectors and how they are being utilized

26

Propose a dynamic business model that supports its growth in intangible resources

# 05 Skills

At the end of this Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert at TECH Technological University, the student will have acquired the competencies and skills necessary to manage this department in their company, providing the most innovative strategies that seek to improve and achieve the objectives of the company. Undoubtedly, a superior training that will mark the way forward in such a competitive area, which demands more and more prepared professionals with a strategic and international vision of business.





“

*Develop the necessary skills  
to be successful in Senior  
Marketing Management”*

01

Apply the different digital tools to marketing processes

02

Have an in-depth understanding of customer purchasing behavior

03

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

04

Manage and control a company's logistic processes

05

Apply creativity and innovation to new product development



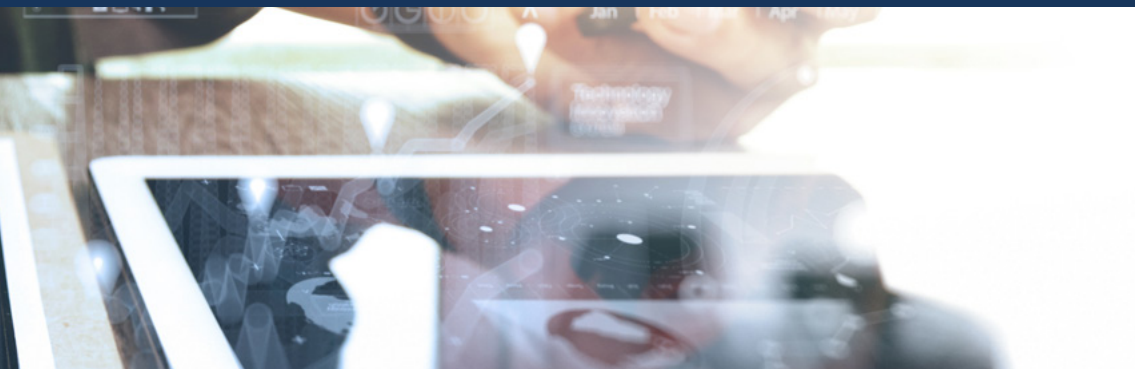


06

Design and manage an adequate marketing plan

08

Internationally position the company through marketing actions



07

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

10

Strategic planning in line with the company's objectives

09

Design strategic e-commerce plans

11

Apply technological resources within the framework of the company's corporate strategy

14

Apply quantitative and qualitative research techniques and qualitative

12

Identify the different market segments



13

In-depth knowledge of the different types of market research and implementation of the most appropriate ones to meet the company's objectives

15

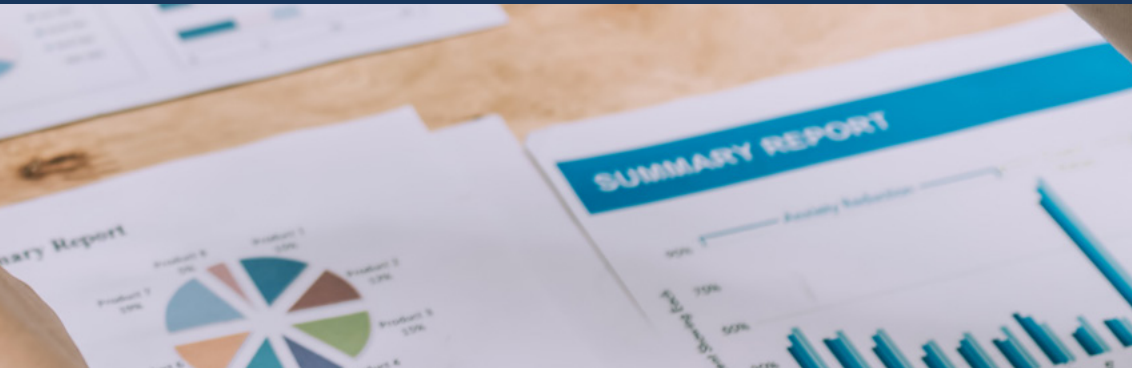
Know how to conduct questionnaires and interviews necessary for market research

16

Conduct national and international market research

18

Submit a base system for business information analysis



19

Identify patterns and techniques appropriate to known problems in data analysis

17

Examine management at the strategic, organizational and project levels, from the point of view of value proposition to the design of business transformation strategies

20

Develop the ability to draw conclusions after pre-processing and modeling a dataset

21

Substantiate the best combination of techniques to maximize the quality of the results

22

Establish the technical implementation of a modeling problem using programming languages

23

Determine the mechanisms to guarantee the availability, integrity and confidentiality of the information

24

Analyze tools and methods for the manipulation and better utilization of data, for the delivery of understandable results to the final recipient



25

Establish the bases that legitimize the processing of personal data

26

Introducing the rights of individuals in the field of data protection, their exercise and attention

27

Introduce a leadership model based on accompaniment and support as an evolution of the traditional authoritarian methodology

28

Introduce coaching as a method to enhance the performance of our employees



06

# Structure and Content

TECH has designed a highly academic curriculum on Marketing Management and Business Intelligence specifically for business professionals, who are looking to take high-level programs to improve their qualifications and achieve the career boost they desire. For this purpose, the syllabus has been structured according to the most relevant concepts in this field of study, which will undoubtedly be a great support for your learning, especially being able to combine the theoretical part with a multitude of practical cases that will facilitate your study.



“

*The structure of this syllabus has been designed to allow students to self-direct their learning"*

## Syllabus

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

Throughout 3.000 hours of study, students will analyze a multitude of practical cases through individual work, achieving high quality learning that can be applied to their daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the company and is designed for managers to understand marketing management and business intelligence from a strategic, international and innovative perspective.

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

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

<b>Module 1</b>	Management and Leadership
<b>Module 2</b>	Logistics and Economic Management
<b>Module 3</b>	Strategy in Marketing Management
<b>Module 4</b>	Operational Marketing
<b>Module 5</b>	Customer Relationship Management
<b>Module 6</b>	Sectorial Marketing
<b>Module 7</b>	International Marketing
<b>Module 8</b>	Digital Marketing and E-Commerce
<b>Module 9</b>	E-Commerce and Shopify
<b>Module 10</b>	Social Media and Community Management
<b>Module 11</b>	Introduction to Market Research
<b>Module 12</b>	Qualitative Research Techniques



<b>Module 13</b>	Quantitative Research Techniques
<b>Module 14</b>	Market Research Production
<b>Module 15</b>	Analysis of Results and Market Research Applications
<b>Module 16</b>	Enterprise Business Intelligence
<b>Module 17</b>	Business Perspective
<b>Module 18</b>	Data-driven business transformation
<b>Module 19</b>	Viewing Data
<b>Module 20</b>	Programming for data analysis
<b>Module 21</b>	Data management
<b>Module 22</b>	Data Protection
<b>Module 23</b>	Business Intelligence and Artificial Intelligence Strategies and applications
<b>Module 24</b>	Optimization of the company's human capital

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

TECH offers students the possibility of developing this program completely online. During the 24 months of training, will be able to access all the contents of this program at any time, which will allow the student to self-manage study time.

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

**Module 1. Management and Leadership**

**1.1. General Management**

- 1.1.1. Integrating Functional Strategies into the Global Business Strategies
- 1.1.2. Management Policy and Processes
- 1.1.3. Society and Enterprise

**1.2. Strategic Management**

- 1.2.1. Establish the Strategic Position: Mission, Vision and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growing and Consolidating Companies

**1.3. Competitive Strategy**

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

**1.4. Corporate Strategy**

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

**1.5. Planning and Strategy**

- 1.5.1. The Relevance of Strategic Direction in the Management Control Process
- 1.5.2. Analysis of the Environment and the Organization
- 1.5.3. Lean Management

**1.6. Talent Management**

- 1.6.1. Managing Human Capital
- 1.6.2. Environment, Strategy, and Metrics
- 1.6.3. Innovation in People Management

**1.7. Management and Leadership Development**

- 1.7.1. Leadership and Leadership Styles
- 1.7.2. Motivation
- 1.7.3. Emotional Intelligence
- 1.7.4. Skills and Abilities of the Leader 2.0
- 1.7.5. Efficient Meetings

**1.8. Change Management**

- 1.8.1. Performance Analysis
- 1.8.2. Leading Change. Resistance to Change
- 1.8.3. Managing Change Processes
- 1.8.4. Managing Multicultural Teams

**Module 2. Logistics and Economic Management**

**2.1. Financial Diagnosis**

- 2.1.1. Indicators for Analyzing Financial Statements
- 2.1.2. Profitability Analysis
- 2.1.3. Economic and Financial Profitability of a Company

**2.2. Economic Analysis of Decisions**

- 2.2.1. Budget Control
- 2.2.2. Competitive Analysis. Comparative Analysis
- 2.2.3. Decision-Making. Business Investment or Divestment

**2.3. Investment Valuation and Portfolio Management**

- 2.3.1. Profitability of Investment Projects and Value Creation
- 2.3.2. Models for Evaluating Investment Projects
- 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

**2.4. Purchasing Logistics Management**

- 2.4.1. Stock Management
- 2.4.2. Warehouse Management
- 2.4.3. Purchasing and Procurement Management

**2.5. Supply Chain Management**

- 2.5.1. Costs and Efficiency of the Operations Chain
- 2.5.2. Change in Demand Patterns
- 2.5.3. Change in Operations Strategy

**2.6. Logistical Processes**

- 2.6.1. Organization and Management by Processes
- 2.6.2. Procurement, Production and Distribution
- 2.6.3. Quality, Quality Costs, and Tools
- 2.6.4. After-Sales Service

**2.7. Logistics and Customers**

- 2.7.1. Demand Analysis and Forecasting
- 2.7.2. Sales Forecasting and Planning
- 2.7.3. Collaborative Planning, Forecasting, and Replacement

**2.8. International Logistics**

- 2.8.1. Customs, Export and Import processes
- 2.8.2. Methods and Means of International Payment
- 2.8.3. International Logistics Platforms

**Module 3. Strategy in Marketing Management**
**3.1. Marketing Management**

- 3.1.1. Positioning and Value Creation
- 3.1.2. Company's Marketing Orientation and Positioning
- 3.1.3. Strategic Marketing vs. Operational Marketing
- 3.1.4. Objectives in Marketing Management
- 3.1.5. Integrated Marketing Communications

**3.2. The Function of Strategic Marketing**

- 3.2.1. Main Marketing Strategies
- 3.2.2. Segmentation, Targeting, and Positioning
- 3.2.3. Managing Strategic Marketing

**3.3. Marketing Strategy Dimensions**

- 3.3.1. Necessary Resources and Investments
- 3.3.2. Fundamentals of Competitive Advantage
- 3.3.3. The Company's Competitive Behavior
- 3.3.4. Focus Marketing

**3.4. New Product Strategy Development**

- 3.4.1. Creativity and Innovation in Marketing
- 3.4.2. Generation and Filtering of Ideas
- 3.4.3. Commercial Viability Analysis
- 3.4.4. Development, Market Testing, and Commercialization

**3.5. Pricing Policies**

- 3.5.1. Short and Long-Term Aims
- 3.5.2. Types of Pricing
- 3.5.3. Factors that Affect Pricing

**3.6. Promotion and Merchandising Strategies**

- 3.6.1. Advertising Management
- 3.6.2. Communication and Media Plan
- 3.6.3. Merchandising as a Marketing Technique
- 3.6.4. Visual Merchandising

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

- 3.7.1. Outsourcing of Sales Force and Customer Service
- 3.7.2. Commercial Logistics in Product and Service Sales Management
- 3.7.3. Sales Cycle Management

**3.8. Developing the Marketing Plan**

- 3.8.1. Analysis and Diagnosis
- 3.8.2. Strategic Decisions
- 3.8.3. Operational Decisions

**Module 4. Operational Marketing**
**4.1. Marketing Mix**

- 4.1.1. The Marketing Value Proposition
- 4.1.2. Marketing Mix Policies, Strategies, and Tactics
- 4.1.3. Elements of Marketing Mix
- 4.1.4. Customer Satisfaction and Marketing Mix

**4.2. Product Management**

- 4.2.1. Consumption Distribution and Product Life Cycle
- 4.2.2. Obsolescence, Expiration and Periodic Campaigns
- 4.2.3. Order Management and Inventory Control Ratios

**4.3. Pricing Principles**

- 4.3.1. Analysis of the environment
- 4.3.2. Production Costs and Discount Margins
- 4.3.3. Final Price and Positioning Map

**4.4. Distribution Channel Management**

- 4.4.1. Trade Marketing
- 4.4.2. Distribution Culture and Competition
- 4.4.3. Designing and Managing Channels
- 4.4.4. Functions of Distribution Channels
- 4.4.5. Route to Market

**4.5. Promotion and Sales Channels**

- 4.5.1. Corporate Branding
- 4.5.2. Advertising
- 4.5.3. Sales Promotion
- 4.5.4. Public Relations and Personal Selling
- 4.5.5. Street Marketing

**4.6. Branding**

- 4.6.1. Brand Evolution
- 4.6.2. Creating and Developing a Successful Brand
- 4.6.3. Brand Equity
- 4.6.4. Category Management

**4.7. Managing Marketing Groups**

- 4.7.1. Work Teams and Meeting Management
- 4.7.2. Coaching and Team Management
- 4.7.3. Managing Equality and Diversity

**4.8. Communication and Marketing**

- 4.8.1. Communication Integrated into Marketing
- 4.8.2. Designing a Marketing Communication Program
- 4.8.3. Communication Skills and Influence
- 4.8.4. Barriers to Business Communication

## 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. Sectorial Marketing

### 6.1. Services Marketing

- 6.1.1. Evolution and Growth of the Service Sector
- 6.1.2. Function of Services Marketing
- 6.1.3. Marketing Strategy in the Service Sector

### 6.2. Touristic Marketing

- 6.2.1. Features of the Tourism Sector
- 6.2.2. Tourist Product
- 6.2.3. The Customer in Tourism Marketing

### 6.3. Political and Electoral Marketing

- 6.3.1. Political Marketing vs. Election Marketing
- 6.3.2. Political Market Segmentation
- 6.3.3. Electoral Campaign

### 6.4. Social Marketing and Responsible Marketing

- 6.4.1. Social Cause Marketing and CSR
- 6.4.2. Environmental Marketing
- 6.4.3. Segmentation in Social Marketing

### 6.5. Retail Management

- 6.5.1. Relevance
- 6.5.2. Reward
- 6.5.3. Cost Reduction
- 6.5.4. Relationship with the Customer

### 6.6. Banking Marketing

- 6.6.1. State Regulation
- 6.6.2. Branches and Segmentation
- 6.6.3. Inbound Marketing in the Banking Sector

### 6.7. Health Services Marketing

- 6.7.1. Internal Marketing
- 6.7.2. User Satisfaction Studies
- 6.7.3. Market-Oriented Quality Management

### 6.8. Sensory Marketing

- 6.8.1. Shopping Experience as a Sensory Experience
- 6.8.2. Neuromarketing and Sensory Marketing
- 6.8.3. Arrangement and Presentation of the Point of Sale

## Module 7. International Marketing

### 7.1. International Market Research

- 7.1.1. Emerging Markets Marketing
- 7.1.2. PES Analysis
- 7.1.3. What, How, and Where to Export?
- 7.1.4. International Marketing-Mix Strategies

### 7.2. International Segmentation

- 7.2.1. Criteria for Market Segmentation at the International Level
- 7.2.2. Market Niches
- 7.2.3. International Segmentation Strategies

### 7.3. International Positioning

- 7.3.1. Branding in International Markets
- 7.3.2. Positioning Strategies in International Markets
- 7.3.3. Global, Regional, and Local Brands

### 7.4. Product Strategies in International Markets

- 7.4.1. Product Modification, Adaptation, and Diversification
- 7.4.2. Global Standardized Products
- 7.4.3. The Product Portfolio

### 7.5. Prices and Exports

- 7.5.1. Export Prices Calculation
- 7.5.2. Incoterms
- 7.5.3. International Price Strategy

### 7.6. Quality in International Marketing

- 7.6.1. Quality and International Marketing
- 7.6.2. Standards and Certifications
- 7.6.3. CE Marking

### 7.7. International Promotion

- 7.7.1. The International Promotion MIX
- 7.7.2. Advertising
- 7.7.3. International Fairs
- 7.7.4. Country Branding

### 7.8. Distribution through International Channels

- 7.8.1. Channel and Trade Marketing
- 7.8.2. Export Consortiums
- 7.8.3. Types of Exports and Foreign Trade

## 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. 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. E-Commerce and Shopify**

**9.1. Digital E-Commerce Management**

- 9.1.1. New E-Commerce Business Models
- 9.1.2. Planning and Developing an E-Commerce Strategic Plan
- 9.1.3. Technological Structure in E-Commerce

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

- 9.2.1. How to Manage Fulfillment
- 9.2.2. Digital Point-of-Sale Management
- 9.2.3. Contact Center Management
- 9.2.4. Automation in Management and Monitoring Processes

**9.3. Implementing E-Commerce Techniques**

- 9.3.1. Social Media and Integration in the E-Commerce Plan
- 9.3.2. Multichannel Strategy
- 9.3.3. Personalizing Dashboards

**9.4. Digital Pricing**

- 9.4.1. Online Payment Methods and Payment Gateways
- 9.4.2. Electronic Promotions
- 9.4.3. Digital Price Timing
- 9.4.4. E-Auctions

**9.5. From E-Commerce to M-Commerce and S-Commerce**

- 9.5.1. E-Marketplace Business Models
- 9.5.2. S-Commerce and Brand Experience
- 9.5.3. Purchase via Mobile Devices

**9.6. Customer Intelligence: from E-CRM to S-CRM**

- 9.6.1. Integrating the Consumer in the Value Chain
- 9.6.2. Online Research and Loyalty Techniques
- 9.6.3. Planning a Customer Relationship Management Strategy

**9.7. Digital Marketing Trade**

- 9.7.1. Cross Merchandising
- 9.7.2. Designing and Managing Facebook Ads Campaigns
- 9.7.3. Designing and Managing Google Ad Campaigns

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

- 9.8.1. Inbound Marketing
- 9.8.2. Display and Programmatic Purchasing
- 9.8.3. Communication Plan

**Module 10. Social Media and Community Management**

**10.1. Web 2.0 or the Social Web**

- 10.1.1. Organization in the Age of Conversation
- 10.1.2. Web 2.0 Is All About People
- 10.1.3. New Environments, New Content

**10.2. Digital Communication and Reputation**

- 10.2.1. Crisis Management and Online Corporate Reputation
- 10.2.2. Online Reputation Report
- 10.2.3. Netiquette and Good Practices on Social Media
- 10.2.4. Branding and Networking 2.0

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

- 10.3.1. Facebook
- 10.3.2. LinkedIn
- 10.3.3. Google+
- 10.3.4. Twitter

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

- 10.4.1. YouTube
- 10.4.2. Instagram
- 10.4.3. Flickr
- 10.4.4. Vimeo
- 10.4.5. Pinterest

**10.5. Corporate Blogging**

- 10.5.1. How to Create a Blog
- 10.5.2. Content Marketing Strategy
- 10.5.3. How to Create a Content Plan for Your Blog
- 10.5.4. Content Curation Strategy

**10.6. Social Media Strategies**

- 10.6.1. Corporate Communication Plan 2.0
- 10.6.2. Corporate PR and Social Media
- 10.6.3. Analysis and Evaluation of Results

**10.7. Community Management**

- 10.7.1. Functions, Duties, and Responsibilities of the Community Management
- 10.7.2. Social Media Manager
- 10.7.3. Social Media Strategist

**10.8. Social Media Plan**

- 10.8.1. Designing a Social Media Plan
- 10.8.2. Defining the Strategy to Be Followed in Each Medium
- 10.8.3. Contingency Protocol in Case of Crisis

**Module 11. Introduction to Market Research**
**11.1. Market Research Fundamentals**

- 11.1.1. Concept of Marketing Research and Marketing
- 11.1.2. Utility of Market Research
- 11.1.3. Market Research Ethics

**11.2. Applications of Market Research**

- 11.2.1. The Value of Research for Managers
- 11.2.2. Factors in the Decision to Investigate the Market
- 11.2.3. Main objectives of Market Research

**11.3. Market Research Methods**

- 11.3.1. Exploratory Research
- 11.3.2. Descriptive Research
- 11.3.3. Causal Investigations

**11.4. Types of Information**

- 11.4.1. Elaboration: Primary and Secondary
- 11.4.2. Qualitative Nature
- 11.4.3. Quantitative Nature

**11.5. Organisation of Market Research**

- 11.5.1. In-House Market Research Department
- 11.5.2. Research Outsourcing
- 11.5.3. Decision Factors: Internal vs. External

**11.6. Research Project Management**

- 11.6.1. Market Research as a Process
- 11.6.2. Planning Stages in Market Research
- 11.6.3. Stages of Market Research Implementation
- 11.6.4. Managing a Research Project

**11.7. Cabinet Studies**

- 11.7.1. Objectives of the Cabinet Studies
- 11.7.2. Sources of Secondary Information
- 11.7.3. Results of the Cabinet Studies

**11.8. Field Work**

- 11.8.1. Obtaining Primary Information
- 11.8.2. Organization of Information Gathering
- 11.8.3. Interviewer Control

**11.9. Online Market Research**

- 11.9.1. Quantitative Research Tools in Online Markets
- 11.9.2. Dynamic Qualitative Customer Research Tools

**11.10. The Market Research Proposal**

- 11.10.1. Objectives and Methodology
- 11.10.2. Deadlines for Delivery
- 11.10.3. Budget

**Module 12. Qualitative Research Techniques**

**12.1. Introduction to Qualitative Research**

- 12.1.1. Objectives of Qualitative Research
- 12.1.2. Sources of Qualitative Information
- 12.1.3. Characteristics of Qualitative Information

**12.2. Group Dynamics**

- 12.2.1. Concepts and Objectives
- 12.2.2. Organization and Implementation
- 12.2.3. Group Dynamics Results

**12.3. The In-Depth Interview**

- 12.3.1. Concepts and Objectives
- 12.3.2. The In-Depth Interview Process
- 12.3.3. Application of the In-Depth Interviews

**12.4. Projective Techniques**

- 12.4.1. Concepts and Objectives
- 12.4.2. Main Projective Techniques

**12.5. Creativity Techniques**

- 12.5.1. Concepts and Objectives
- 12.5.2. Intuitive techniques: Brainstorming
- 12.5.3. Formal techniques: Delphi Method
- 12.5.4. Other Creativity Techniques

**12.6. Observation as a Qualitative Technique**

- 12.6.1. Concept and Applications
- 12.6.2. Observation Scenarios
- 12.6.3. Technical Resources
- 12.6.4. Assessment of the Observation

**12.7. Neuromarketing: The Responses of the Brain**

- 12.7.1. Concept and Applications
- 12.7.2. Observation Scenarios in Neuromarketing
- 12.7.3. Neuromarketing Techniques

**12.8. Pseudo-Purchase**

- 12.8.1. Concept and Applications
- 12.8.2. Pseudo-Purchase Scenarios
- 12.8.3. Mystery Shopper

**12.9. Digital Qualitative Research**

- 12.9.1. Description and Characteristics
- 12.9.2. Main Online Qualitative Techniques

**12.10. Application of Qualitative Research**

- 12.10.1. Structure of Qualitative Research Results
- 12.10.2. Projection of Qualitative Research Results
- 12.10.3. Decision-Making Applications



**Module 13. Quantitative Research Techniques****13.1. Introduction to Quantitative Research**

- 13.1.1. Quantitative Research Objectives
- 13.1.2. Sources of Quantitative Information
- 13.1.3. Characteristics of Quantitative Information

**13.2. The Personal Survey**

- 13.2.1. Concept and Characteristics
- 13.2.2. Types of Personal Survey
- 13.2.3. Advantages and Disadvantages of the Personal Survey

**13.3. The Telephone Survey**

- 13.3.1. Concept and Characteristics
- 13.3.2. Types of Personal Survey
- 13.3.3. Advantages and Disadvantages of the Personal Survey

**13.4. The Self-Administered Survey**

- 13.4.1. Concept and Characteristics
- 13.4.2. Online Survey
- 13.4.3. Postal and E-mail surveys
- 13.4.4. Survey by Personal Delivery

**13.5. The Omnibus**

- 13.5.1. Concept and Characteristics
- 13.5.2. Omnibus Results
- 13.5.3. Types of Omnibuses

**13.6. Board**

- 13.6.1. Concept and Characteristics
- 13.6.2. Panel Results
- 13.6.3. Panel Types

**13.7. Tracking**

- 13.7.1. Concept and Characteristics
- 13.7.2. Tracking Results
- 13.7.3. Types of Tracking

**13.8. Observation as a Quantitative Technique**

- 13.8.1. Concept and Usefulness
- 13.8.2. Observation Scenarios
- 13.8.3. Technical Resources
- 13.8.4. Results of Quantitative Observation

**13.9. Experimentation**

- 13.9.1. Concept and Characteristics
- 13.9.2. Product testing
- 13.9.3. Market Test

**13.10. Application of Quantitative Research**

- 13.10.1. Structure of Quantitative Research Results
- 13.10.2. Projection of Quantitative Research Results
- 13.10.3. Decision-Making Applications

**Module 14. Market Research Production**

**14.1. The Quantitative Questionnaire**

- 14.1.1. Concept, Functions and Type I
- 14.1.2. Phases of the Questionnaire Design
- 14.1.3. Structure of the Questionnaire

**14.2. Formulation of Questions**

- 14.2.1. Types of Questions
- 14.2.2. Hierarchization of Questions
- 14.2.3. Pre-Test of the Questionnaire

**14.3. Scales of Measurement**

- 14.3.1. Purpose and Types of Scales
- 14.3.2. Basic, Comparative and Non-Comparative Scales
- 14.3.3. Creation and Evaluation of Scales
- 14.3.4. Standardized Scales

**14.4. Internet Questionnaire Design**

- 14.4.1. Characteristics of the Online Questionnaire
- 14.4.2. Online Questionnaire Structure
- 14.4.3. Main Online Survey Supports

**14.5. Scripts and Qualitative Interviews**

- 14.5.1. Concept and Types
- 14.5.2. Structure of Scripts and Interviews
- 14.5.3. Formulation of Questions

**14.6. Sampling**

- 14.6.1. Sampling Concept and Process
- 14.6.2. Quantitative Sampling Methods
- 14.6.3. Sample Selection in Qualitative Research

**14.7. Probability Sampling**

- 14.7.1. Simple Sampling
- 14.7.2. Stratified Sampling
- 14.7.3. Cluster Sampling

**14.8. Non-probability Sampling**

- 14.8.1. Random Route
- 14.8.2. Fees
- 14.8.3. Availability
- 14.8.4. Other Non-Probabilistic Methods

**14.9. Sample Size**

- 14.9.1. Sample Size Determining Factors
- 14.9.2. Sample Size Calculation
- 14.9.3. Sample Size in Industrial Markets

**14.10. Fieldwork Process**

- 14.10.1. Interviewer Training
- 14.10.2. Coordination of Information Gathering
- 14.10.3. Evaluation and Incidents

**Module 15. Analysis of Results and Market Research Applications****15.1. Information Analysis Plan**

- 15.1.1. Data Preparation
- 15.1.2. Stages of the Analysis Plan
- 15.1.3. Outline of the Analysis Plan

**15.2. Descriptive Analysis of Information**

- 15.2.1. Concept of Descriptive Analysis
- 15.2.2. Types of Descriptive Analysis
- 15.2.3. Statistical Programs in Descriptive Analysis

**15.3. Bivariate Analysis**

- 15.3.1. Hypothesis Contrast
- 15.3.2. Types of Bivariate Analysis
- 15.3.3. Statistical Programs in Bivariate Analysis

**15.4. Multivariate Dependency Analysis**

- 15.4.1. Concept and Characteristics
- 15.4.2. Types of Multivariate Dependency Analyses

**15.5. Multivariate Analysis of Interdependence**

- 15.5.1. Concept and Characteristics
- 15.5.2. Types of Multivariate Interdependence Analyses

**15.6. Market Research Findings**

- 15.6.1. Differentiation of Information Analysis
- 15.6.2. Joint Interpretation of Information
- 15.6.3. Application of the Conclusions to the Object of the Research

**15.7. Creating a Report**

- 15.7.1. Concept, Utility and Types
- 15.7.2. Structure of the Report
- 15.7.3. Editorial Standards

**15.8. International Market Research**

- 15.8.1. Introduction to International Market Research
- 15.8.2. International Market Research Process
- 15.8.3. The Importance of Secondary Sources in International Research

**15.9. Feasibility Studies**

- 15.9.1. Obtaining Information on Purchasing Behavior and Motives
- 15.9.2. Analysis and Evaluation of the Competitive Offer
- 15.9.3. Market Structure and Potential
- 15.9.4. Purchase Intention
- 15.9.5. Feasibility Results

**15.10. Voting Intention Studies**

- 15.10.1. Pre-Election Studies
- 15.10.2. Exit Polls
- 15.10.3. Vote Estimates

**Module 16.** Enterprise Business Intelligence

**16.1. Enterprise Business Intelligence**

- 16.1.1. The World of Data
- 16.1.2. Relevant Concepts
- 16.1.3. Main Characteristics
- 16.1.4. Solutions in Today's Market
- 16.1.5. Overall Architecture of a BI Solution
- 16.1.6. Cybersecurity in BI and Data Science

**16.2. New Business Concept**

- 16.2.1. Why BI
- 16.2.2. Obtaining Information
- 16.2.3. BI in the Different Departments of the Company
- 16.2.4. Reasons to Invest in BI

**16.3. Data Warehouse**

- 16.3.1. Definition and Objectives Data Warehouse and Data Mart
- 16.3.2. Architecture
- 16.3.3. Dimensional Modeling and its Types of Diagrams
- 16.3.4. Extraction, Transformation and Loading Process (ETL)
- 16.3.5. Metadata

**16.4. Big Data and Data Capture**

- 16.4.1. Capture
- 16.4.2. Transformation
- 16.4.3. Storage

**16.5. Reporting Business Intelligence (BI)**

- 16.5.1. B.D. Structures
- 16.5.2. BB.DD. OLTP and OLAP
- 16.5.3. Examples

**16.6. The Dashboards or Integral Control Panels**

- 16.6.1. Control Panels
- 16.6.2. Decision Support Systems
- 16.6.3. Executive Information Systems

**16.7. Deep Learning**

- 16.7.1. Deep Learning
- 16.7.3. Deep Learning Applications

**16.8. Machine Learning**

- 16.8.1. Machine Learning
- 16.8.2. Understand Machine Learning
- 16.8.3. Deep Learning vs. Machine Learning

**16.9. BI Tools and Solutions**

- 16.9.1. Choosing the Best Tool
- 16.9.2. Microsoft Power BI, MicroStrategy y Tableau
- 16.9.3. SAP BI, SAS BI and Qlikview
- 16.9.4. Prometheus

**16.10. BI Project Planning and Management**

- 16.10.1. First Steps to define a BI project
- 16.10.2. BI Solution for Your Company
- 16.10.3. Requirements and Objectives

## Module 17. Business Perspective

### 17.1. The Company

- 17.1.1. Venture Capital Theory
- 17.1.2. Organizational Morphology: Size, Shape, Activity and Sectors
- 17.1.3. Organization and Resources
- 17.1.4. Management and Their Needs

### 17.2. Company: Market and Customer

- 17.2.1. Market and Customer
- 17.2.2. Market Analysis and Segmentation
- 17.2.3. Direct and Indirect Competition
- 17.2.4. Competitive Advantage

### 17.3. DAFO Analysis

- 17.3.1. Business Strategy
- 17.3.2. DAFO Analysis
- 17.3.3. Objectives and Deadlines [SMART, C/M/L/P, Cascading Objectives]
- 17.3.4. Measuring Results: Knowing the Reality
- 17.3.5. Key Performance Indicators [KPI]

### 17.4. Information as an Asset

- 17.4.1. Information and Management
- 17.4.2. Life Cycle Information
- 17.4.3. Operational System and Strategic System

### 17.5. Balanced Scorecard

- 17.5.1. Operational, Tactical and Strategic Scorecards
- 17.5.2. CMI Definition
- 17.5.3. Financial Perspective
- 17.5.4. Customer Perspective
- 17.5.5. Internal Processes Perspective
- 17.5.6. Learning and Growth Perspective

### 17.6. Productivity Analysis

- 17.6.1. Income, Expenditures, Investment and Consumption
- 17.6.2. Cost Analysis and Allocation
- 17.6.3. ROI and other Ratios of interest

### 17.7. Distribution and Sales

- 17.7.1. Relevance of the Department
- 17.7.2. Channels and Equipment
- 17.7.3. Types of Sales and Consumption

### 17.8. Other Common Areas

- 17.8.1. Production and Service Delivery
- 17.8.2. Distribution and Logistics
- 17.8.3. Commercial Communication
- 17.8.4. Inbound Marketing

### 17.9. Data Management

- 17.9.1. Roles and Responsibilities [Managerial Roles and Technical Roles]
- 17.9.2. Stakeholder Identification
- 17.9.3. Information Management Systems [Intro and Types, without Technology Details]
- 17.9.4. Type of Operating Systems
- 17.9.5. Strategic or Decision Support Systems
- 17.9.6. Platforms for information: Cloud Computing vs. On Premise

### 17.10. Exploring the Information

- 17.10.1. Intro SQL: Relational Databases Basic Concepts (DDL and DML, PK, FK, JOINS)
- 17.10.2. Networks and Communications: Public/Private Networks, Network/Subnet/Router Address and DNS. VPN Tunnel and SSH. [concept intro]
- 17.10.3. Operational System: Standardized Data Templates
- 17.10.4. Strategic System: Multidimensional Model [intro Because it is a Complete Topic by Rafaél], OLAP and Graphical Dashboards
- 17.10.5. Strategic Analysis of BB.DD. and Report Composition

**Module 18.** Data-Driven Business Transformation

**18.1. Big Data**

- 18.1.1. Big Data in Enterprises
- 18.1.2. Concept of Value
- 18.1.3. Value Project Management

**18.2. Customer Journey**

- 18.2.1. Customer Life Cycle
- 18.2.2. Association of Campaigns to the Life Cycle
- 18.2.3. Campaign Metrics

**18.3. Data Management for Campaigns**

- 18.3.1. Datawarehouse and Datalab
- 18.3.2. Campaign Creation Tools
- 18.3.3. Drive Methods

**18.4. Digital Marketing GDPR**

- 18.4.1. Data Anonymization and Manipulation of Personal Data
- 18.4.2. Robinson Concept
- 18.4.3. Exclusion lists

**18.5. Scorecard**

- 18.5.1. KPIs
- 18.5.2. Audience
- 18.5.3. Tools
- 18.5.4. Storytelling

**18.6. Customer Analysis and Characterization**

- 18.6.1. 360° Customer Vision
- 18.6.2. Relation of Analysis to Tactical Actions
- 18.6.3. Analysis Tools

**18.7. Business Examples Applying Big Data Techniques**

- 18.7.1. Upselling/Cross-Selling
- 18.7.2. Propensity Models
- 18.7.3. Risk Models
- 18.7.4. Predictions
- 18.7.5. Image Processing

**Module 19. Data Visualization****19.1. Viewing Data**

- 19.1.1. Data visualization
- 19.1.2. Importance of Data Analysis and Visualization
- 19.1.3. Evolution

**19.2. Design**

- 19.2.1. Use of Color
- 19.2.2. Composition and Typography
- 19.2.3. Recommendations

**19.3. Types of Data**

- 19.3.1. Qualitative
- 19.3.2. Quantitative
- 19.3.3. Temporary Data

**19.4. Data Sets**

- 19.4.1. Files
- 19.4.2. Databases
- 19.4.3. Open Data
- 19.4.4. Streaming Data

**19.5. Common Types of Representation**

- 19.5.1. Columns
- 19.5.2. Bars
- 19.5.3. Lines
- 19.5.4. Areas
- 19.5.5. Dispersion

**19.6. Advanced Types of Representation**

- 19.6.1. Circulars
- 19.6.2. Rings
- 19.6.3. Bubbles
- 19.6.4. Maps

**19.7. Application by Area**

- 19.7.1. Political Science and Sociology
- 19.7.2. Science
- 19.7.3. Marketing
- 19.7.4. Health and Well-being
- 19.7.5. Meteorology
- 19.7.6. Business and Finance

**19.8. Storytelling**

- 19.8.1. Importance of Storytelling
- 19.8.2. Storytelling History
- 19.8.3. Application of Storytelling

**19.9. Visualization Software**

- 19.9.1. Commercials
- 19.9.2. Free
- 19.9.3. Online
- 19.9.4. Free Software

**19.10. The Future of Data Visualization**

- 19.10.1. Virtual Reality
- 19.10.2. Augmented Reality
- 19.10.3. Artificial Intelligence

**Module 20.** Programming for Data Analysis

**20.1. Programming for Data Analysis**

- 20.1.1. Language for Data Analysis
- 20.1.2. Evolution and Characteristics of the Main Tools
- 20.1.3. Installation and Configuration

**20.2. Types of Data**

- 20.2.1. Basic Types
- 20.2.2. Complex Types
- 20.2.3. Other Structures

**20.3. Structures and Operations**

- 20.3.1. Data Operations
- 20.3.2. Control Structures
- 20.3.3. File Operations

**20.4. Data Extraction and Analysis**

- 20.4.1. Statistical Summaries
- 20.4.2. Univariate Analysis
- 20.4.3. Multivariate Analysis

**20.5. Visualisation**

- 20.5.1. Univariate Graphs
- 20.5.2. Multivariable Graphs
- 20.5.3. Other Charts of Interest

**20.6. Pre-processing**

- 20.6.1. The Importance of Data Quality
- 20.6.2. Outlier Detection and Analysis
- 20.6.3. Other Dataset Quality Factors

**20.7. Advanced Pre-processing**

- 20.7.1. Subsampling
- 20.7.2. Resampling
- 20.7.3. Dimensionality Reduction

**20.8. Data Modeling**

- 20.8.1. Modeling Phases
- 20.8.2. Division of the Data Set
- 20.8.3. Metrics for Prediction

**20.9. Advanced Data Modeling**

- 20.9.1. Unsupervised Models
- 20.9.2. Supervised Models
- 20.9.3. Libraries for Modeling

**20.10. Tools and Best Practices**

- 20.10.1. Best Practices for Modeling
- 20.10.2. The Tools of a Data Analyst
- 20.10.3. Conclusion and Bookstores of Interest



**Module 21. Data Management****21.1. Statistics**

- 21.1.1. Statistics: Descriptive Statistics, Statistical Inferences
- 21.1.2. Population, Sample, Individual
- 21.1.3. Variables: Definition, Measurement Scales

**21.2. Types of Data Statistics**

- 21.2.1. According to Type
  - 21.2.1.1. Quantitative: Continuous Data and Discrete Data
  - 21.2.1.2. Qualitative: Binomial Data, Nominal Data and Ordinal Data
- 21.2.2. According to Its Form: Numerical, Text, Logical
- 21.2.3. According to Their Source: Primary and Secondary

**21.3. Data Management Planning**

- 21.3.1. Definition of Objectives
- 21.3.2. Determination of Available Resources
- 21.3.3. Establishment of Time Lapses
- 21.3.4. Data Structure

**21.4. Data Collection**

- 21.4.1. Methodology of Data Collection
- 21.4.2. Data Collection Tools
- 21.4.3. Data Collection Channels

**21.5. Data Cleaning**

- 21.5.1. Phases of Data Cleansing
- 21.5.2. Data Quality
- 21.5.3. Data Manipulation (with R)

**21.6. Data Analysis, Interpretation and Evaluation of Results**

- 21.6.1. Statistical Measures
- 21.6.2. Relationship Indices
- 21.6.3. Data Mining

**21.7. Viewing Data**

- 21.7.1. Suitable Display According to Data Type
- 21.7.2. End-User Considerations
- 21.7.3. Executive Models of Results Presentation

**21.8. Data Warehouse (Datawarehouse)**

- 21.8.1. Elements that Comprise it
- 21.8.2. Design
- 21.8.3. Aspects to Consider

**21.9. Data Availability**

- 21.9.1. Access
- 21.9.2. Uses
- 21.9.3. Security/safety

**21.10. Practical Applications**

- 21.10.1. Data Exploration
- 21.10.2. Manipulation and Adjustment of Patterns and Structures
- 21.10.3. Test Application and Modeling

**Module 22. Data Protection**

**22.1. Data Protection Regulations**

- 22.1.1. Regulatory Framework
- 22.1.2. Definitions
- 22.1.3. Subjects Obligated to Comply with the Regulations
  - 22.1.3.1. Differences between Controllers, Joint Controllers and Processors
- 22.1.4. The Data Protection Officer

**22.2. Harmonized Regulation of Artificial Intelligence: Proposal for a European Regulation**

- 22.2.1. Prohibited Practices
- 22.2.2. High-Risk Artificial Intelligence Systems
- 22.2.3. Innovation Support Measures

**22.3. Principles Relating to the Processing of Personal Data**

- 22.3.1. Fairness, Loyalty and Transparency
- 22.3.2. Purpose Limitation
- 22.3.3. Data Minimisation, Accuracy and Limitation of Retention Period
- 22.3.4. Integrity and Confidentiality
- 22.3.5. Proactive Responsibility

**22.4. Basis of Lawfulness or Legitimacy and Authorizations for the Processing, Including, if Applicable, the Communication of the Data**

- 22.4.1. Consent
- 22.4.2. Contractual Relationship or Pre-contractual Measures
- 22.4.3. Fulfillment of a Legal Obligation
- 22.4.4. Protection of Vital Interests of the Data Subject or Another Person
- 22.4.5. Public Interest or Exercise of Public Powers
- 22.4.6. Legitimate Interest: Weighing of interests

**22.5. Individuals Rights**

- 22.5.1. Transparency and Information
- 22.5.2. Access
- 22.5.3. Rectification and Deletion (Right to be Forgotten), Limitation and Portability
- 22.5.4. Opposition and Automated Individual Decisions
- 22.5.5. Limits to Rights

**22.6. Data Protection by Design: Analysis and Management of Personal Data Processing Risks**

- 22.6.1. Identification of Risks and Threats to the Rights and Freedoms of Individuals
- 22.6.2. Risk Assessment
- 22.6.3. Risk Management Plan

**22.7. Techniques for Ensuring Compliance with Data Protection Regulations**

- 22.7.1. Identification of Proactive Accountability Measures
- 22.7.2. Organizational measures
- 22.7.3. Technical Measures
- 22.7.4. The Register of Processing Activities
- 22.7.5. Security Breach Management
- 22.7.6. Codes of Conduct and Certifications

**22.8. The Data Protection Impact Assessment (DPA or DPIA)**

- 22.8.1. EIPD Needs Assessment
- 22.8.2. Evaluation Methodology
- 22.8.3. Identification of Risks and Threats
- 22.8.4. Prior Consultation with the Supervisory Authority

**22.9. Contractual Regulation between Those Responsible, Those in charge and, Where Applicable, Other Subjects. International Data Transfers**

- 22.9.1. Data Access or Data Processing Contract
- 22.9.2. Contracts between Co-Responsible Parties
- 22.9.3. Responsibilities of the Parties
- 22.9.4. Definition and Safeguards to be Adopted in International Transfers

**22.10. Control Authorities. Violations and Penalties**

- 22.10.1. Violations
- 22.10.2. Fines
- 22.10.3. Penalty Procedure
- 22.10.4. Control Authorities and Cooperation Mechanisms

**Module 23. Business Intelligence and Artificial Intelligence. Strategies and applications**

**23.1. Financial Services**

- 23.1.1. The Implications of Artificial Intelligence (AI) in Financial Services. Opportunities and Challenges
- 23.1.2. Use Cases
- 23.1.3. Potential Risks Related to the use of AI
- 23.1.4. Potential Future Developments/uses of AI

**23.2. Implications of Artificial Intelligence in the Healthcare Service**

- 23.2.1. Implications of AI in the Healthcare Sector. Opportunities and Challenges
- 23.2.2. Use Cases

**23.3. Risks Related to the Use of AI in the Health Service**

- 23.3.1. Potential Risks Related to the use of AI
- 23.3.2. Potential Future Developments/uses of AI

**23.4. Retail**

- 23.4.1. Implications of AI in the Retail. Opportunities and Challenges
- 23.4.2. Use Cases
- 23.4.3. Potential Risks Related to the use of AI
- 23.4.4. Potential Future Developments/uses of AI

**23.5. Industry 4.0**

- 23.5.1. Implications of AI in the 4.0 Industry. Opportunities and Challenges
- 23.5.2. Use Cases

**23.6. Potential Risks Related to the use of AI in the 4.0 Industry**

- 23.6.1. Use Cases
- 23.6.2. Potential Risks Related to the use of AI
- 23.6.3. Potential Future Developments/uses of AI

**23.7. Public Administration**

- 23.7.1. Implications of AI in Public Administration: Opportunities and Challenges
- 23.7.2. Use Cases
- 23.7.3. Potential Risks Related to the use of AI
- 23.7.4. Potential Future Developments/uses of AI

**23.8. Educational**

- 23.8.1. Implications of AI in Educational: Opportunities and Challenges
- 23.8.2. Use Cases
- 23.8.3. Potential Risks Related to the use of AI
- 23.8.4. Potential Future Developments/uses of AI

**23.9. Forestry and Agriculture**

- 23.9.1. Implications of AI in Forestry and Agriculture. Opportunities and Challenges
- 23.9.2. Use Cases
- 23.9.3. Potential Risks Related to the use of AI
- 23.9.4. Potential Future Developments/uses of AI

**23.10. Human Resources**

- 23.10.1. Implications of AI for Human Resources Opportunities and Challenges
- 23.10.2. Use Cases
- 23.10.3. Potential Risks Related to the use of AI
- 23.10.4. Potential Future Developments/uses of AI

**Module 24.** Optimization of the Company's Human Capital

**24.1. Human Capital in the Company**

- 24.1.1. Value of Human Capital in the Technological World
- 24.1.2. Managerial Skills
- 24.1.3. Paradigm Shift in Management Models

**24.2. Competencies of the Director**

- 24.2.1. Management Process
- 24.2.2. Management Functions
- 24.2.3. Group Leadership Management in Companies. Group Relations

**24.3. Corporate Communication**

- 24.3.1. The Company's Communication Process
- 24.3.2. Interpersonal Relations in the Company
- 24.3.3. Communication Techniques for Change
  - 24.3.3.1. Storytelling
  - 24.3.3.2. Assertive Communication Techniques. Feedback, Consensus

**24.4. Business Coaching**

- 24.4.1. Business Coaching
- 24.4.2. The Practice of Coaching
- 24.4.3. Types of Coaching and Coaching in Organizations
  - 24.4.3.1. Coaching as a Leadership Style

**24.5. Business Mentoring**

- 24.5.1. Mentoring in the Company
- 24.5.2. The 4 processes of a Mentoring Program
- 24.5.3. Benefits of this Business Tool

**24.6. Mediation and Conflict Resolution in the Company**

- 24.6.1. The Conflicts
- 24.6.2. Preventing, Addressing and Resolving Conflict
- 24.6.3. Stress and Work Motivation

**24.7. Negotiation Techniques**

- 24.7.1. Negotiation at the Managerial Level in Technology Companies
- 24.7.2. Strategies and Main Types of Negotiation
  - 24.7.2.1. The Figure of the Negotiating Subject

**24.8. Enterprise Change Management**

- 24.8.1. Factors of Organizational Change
- 24.8.2. Strategic Planning
- 24.8.3. Organizational Change Management
  - 24.8.3.1. For Intangible Change: Teams, Communication, Culture, Leadership
  - 24.8.3.2. For basic or Tangible Change: Goal Setting, Performance Measurement, Learning, Recognition and Rewards

**24.9. Techniques for Improving Equipment Performance**

- 24.9.1. Teamwork Techniques
- 24.9.2. Delegating in work Equipment

**24.10. Focus Group. Classification**

- 24.10.1. The role of the Dynamizer
- 24.10.2. Group Dynamics Techniques
  - 24.10.2.1. Brainstorming+
  - 24.10.2.2. Philips 6/6
  - 24.10.2.3. Hot Air Balloon D



07

# Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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





## A learning method that is different and innovative

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

“

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

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

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

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

## Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



### Study Material

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

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



### Classes

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

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



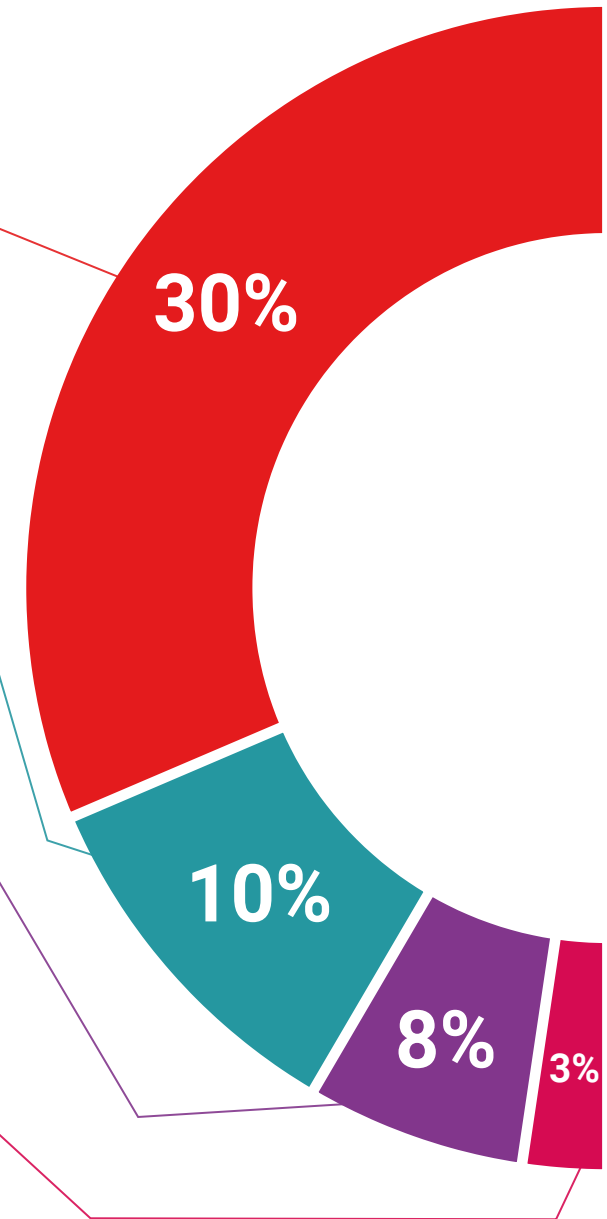
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



08

# Our Students' Profiles

The profile of the students who access this Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert is that of professionals who already have previous experience in the business sector, but who have realized the importance of continuing their studies in this field, to get extra training that allows them to successfully direct the strategies and plans aimed at achieving the objectives of the company.





“

*A program aimed at students with extensive industry experience, who wish to continue their studies while continuing to work”*

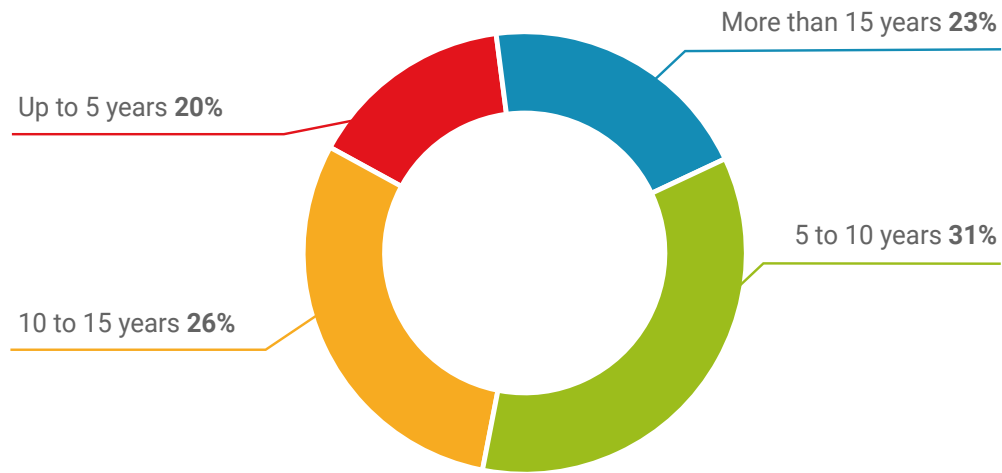
### Average Age

---

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

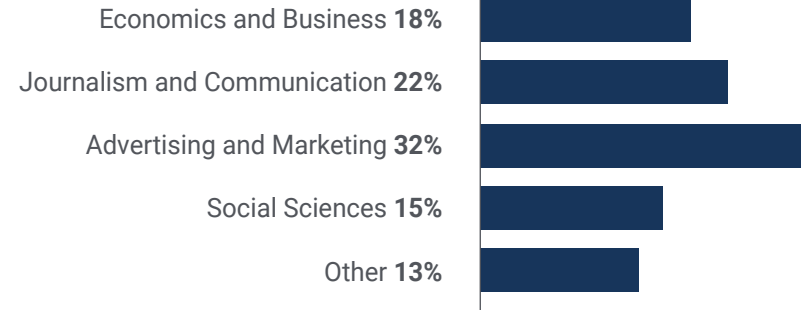
### Years of Experience

---



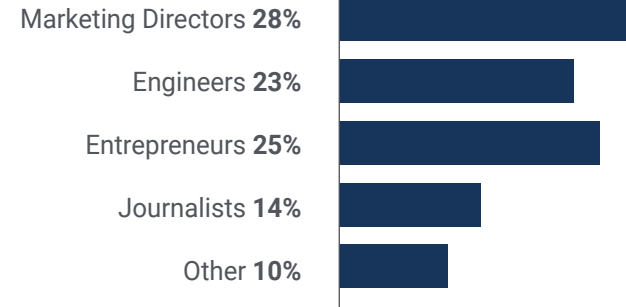
### Training

---



### Academic Profile

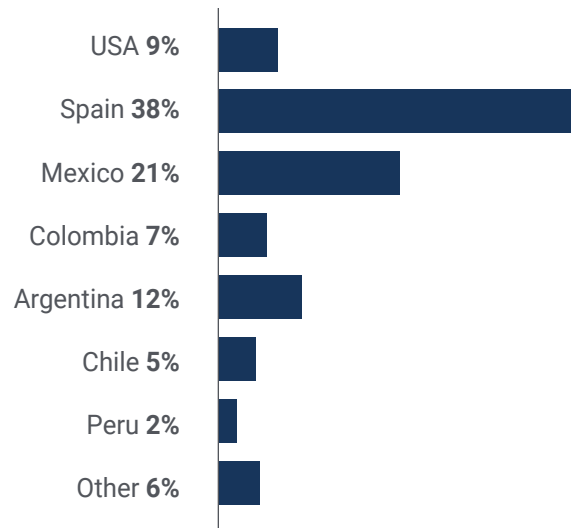
---





## Geographical Distribution

---



## Mr. José García

---

Marketing Director

*"This program has been a great opportunity for my career, finding, in one program, the training I needed to give my career a boost. This Advanced Master's Degree contains a rich syllabus that undoubtedly covers the most relevant concepts of the sector. In addition, its online format is a plus, as it has allowed me to study at my own pace, without complications or the need to follow a fixed schedule"*

## 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 Luminate's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees 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 Postgraduate Diploma has achieved cutting-edge competencies. Thus, he has come to be considered a **born leader of the new global economy**, centered on the impulse of data and its infinite possibilities.



## Mr. Gram, Mick

---

- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Business Intelligence Director at Capgemini
- Chief Analyst at Nordea
- Chief Business Intelligence Consultant for SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- Bachelor's Degree and Professional Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

09

# Course Management

TECH has brought together the best professionals of the moment in Marketing Management and Business Intelligence for the realization of this Advanced Master's Degree. A team composed of industry specialists with extensive teaching and research experience, who understand the need for highly qualified professionals to lead companies towards excellence in this field, and who understand the importance of new technologies applied to education.



A black and white photograph showing three people from a different perspective, looking down and to the right, presumably at a computer screen. The image is partially obscured by a dark blue diagonal shape in the top right corner and a white diagonal shape in the bottom right corner.

“

*The teachers of this Advanced Master's Degree have compiled the most relevant information so that you can successfully manage in this field"*

## Management



### Dr. Peralta Martín-Palomino, Arturo

- ◆ Doctorate in Psychology from the University of CastillaLa
- ◆ PhD in Economics, Business and Finance from the Camilo José Cela University. Outstanding Award
- ◆ Associate lecturer, teaching undergraduate and master's degrees in Computer Engineering at the University of Castilla la Mancha
- ◆ Lecturer of Engineering Masters at the International Valencia University and Rioja International University
- ◆ Member of the SMILE Research Group of the University of Castilla la Mancha
- ◆ CEO and CTO at Prometheus Global Solutions
- ◆ CTO in Korporate Technologies desde 2019
- ◆ CTO in AI Shephers GmbH Since 2021
- ◆ Director of Design and Development at DocPath Document Solutions
- ◆ Analyst/Programmer at Castilla la Mancha University
- ◆ Degree in Computer Engineering from the Castilla la Mancha University
- ◆ Master's Degree in Advanced Information Technologies from the University of Castilla la Mancha
- ◆ Master's Degree in Business Administration and Organizational Engineering by Castilla la Mancha University
- ◆ University Expert in Integrated Project Management (PMP) by Castilla la Mancha University

## Professors

### Mr. Catalán Ramírez, Raúl Luis

- ◆ Interface Designer and Analyst/Programmer at Prometheus Global Solutions
- ◆ Freelance designer and programmer
- ◆ Designer at Mille Cunti Association
- ◆ Graduated in Graphic Design at the EA. Pedro Almodóvar Teaching Experience
- ◆ CMS web implementation and management Professional Experience

### Ms. Fernández Meléndez, Galina

- ◆ Bachelor's Degree in Business Administration. Bicentennial University of Aragua- Caracas
- ◆ Diploma in Planning and Public Finance by the Venezuelan School of Planning - School of Finance
- ◆ Master's Degree in Data Analysis and Business Intelligence by the University of Oviedo
- ◆ MBA from the European Business School of Barcelona
- ◆ Master's Degree in Big Data and Business Intelligence from the European Business School of Barcelona

### Mr. Fondón Alcalde, Rubén

- ◆ Telecommunications Engineer at Madrid's European University
- ◆ The Master in Big Data and Analytics at the International University of Valencia
- ◆ Power BI Essentials. LinkedIn Learning
- ◆ Power BI visualization and reporting LinkedIn Learning
- ◆ ITIL Foundations v3
- ◆ HP Sales University. Las Rozas (Madrid)
- ◆ Cisco Certified Network Associate (CCNA). Novatech Institute
- ◆ Erasmus Scholarship in Cork. Institute of Technology (Ireland)

### Ms. García La O, Marta

- ◆ Management, administration and account management at Think Planning and Development, SL
- ◆ Accountant-administrative in Tabacos Santiago y Zaráiche-Stan Roller, SL
- ◆ Marketing Specialist. Versas Consultants
- ◆ Customer service and self-service monitor in Cajamurcia
- ◆ Accountant-Administrative at GRUPO T-6, SL
- ◆ Diploma in Business Administration. University of Murcia
- ◆ Master's Degree in Commercial and Marketing Management. CTO Business School. Teaching Experience
- ◆ Organisation, supervision and mentoring of High management training courses in Think Planning and Development, SL
- ◆ Mentoring of new employees and optimization of human capital potentials for Think Planificación y Desarrollo, SL

### Mr. García Niño, Pedro

- ◆ Sales Manager of computer services in the companies Camuñase, S.L. and Electrocamuñas, S.L
- ◆ Hardware/software technician in the companies Camuñase, S.L. and Electrocamuñas, S.L
- ◆ Web design, analytics and programming
- ◆ Specialist in Digital Marketing and RRSS
- ◆ SEO On-Page / Internal Factors Specialist
- ◆ Off-Page SEO/Linkbuilding/Black Hat SEO Specialist
- ◆ SEM/PPC/Google Ads Specialist
- ◆ Specialist in digital marketing analytics and performance measurement/Google Analytics

- ◆ Specialist in organic positioning and SEO UNED Foundation
- ◆ Specialist in PPC and SEM Aula CM. Official Certification on Google Ads Search Campaigns. Official Google Ads Display Certification Teaching Experience
- ◆ Technical training in assembly and installation of desktop computers
- ◆ Technical training in software installation and maintenance/cybersecurity Professional Experience

**Mr. López Rausell, Adolfo**

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration by Valencia University
- ◆ Diploma in Marketing in ESEM Business School

**Ms. Martínez Cerrato, Yésica**

- ◆ Responsible for training new recruits on commercial management software (CRM, ERP, INTRANET ERP, Intranet, product and procedures in Ricopia Technologies (Alcalá de Henares)
- ◆ Computer classes teacher at ASALUMA Association (Alcalá de Henares)
- ◆ Responsible for training new scholarship holders incorporated to the Computer Classrooms at the University of Alcalá
- ◆ Business Intelligence Analyst at Ricopia Technologies (Alcalá de Henares)
- ◆ Project Manager in the area of Key Accounts Integration at Correos and Telégrafos (Madrid)
- ◆ Computer Technician-Responsible for computer classrooms OTEC, University of Alcalá (Alcalá de Henares)
- ◆ Scholarship for Training as a Computer Technician in OTEC, University of Alcalá (Alcalá de Henares)
- ◆ Degree in Electronic Communications Engineering at the University of Alcalá, Spain

**D. Martín-Palomino Sahagún, Fernando**

- ◆ CTO at AURA Diagnostics (medTech)
- ◆ Business Development Spain SARLIN, Industry 4.0 applied compressed air
- ◆ Operations Management Alliance Diagnostics
- ◆ Management Innovation Alliance Medical
- ◆ CIO Alliance Medical
- ◆ Field engineer & Project Management digital radiology at Kodak
- ◆ Telecommunications Engineer. MBA from the Polytechnic University of Madrid
- ◆ Executive Master's Degree in Marketing and Sales at ESADE
- ◆ Training of medical personnel in the use of new technologies for digital diagnostics
- ◆ Training of industrial plant personnel in the use of 4.0 applications

**Mr. Nafría Sanz, Alfonso**

- ◆ Business Intelligence Consultant at Korporate Technologies Group, SL
- ◆ Marketing and Business Development Consultant specializing in SMEs
- ◆ Co-founder and Communication Director of SME company
- ◆ Degree in Marketing and Technical Market Research from San Pablo CEU University
- ◆ Master's Degree in Business Intelligence and Big Data from the Universitat Oberta de Catalunya Work Experience

**Mr. Palomino Dávila, Cristina**

- ◆ Consultant and Senior GRC Auditor. Compliance with legislation Data Protection, National Security Scheme and information security regulatory frameworks. Oesía Networks, S.L
- ◆ Internal audits Audit Sub-Directorate - General Secretariat. Internal data protection audit of CLH Group companies located in Spain and the United Kingdom
- ◆ Senior consultant and auditor in Personal Data Protection and information society services Helas Consultores, S.L



- ◆ Preparation of contents and delivery of numerous training and awareness-raising seminars on data protection and information security, in the area of company-client relations
- ◆ Organization and delivery of the Personal Data Protection Course. General Directorate of the Civil Guard. Madrid
- ◆ Consultant and Auditor in the field of Personal Data Protection. Alaro Avant - Data Protection Division of Adesis Netlife, S.L
- ◆ Lawyer. New Technologies Area. Legal advice in the field of Personal Data Protection. De Lorenzo Abogados, S.L.P
- ◆ Graduate in Law from the University of Castilla La Mancha
- ◆ Master's Degree in Legal Consultancy for Businesses from the Instituto de Empresa
- ◆ Advanced Course in Digital Security and Crisis Management by the University of Alcalá and the Spanish Security and Crisis Alliance– AESYC

#### **Dr. Pedrajas Parabás, Elena**

- ◆ Business Analyst in Management Solutions in Madrid
- ◆ Collaborator with the Department of Numerical Analysis at the University of Cordoba
- ◆ Professional Experience
- ◆ Researcher in the Department of Computer Science and Numerical Analysis at the University of Córdoba
- ◆ Researcher at the Singular Center for Research in Intelligent Technologies in Santiago de Compostela
- ◆ Degree in Computer Engineering
- ◆ Master's Degree in Data Science and Computer Engineering

#### **Ms. Rissanen, Karoliina**

- ◆ Responsible for the development of training programs Professional Experience
- ◆ HR Specialist, Oy Sinebrychoff Ab (Carlsberg Group)
- ◆ Assistant Manager, People, Performance and Development, IATA Global Delivery Center
- ◆ Assistant Manager, Customer Services, IATA Global Delivery Center
- ◆ Diploma in Tourism from the University Haaga-Helia
- ◆ Master's Degree in Protocol and External Relations from Camilo José Cela University
- ◆ Diploma in Human Resource Management by Chartered Institute of Personnel and Development
- ◆ Trained and certified as instructor by IATA
- ◆ Training of customer service personnel

# 10

# Impact on Your Career

The completion of this program is a unique opportunity for students, since they can find, in a single curriculum, the most complete information on Marketing Management and Business Intelligence that will allow them to make a radical change in their profession. Thus, upon completion of this program, they will be better able to develop successfully in senior management, applying to their work everything they have learned during this time of study.



“

*This program will allow you to achieve your desired career goals by improving your qualifications in a short period of time"*

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

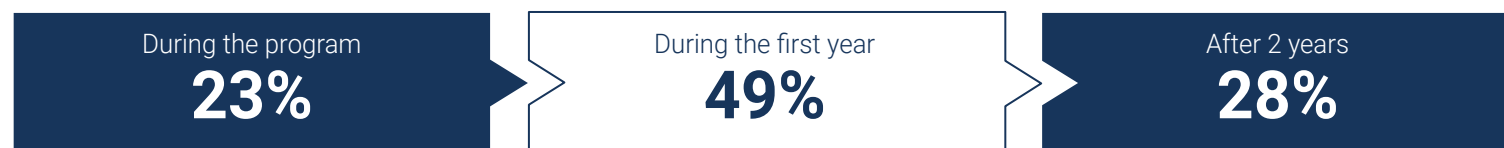
This Advanced Master's Degree in Marketing Management, Business Intelligence Expert of TECH Technological University is an intensive program that prepares students to face challenges and business decisions, both nationally and internationally. Its main objective is to promote your personal and professional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

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

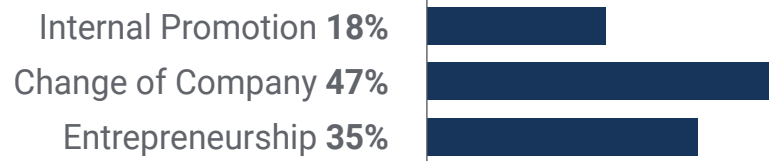
*A program of great academic value that will give a boost to your employability.*

*The majority of students who complete this Advanced Master's Degree rapidly improve their career prospects.*

#### When the change occurs



#### Type of change



### Salary increase

---

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



11

# Benefits for Your Company

The completion of this Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert of TECH is a unique opportunity to improve the training of students, but also for the companies in which they develop professionally, since employees will be able to bring a new way of working which is more dynamic, more strategic, and adapted to the needs of today's business. It is undoubtedly an essential opportunity for those who wish to specialize in this field.





“

*This program will allow you to bring a new vision of work to your company more current and adapted to the needs of the 21st century"*

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

01

### **Intellectual Capital and Talent Growth**

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

---

02

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

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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





05

### **Project Development**

The manager will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This Professional Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

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



“

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

This **Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert** contains the most complete and updated program on the market.

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

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

Title: **Advanced Master's Degree in Senior Marketing Management, Business Intelligence Expert**

Official N° of hours: **3,000 h.**



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



## Advanced Master's Degree Senior Marketing Management, Business Intelligence Expert

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

# Advanced Master's Degree

## Senior Marketing Management, Business Intelligence Expert