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

AMDSMMBIE

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

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

Website: **www.techtitute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-marketing-management-business-intelligence-expert**

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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 Global 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 Global 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 ground-breaking 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.

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"*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 Global 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

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

04 Successfully lead partially or fully digitized sales and marketing teams

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 Global 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

04 Manage and control a company's logistic 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

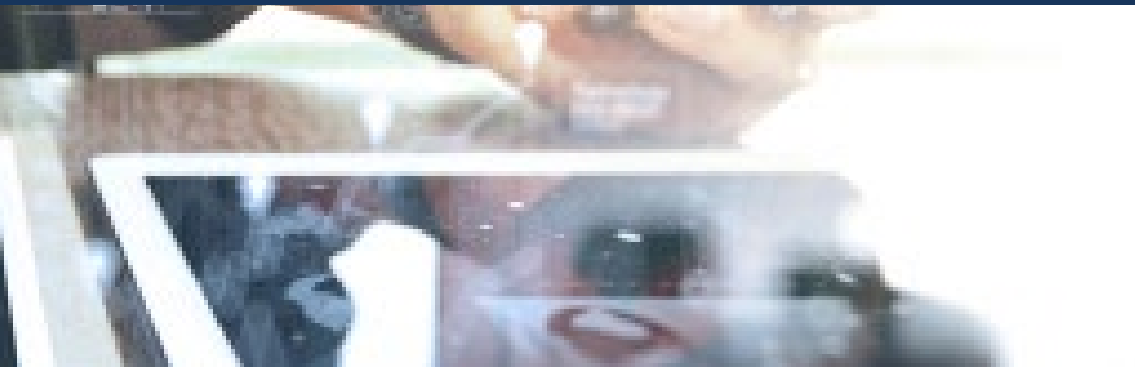**05** Apply creativity and innovation to new product development

06 Design and manage an adequate marketing plan

08 Internationally position the company through marketing actions

09 Design strategic e-commerce plans

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

10 Strategic planning in line with the company's objectives

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
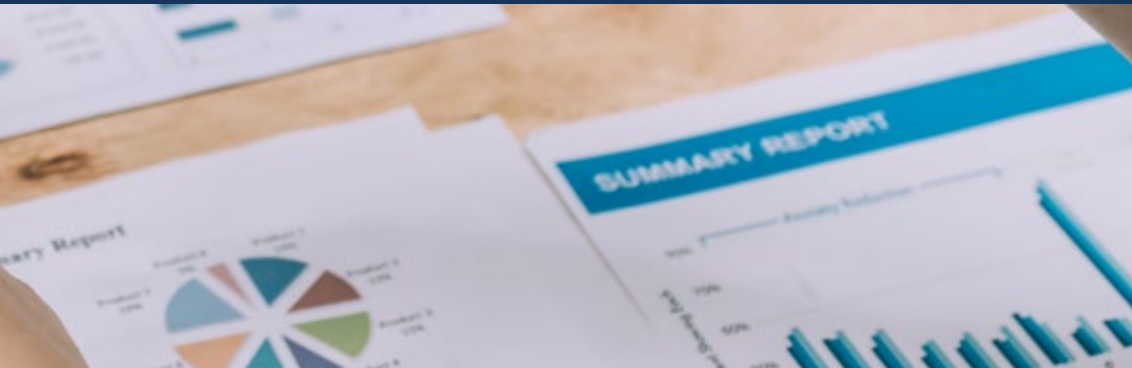
15 Know how to conduct questionnaires and interviews necessary for market research

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

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 Global 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:

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

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Module 13	Quantitative Research Techniques
Module 14	Market Research Production
Module 15	Analysis of Results and Market Research Applications
Module 16	Enterprise Business Intelligence
Module 17	Business Perspective
Module 18	Data-driven business transformation
Module 19	Viewing Data
Module 20	Programming for data analysis
Module 21	Data management
Module 22	Data Protection
Module 23	Business Intelligence and Artificial Intelligence Strategies and applications
Module 24	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. Managementand 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. Qualitative 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. 360º 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 Obliged 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. Philps 6/6
24.10.2.3. Hot Air Balloon D

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 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

More than 15 years **23%**

Up to 5 years **20%**

5 to 10 years **31%**

10 to 15 years **26%**

Training

Economics and Business **18%**

Journalism and Communication **22%**

Advertising and Marketing **32%**

Social Sciences **15%**

Other **13%**

Academic Profile

Marketing Directors **28%**

Engineers **23%**

Entrepreneurs **25%**

Journalists **14%**

Other **10%**
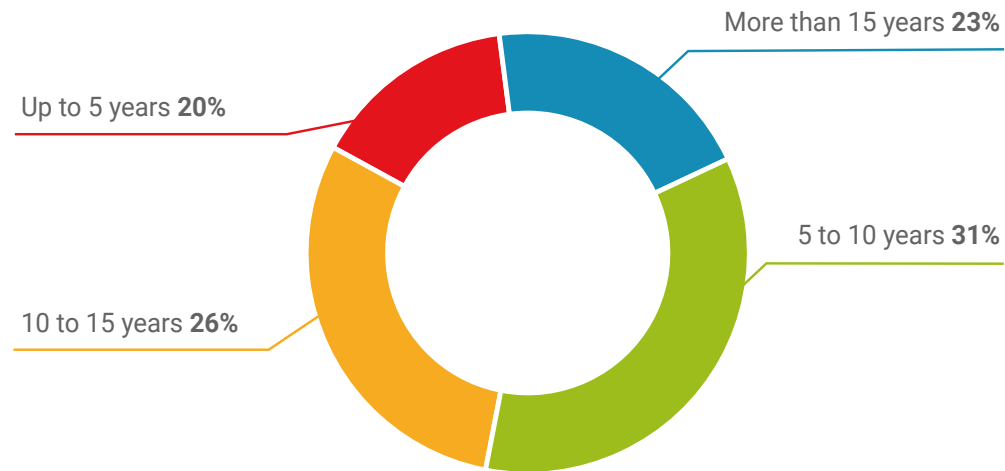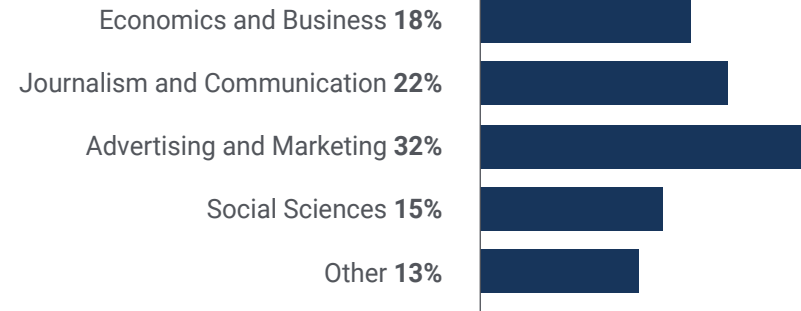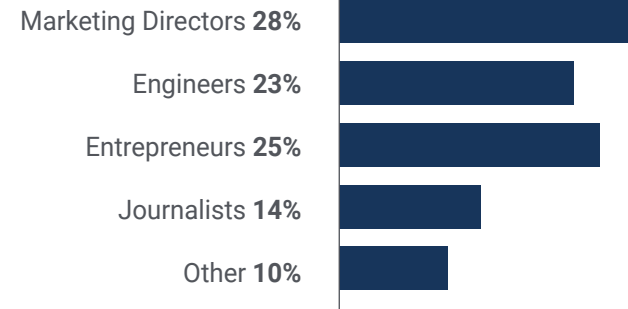
Geographical Distribution

Country	%
USA	**9%**
Spain	**38%**
Mexico	**21%**
Colombia	**7%**
Argentina	**12%**
Chile	**5%**
Peru	**2%**
Other	**6%**
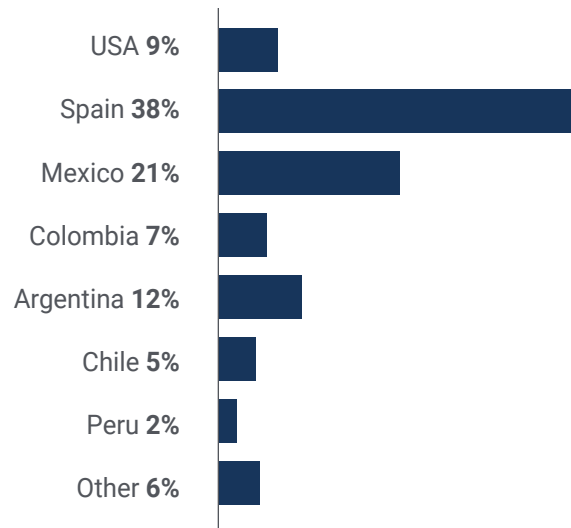
Mr. José García

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"*

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.

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 Prometeus 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 Prometeus 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 Zaraiche-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 Alcala (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

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 Global 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

During the program	During the first year	After 2 years
23%	**49%**	**28%**

Type of change

Internal Promotion **18%**

Change of Company **47%**

Entrepreneurship **35%**
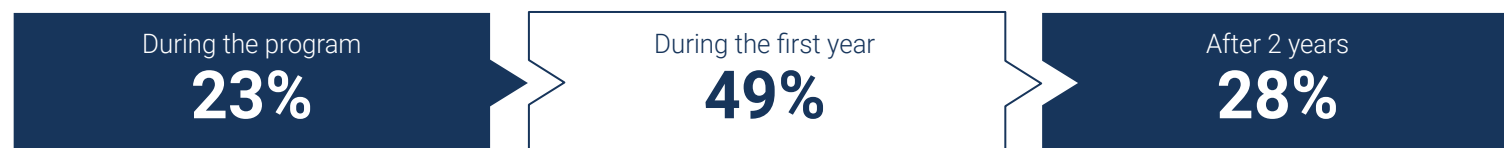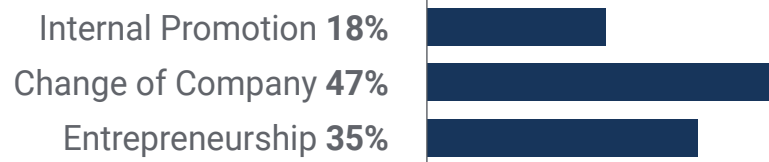
Salary increase

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

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

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.

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 Global University.

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Marketing Management, Business Intelligence Expert** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

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

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

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

This is a program of 3,000 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Management and Leadership	5	CO	2º	Market Research Production	5	CO
1º	Logistics and Economic Management	5	CO	2º	Analysis of Results and Market Research Applications	5	CO
1º	Strategy in Marketing Management	5	CO				
1º	Operational Marketing	5	CO	2º	Enterprise Business Intelligence	5	CO
1º	Customer Relationship Management	5	CO	2º	Business Perspective	5	CO
1º	Sectorial Marketing	5	CO	2º	Data-driven business transformation	5	CO
1º	International Marketing	5	CO	2º	Viewing Data	5	CO
1º	Digital Marketing and E-Commerce	5	CO	2º	Programming for data analysis	5	CO
1º	E-Commerce and Shopify	5	CO	2º	Data management	5	CO
1º	Social Media and Community Management	5	CO	2º	Data Protection	5	CO
1º	Introduction to Market Research	5	CO	2º	Business Intelligence and Artificial Intelligence Strategies and applications	5	CO
1º	Qualitative Research Techniques	5	CO				
1º	Quantitative Research Techniques	5	CO	2º	Optimization of the company's human capital	5	CO

Dr. Pedro Navarro Illana
Rector

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

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

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

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

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