

# Executive Development Program

Marketing and Business  
and Institutional Strategy





## Executive Development Program Marketing and Business and Institutional Strategy

- » Modality: online
- » Duration: 24 weeks
- » Certificate: TECH Global University
- » Credits: 30 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-marketing-business-institutional-strategy](http://www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-marketing-business-institutional-strategy)

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# 01 Welcome

The development of any business strategy that aspires to success requires expert work in the field of marketing. This work area is organized around a complete set of marketing tools that only the most complete professionals can master.

Through this comprehensive program in Marketing and Business and Institutional Strategy you will be able to achieve all the knowledge and skills of an expert in this broad area of development, a mastery of precision that only the best can offer.



Executive Development Program in Marketing and Business and Institutional Strategy  
TECH Global University



“

*Master the most advanced strategies in Marketing and Business and Institutional Strategy in a high impact education for your professional career"*

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

---

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 Global University community.

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

# 04

# Objectives

This program is designed to boost your capabilities in Marketing and Business and Institutional Strategy, in addition to developing new competencies and skills that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought after characteristics in executives in the digital age”*

Your goals are our goals.

We work together to help you achieve them.

The Executive Development Program in Marketing and Business and Institutional Strategy will provide education in the following areas:

01

Learn about General Management and its functions

02

Study the basics of Marketing

03

Learn how communication works and is managed in organizations







04

Learn about organizational design and structure

05

Analyze political action in institutions

06

Develop institutional communication strategies

05

# Structure and Content

The Executive Development Program in Marketing and Business and Institutional Strategy of TECH Global University is a tailor made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success.



“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this one"*

## Syllabus

This Executive Development Program in Marketing and Business and Institutional Strategy has been created to enable students to acquire the necessary knowledge in this area in an intensive and efficient manner. An opportunity to improve your training, with the convenience of the most effective online method in the teaching market. TECH gives you the opportunity to incorporate knowledge in this area into your academic education. But, in addition, with this program, you will have access to a way of working designed to be fully compatible with your professional or personal life.

If you want to improve yourself, achieve a positive change at a professional level, interact with the best through an interesting online universe and belong to the new generation of professionals, able to carry out their work anywhere in the world, this may be your path.

Throughout this education, the student analyzes a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real life situations.

The content of the Executive Development Program in Marketing and Business and Institutional Strategy is designed to promote the development of competencies that allow for more rigorous decision-making in uncertain environments.

This program has been created to allow students to acquire the necessary knowledge in this area in an intensive and efficient manner. An opportunity to improve your specialization, with the convenience of the most effective online method in the teaching market. TECH gives you the opportunity to incorporate knowledge in this area into your academic education. But, in addition, with this program, you will have access to a way of working designed to be fully compatible with your professional or personal life.

This program is developed over 6 months and is divided into 6 main modules:

|                 |  |
|-----------------|--|
| <b>Module 1</b> | Management and Strategy of Companies and Organizations     |
| <b>Module 2</b> | Strategic and Operational Marketing                        |
| <b>Module 3</b> | Corporate Communication                                    |
| <b>Module 4</b> | Organizations: Crisis Management and Social Responsibility |
| <b>Module 5</b> | Marketing and Institutional Communication                  |
| <b>Module 6</b> | Leadership and Personal Communication                      |



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

TECH offers the possibility of developing this Executive Development Program in Marketing and Business and Institutional Strategy completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

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

**Module 1. Management and Strategy of Companies and Organizations**

**1.1. General Management**

- 1.1.1. The Concept of General Management
- 1.1.2. The Role of the Director
- 1.1.3. The CEO and their Responsibilities
- 1.1.4. Transforming the Work of Management

**1.2. Management and Leadership Development**

- 1.2.1. Concept of Management Development
- 1.2.2. Concept of Leadership
- 1.2.3. Leadership Theories
- 1.2.4. Leadership Styles
- 1.2.5. Intelligence in Leadership
- 1.2.6. The Challenges of Today's Leader

**1.3. Planning and Strategy**

- 1.3.1. The Plan in a Strategy
- 1.3.2. Strategic Positioning
- 1.3.3. Strategy in Companies
- 1.3.4. Plan

**1.4. Strategic Management**

- 1.4.1. The Concept of Strategy
- 1.4.2. The Process of Strategic Management
- 1.4.3. Approaches in Strategic Management

**1.5. Digital Strategy**

- 1.5.1. Technology Strategy and its Impact on Digital Innovation
- 1.5.2. Strategic Planning of Information Technologies
- 1.5.3. Strategy and The Internet

**1.6. Corporate Strategy**

- 1.6.1. The Concept of Corporate Strategy
- 1.6.2. Types of Corporate Strategies
- 1.6.3. Corporate Strategy Definition Tools

**1.7. Corporate Strategy and Technology Strategy**

- 1.7.1. Creating Value for Customers and Shareholders
- 1.7.2. Strategic IS/IT Decisions
- 1.7.3. Corporate Strategy vs Technological and Digital Strategy

**1.8. Strategy Implementation**

- 1.8.1. Indicator Systems and Process Approach
- 1.8.2. Strategic Map
- 1.8.3. Differentiation and Alignment

**1.9. Financial Management**

- 1.9.1. Sector Opportunities and Threats
- 1.9.2. The Concept of Value and Value Chain
- 1.9.3. Scenario Analysis, Decision-Making and Contingency Planning

**1.10. Strategic Human Resources Management**

- 1.10.1. Job Design, Recruitment and Selection
- 1.10.2. Training and Career Development
- 1.10.3. Strategic Approach to People Management
- 1.10.4. Design and Implementation of Personnel Policies and Practices

**Module 2. Strategic and Operational Marketing****2.1. Fundamentals of Marketing**

- 2.1.1. The Concept of Marketing
- 2.1.2. The Basic Elements of Marketing
- 2.1.3. Marketing Activities in Companies

**2.2. Marketing Management**

- 2.2.1. The Concept of Marketing Management
- 2.2.2. New Trends in Marketing
- 2.2.3. A New Marketplace: Consumer and Business Capabilities
- 2.2.4. Holistic MK Orientation
- 2.2.5. Update on the 4 Ps of Marketing
- 2.2.6. Marketing Management Tasks

**2.3. The Function of Strategic Marketing**

- 2.3.1. The Concept of Marketing Strategic
- 2.3.2. Concept of Strategic Marketing Planning
- 2.3.3. Stages of the Strategic Marketing Planning Process

**2.4. Marketing Strategy Dimensions**

- 2.4.1. Marketing Strategies
- 2.4.2. Types of Marketing Strategies

**2.5. Marketing Mix**

- 2.5.1. Marketing Mix Concept
- 2.5.2. Product Strategies
- 2.5.3. Pricing Strategies
- 2.5.4. Distribution Strategies
- 2.5.5. Communication Strategies

**2.6. Digital Marketing**

- 2.6.1. Digital Marketing Concept
- 2.6.2. Marketing Strategies in Digital Marketing

**2.7. Inbound Marketing**

- 2.7.1. Effective Inbound Marketing
- 2.7.2. The Benefits of Inbound Marketing
- 2.7.3. Measuring the Success of Inbound Marketing

**2.8. Developing the Marketing Plan**

- 2.8.1. Marketing Plan Concept
- 2.8.2. Situation Analysis and Diagnosis
- 2.8.3. Strategic Marketing Decisions
- 2.8.4. Operating Marketing Decisions

**2.9. Managing Marketing Groups**

- 2.9.1. Marketing Groups
- 2.9.2. The Creation of Marketing Groups
- 2.9.3. Guidelines for Managing a Marketing Group
- 2.9.4. The Future of Marketing Groups

**2.10. Social Business**

- 2.10.1. Web 2.0 Strategic Vision and its Challenges
- 2.10.2. Convergence Opportunities and ICT Trends
- 2.10.3. How to Monetize Web 2.0 and Social Media
- 2.10.4. Mobility and Digital Business

**Module 3. Corporate Communication**

**3.1. Communication in Organizations**

- 3.1.1. Organizations, People and Society
- 3.1.2. Historical Evolution of Organizational Behavior
- 3.1.3. Bidirectional Communication

**3.2. Trends in Business Communication**

- 3.2.1. Generation and Distribution of Corporate Content
- 3.2.2. Business Communication on the Web 2.0
- 3.2.3. Implementation of Metrics in the Communication Process

**3.3. Advertising Communication**

- 3.3.1. Integrated Marketing Communication
- 3.3.2. Advertising Communication Plan
- 3.3.3. Strategy in Companies
- 3.3.4. Merchandising as a Communication Technique

**3.4. Media Effects**

- 3.4.1. Efficiency of Commercial and Advertising Communication
- 3.4.2. Theories on the Effects of the Media
- 3.4.3. Social and Co-creation Models

**3.5. Agencies, Media and Online Channels**

- 3.5.1. Integral, Creative, and Online Agencies
- 3.5.2. Traditional and New Media
- 3.5.3. Online Channels
- 3.5.4. Other Digital Players

**3.6. Communication in Crisis Situations**

- 3.6.1. Definition and Types of Crises
- 3.6.2. Phases of the Crisis
- 3.6.3. Messages: Contents and Corporate Moments

**3.7. Digital Communication and Reputation**

- 3.7.1. Online Reputation Report
- 3.7.2. Netiquette and Good Practices on Social Media
- 3.7.3. Branding and Networking 2.0

**3.8. Internal Communication**

- 3.8.1. Motivational Programs, Social Action, Participation and HR Training Programs
- 3.8.2. Internal Communication Support and Tools
- 3.8.3. Internal Communication Plan

**3.9. Branding**

- 3.9.1. The Brand and Their Functions
- 3.9.2. Brand Creation (Branding)
- 3.9.3. Brand Architecture

**3.10. Integral Communication Plans**

- 3.10.1. Audit and Diagnosis
- 3.10.2. Elaboration of Communication Plan
- 3.10.3. Measuring results: KPIs and ROI



**Module 4. Organizations: Crisis Management and Social Responsibility**
**4.1. Organisational Design**

- 4.1.1. Concept of Organizational Design
- 4.1.2. Organizational Structure
- 4.1.3. Types of Organizational Designs

**4.2. Organizational Structure**

- 4.2.1. Main Coordination Mechanisms
- 4.2.2. Departments and Organization Charts
- 4.2.3. Authority and Responsibility
- 4.2.4. Empowerment

**4.3. Corporate Social Responsibility.**

- 4.3.1. Social Commitment
- 4.3.2. Sustainable Organizations
- 4.3.3. Business Ethics

**4.4. Social Responsibility in Organizations**

- 4.4.1. CSR Management in Organizations
- 4.4.2. CSR Towards Employees
- 4.4.3. Sustainable Action

**4.5. Reputation Management**

- 4.5.1. Corporative Reputation Management
- 4.5.2. Focus on Brand Reputation
- 4.5.3. Leadership Reputation Management

**4.6. Reputation Risk and Crisis Management**

- 4.6.1. Listening to and Managing Feedback
- 4.6.2. Procedures, Crisis Manual and Contingency Plans
- 4.6.3. Spokesperson Training in Emergency Situations

**4.7. Conflicts in Organizations**

- 4.7.1. Interpersonal Conflicts
- 4.7.2. Conflict Conditions
- 4.7.3. Consequences of Conflicts

**4.8. Lobbies and Pressure Groups**

- 4.8.1. Opinion Groups and their Actions in Businesses and Institutions
- 4.8.2. Institutional Relations and Lobbying
- 4.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**4.9. Negotiation**

- 4.9.1. Intercultural Negotiation
- 4.9.2. Negotiation Focuses
- 4.9.3. Effective Negotiation Techniques
- 4.9.4. Restructuring

**4.10. Corporate Brand Strategy**

- 4.10.1. Public Image and Stakeholders
- 4.10.2. Corporate Branding Strategy and Management
- 4.10.3. Corporate Communication Strategy in Line with Brand Identity

**Module 5. Marketing and Institutional Communication**

**5.1. Political Action in Institutions**

- 5.1.1. Concept of Institution
- 5.1.2. Types of Institutions and Social Groups
- 5.1.3. Institutional Actions

**5.2. Institutional Marketing**

- 5.2.1. Institutional Markets: Citizens and Entities
- 5.2.2. Institutional Offer
- 5.2.3. Citizen Satisfaction

**5.3. Marketing Plans in the Institutions**

- 5.3.1. Institutional Environment Analysis
- 5.3.2. Objectives of the Institution
- 5.3.3. Strategic and Operational Actions

**5.4. Public Communication**

- 5.4.1. Political Communication Agents
- 5.4.2. Formal Means of Communication: Press and Institutions
- 5.4.3. Informal Means of Communication: Networks and Opinion Leaders

**5.5. Institutional Communication Strategies**

- 5.5.1. Institutional Information Content
- 5.5.2. Institutional Communication Objectives
- 5.5.3. Main Communication Strategies

**5.6. Institutional Policy Agenda Planning**

- 5.6.1. Development of the Institutional Agenda
- 5.6.2. Design of Institutional Campaigns
- 5.6.3. Target Groups of the Campaigns

**5.7. Government communication: Open Government**

- 5.7.1. Open Government Concept
- 5.7.2. Media
- 5.7.3. Types of Messages

**5.8. Political Communication in Democracies**

- 5.8.1. Demand for Information in Democratic Societies
- 5.8.2. Institutions as Sources of Information
- 5.8.3. The Media

**5.9. Digital Democracy**

- 5.9.1. Digital Democracy Concept
- 5.9.2. Social Dialogue on the Internet
- 5.9.3. Scenario Analysis, Taking Elements of Utilization on the Internet

**5.10. Social Responsibility in Institutions**

- 5.10.1. Human Rights and Social Responsibility
- 5.10.2. Climate Change and Social Responsibility
- 5.10.3. Institutional Ethics

**Module 6. Leadership and Personal Communication**

|  |  |  |  |
|--|--|--|--|
| <p><b>6.1. Communication and Leadership</b></p> <p>6.1.1. Leadership and Leadership Styles<br/>6.1.2. Motivation<br/>6.1.3. Skills and Abilities of the Leader 2.0</p>                             | <p><b>6.2. Interpersonal Communication</b></p> <p>6.2.1. Body Language<br/>6.2.2. Assertive Communication<br/>6.2.3. Interviews</p>  | <p><b>6.3. Personal and Influential Skills</b></p> <p>6.3.1. Personal and Influential Skills<br/>6.3.2. Stress Mastery<br/>6.3.3. Time Management</p>  | <p><b>6.4. Strategic Leadership</b></p> <p>6.4.1. Leadership Models<br/>6.4.2. Coaching<br/>6.4.3. Mentoring<br/>6.4.4. Transformational Leadership</p>  |
| <p><b>6.5. Public Speaking and Spokesperson Training</b></p> <p>6.5.1. Interpersonal Communication<br/>6.5.2. Communication Skills and Influence<br/>6.5.3. Barriers to Personal Communication</p> | <p><b>6.6. Power in the Organization</b></p> <p>6.6.1. Power within Organizations<br/>6.6.2. Structural Power Sources<br/>6.6.3. Political Tactics</p>                           | <p><b>6.7. The Managerial Role and CSR</b></p> <p>6.7.1. Strategic Vision and Corporate Social Responsibility<br/>6.7.2. Systems and Models for Implementing CSR<br/>6.7.3. Organization of CSR Roles and Responsibilities</p> | <p><b>6.8. Emotional Intelligence</b></p> <p>6.8.1. Emotional Intelligence and Communication<br/>6.8.2. Emotional Intelligence and Communication<br/>6.8.3. Self Esteem and Emotional Language</p> |
| <p><b>6.9. Psychological Profile of the Candidate</b></p> <p>6.9.1. Psychology of Leadership<br/>6.9.2. Politicians' Personality Typology<br/>6.9.3. Expectations About the Ideal Candidate</p>    | <p><b>6.10. Personal Branding</b></p> <p>6.10.1. Strategies for Personal Brand Development<br/>6.10.2. Personal Branding Laws<br/>6.10.3. Tools for Creating Personal Brands</p> |  |  |



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

# 06

# 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.



07

# Our Students' Profiles

Our Executive Development Program in Marketing and Business and Institutional Strategy is a program aimed at professionals specialized in Journalism and Communication, who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





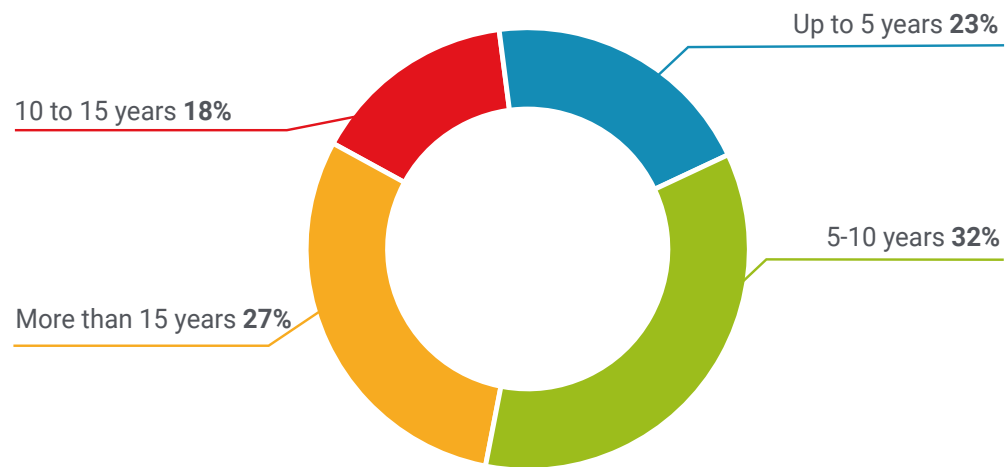
“

*After completing our program, you will have new career opportunities”*

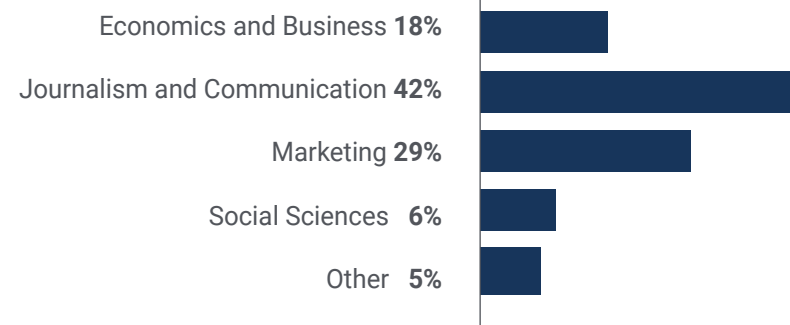
### Average Age

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

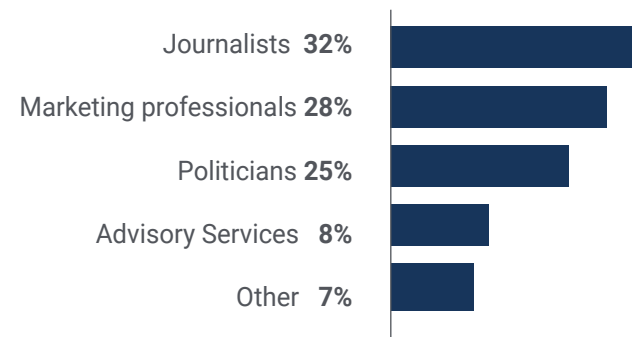
### Years of Experience



### Training

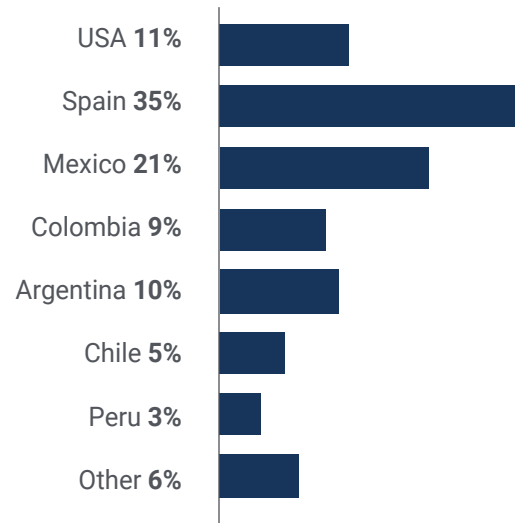


### Academic Profile



## Geographical Distribution

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## Susana García Contreras

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Business Development Area Director

*"I had not been able to pursue my desired specialization in marketing because I found it impossible to combine it with my job. However, with this Postgraduate PDD I found it easy and comfortable, which allowed me to complete it efficiently"*

08

# Course Management

The program's teaching staff includes leading experts in all aspects of Marketing and Political Communications Management, who bring to this program the experience of their years of work. In addition, other leading specialists in related areas participate in its design and elaboration, completing the Master in an interdisciplinary way, making it a unique and highly academically enriching experience for the student.







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*We have the best teaching staff to help you achieve professional success”*

## Management



### **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 from the Universitat de Valencia
- ♦ Diploma in Marketing in ESEM Business School

## Professors

### **Mr. Eskibel, Daniel**

- ♦ Psychologist and political consultant, world reference in political psychology

### **Dr Morcillo, Guadalupe**

- ♦ Expert in Political Communication
- ♦ D. in Classical Philology
- ♦ Master's Degree in Governance, Political Marketing and Strategic Communication

### **Mr. Landero Madroñal, Jordi**

- ♦ Degree in Information Sciences

### **Ms. Sanz Campos, Ana**

- ♦ Executive and political coaching and mentoring

# MARKETING STRATEGY

Learn your class of what marketing strategy is, and then research with external resources of how other companies use it. You will be able to create a marketing strategy for your business. This subject will cover the steps to develop a marketing strategy with real-world examples.



Meeting  
4:30 PM  
with  
John  
Doe



09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.





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*We are fully committed to helping you achieve the professional change you want”*

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

This intensive TECH program prepares you to face challenges and decisions in the field of Political Communication. The main objective is to promote personal and professional growth. Helping students achieve success.

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

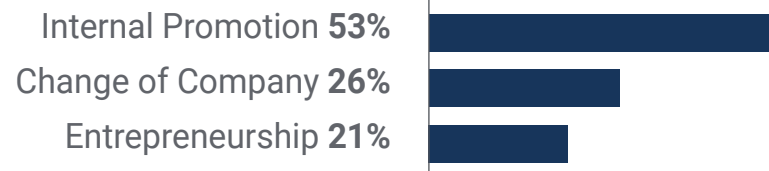
*Specialize with us and increase your skills in the design and management of political campaigns.*

*If you want to make a positive change in your profession, this is your opportunity.*

### When the change occurs



### Type of change



## Salary increase

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



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# Benefits for Your Company

The Executive Development Program in Marketing and Business Strategy contributes to elevate the talent of professionals to their maximum potential through the specialization of high level leaders. Therefore, participating in this academic program will improve not only on a personal level, but above all, on a professional level, increasing their education and improving their management and communication skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.







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*After studying with us, you will be able to contribute new approaches and strategies, which will be a plus in the design of political communication campaigns"*

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

01

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

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

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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**

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

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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**

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

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06

### **Increased competitiveness**

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

11

# Certificate

The Executive Development Program in Marketing and Business Strategy guarantees students, in addition to the most rigorous and up to date education, access to an Executive Development Program diploma issued by TECH Global University.





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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Executive Development Program diploma in Marketing and Business and Institutional Strategy** 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: **Executive Development Program in Marketing and Business and Institutional Strategy**

Modality: **online**

Duration: **24 weeks**

Accreditation: **30 ECTS**



\*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.



## Executive Development Program Marketing and Business and Institutional Strategy

- » Modality: online
- » Duration: 24 weeks
- » Certificate: TECH Global University
- » Credits: 30 ECTS
- » Schedule: at your own pace
- » Exams: online

# Executive Development Program

Marketing and Business  
and Institutional Strategy