Executive Development Program

Political Marketing and Electoral Campaigns

tech global university

Executive Development Program
Political Marketing and
Electoral Campaigns

- » 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.techtitute.com/us/school-of-business/executive-development-program/executive-development-program-political-marketing-electoral-campaigns**

Index

01
Welcome

The development of any business strategy that aspires to success requires expert work in the area 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 Executive Development Program in Political Marketing and Electoral Campaigns you will be able to include all the knowledge and skills of an expert in this transcendental area of development, a mastery of precision that only the best can offer.

Executive Development Program in Political Marketing and Electoral Campaigns. TECH Global University

Mastering the most advanced strategies in Political Marketing and Electoral Campaigns 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

" *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

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.

" 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.

Objectives

This program is designed to boost your capabilities in Political Marketing and Electoral Campaigns, in addition to developing new competencies and skills that will be essential in your professional development. After the program you will be able 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 Political Marketing and Electoral Campaigns** will help you to:

01 Develop the concepts of citizenship and society and recognize their rights and duties

02 Know how social marketing, Political Marketing and electoral marketing work

03 Describe the components of the electoral market and conduct research

04   Analyze the different electoral systems

05   Study electoral communication

06   Describe Social Media platforms and the strategies used in them

05
Structure and Content

The Executive Development Program in Political Marketing and Electoral Campaigns of TECH Global University is a tailor-made program delivered 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.

tech

"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 Political Marketing and Electoral Campaigns has been created to allow students to acquire the necessary knowledge in this field in an intensive and efficient manner. An opportunity to improve your training, with the convenience of the most effective online method on the teaching market. TECH gives you the opportunity to incorporate specific content in this area into your academic education. However, in addition, with this course, 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 develop 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 Political Marketing and Electoral Campaigns is designed to promote the development of skills that allow for more rigorous decision-making in uncertain environments.

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

Module 1	Society, Citizenship and Politics
Module 2	Political Marketing
Module 3	Electoral Marketing
Module 4	Construction of the Political and Electoral Strategy
Module 5	The Electoral Campaign: Conventional Tools for Action
Module 6	The Election Campaign: Online Tools for Action

Where, When, and How it is Taught?

TECH offers the possibility of developing this Executive Development Program in Political Marketing and Electoral Campaigns 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. Society, Citizenship and Politics

1.1. Citizens and Society
1.1.1. Concept of Society
1.1.2. Citizen's Rights and Duties
1.1.3. Types of Citizens

1.2. Social Change
1.2.1. Concept of Social Change
1.2.2. Factors of Social Change
1.2.3. Social Change Transformation

1.3. Citizen Participation
1.3.1. Social and Citizen Participation
1.3.2. Collective Decision Making
1.3.3. Forms of Citizen Participation

1.4. Public Opinion
1.4.1. Forms of Public Opinion
1.4.2. Pressure Groups
1.4.3. Population Groups in Public Opinion

1.5. Society, Politics and Power
1.5.1. Power in Society
1.5.2. Policy Reality
1.5.3. Political Behavioral Factors

1.6. Ideologies and Political Action
1.6.1. Concept and Dimensions of Ideology
1.6.2. Ideological Groups
1.6.3. Manifestations of Ideology

1.7. Policy Dimensions
1.7.1. Political Regimes
1.7.2. Political Systems
1.7.3. Public Policy Factors

1.8. Political Systems
1.8.1. Concept and Characteristics
1.8.2. Types of Policy Systems

1.9. Democracy: Representation and Participation
1.9.1. Definition of Democracy
1.9.2. Types of Democracy
1.9.3. Levels of Citizen Participation

1.10. International Political Scenarios: Europe, North America, Central America and Latin America
1.10.1. Policy Scenarios in Europe
1.10.2. Policy Scenarios in North America
1.10.3. Policy Scenarios in Central America
1.10.4. Policy Scenarios in Latin America

Module 2. Political Marketing

2.1. Social Marketing
2.1.1. Social Marketing
2.1.2. Socially Responsible Marketing
2.1.3. Social Cause Marketing

2.2. Introduction to Political and Electoral Marketing
2.2.1. Political Marketing
2.2.2. Election Marketing
2.2.3. Political Market Components

2.3. Citizens
2.3.1. Social Organizations
2.3.2. Organizations and Parties
2.3.3. Affiliates and Supporters

2.4. Social and Political Research
2.4.1. Contents of Social and Political Research
2.4.2. Social Research Techniques
2.4.3. Social and Political Research Results

2.5. Social and Political Situation Diagnosis
2.5.1. Social and Political Demand Analysis
2.5.2. Analysis of Political Offers
2.5.3. Social and Political Expectations

2.6. Political Marketing Plan
2.6.1. Introduction
2.6.2. Advantages of the Political Marketing Plan
2.6.3. Stages of the Political Marketing Plan

2.7. Analysis of the Political Organization
2.7.1. Internal Analysis of the Political Organization
2.7.2. Analysis Political Competition
2.7.3. Social and Political Environment Analysis
2.7.4. SWOT Political Organization

2.8. Objectives and Strategies of the Political Marketing Plan
2.8.1. Definition of Objectives
2.8.2. Determination of Strategies

2.9. Political Strategy Action Plan
2.9.1. Contents of the Action Plan
2.9.2. Share Measurement Criteria
2.9.3. Monitoring Indicators

2.10. Implementation of the Political Marketing Plan
2.10.1. Tasks of the Steering Committees
2.10.2. Execution of the Action Plan
2.10.3. Plan Contingencies: Contingencies

Module 3. Electoral Marketing

3.1. Electoral Market Components
3.1.1. Introduction to the Electoral Market
3.1.2. Electoral Roll
3.1.3. The Electoral Offer: Parties and Coalitions

3.2. Electoral Behavior
3.2.1. Introduction
3.2.2. Voting Trends
3.2.3. Voting Motivations

3.3. Electoral Market Research
3.3.1. Research Contents
3.3.2. Qualitative Techniques
3.3.3. Quantitative Techniques

3.4. Voting Intention Studies
3.4.1. Pre-Election Studies
3.4.2. Exit Polls
3.4.3. Vote Estimates

3.5. Electoral Situation Diagnosis
3.5.1. Analysis of the Electoral Demand
3.5.2. Match Offer Analysis
3.5.3. Candidate Offer Analysis

3.6. Electoral Campaign Plan
3.6.1. Introduction
3.6.2. Stages of the Electoral Campaign
3.6.3. Election Campaign Deadlines

3.7. Electoral Product
3.7.1. Electoral Program
3.7.2. Candidates
3.7.3. Political Branding

3.8. Political Branding
3.8.1. Electoral Campaign Committee
3.8.2. Work Teams

3.9. Election Campaign Action Plan
3.9.1. Personal Actions
3.9.2. Virtual Actions
3.9.3. Electoral Publicity Actions
3.9.4. Electoral Action Monitoring

3.10. The Electoral Result
3.10.1. Post-Electoral Analysis
3.10.2. Interpretation of Electoral Results
3.10.3. Political and Electoral Consequences of the Result

Module 4. Construction of the Political and Electoral Strategy

4.1. Electoral Systems
4.1.1. Regulatory Framework
4.1.2. Electoral Regulations

4.2. Data Science and Big Data
4.2.1. Business Intelligence
4.2.2. Methodology and Analysis of Large Volumes of Data
4.2.3. Data Extraction, Processing, and Loading

4.3. Political Coaching
4.3.1. Coaching Concept
4.3.2. Political Coaching Methodologies
4.3.3. Advantages of Political Coaching

4.4. Political Innovation
4.4.1. Benefits of Innovation
4.4.2. Sources of Idea Generation
4.4.3. Innovative Ideas and Supports

4.5. Voter Behavior
4.5.1. Political Information Processing
4.5.2. Message Evaluation
4.5.3. Voting Decision Models
4.5.4. Voting Decision Times

4.6. Voter Segmentation
4.6.1. Voter Characteristics
4.6.2. Mobilized Voters: Loyal and Volatile
4.6.3. Targeting and Microtargeting

4.7. Political Branding
4.7.1. Political Brand Building
4.7.2. Importance of the Political Brand
4.7.3. Political Brand and Candidate Brand

4.8. Political Leadership
4.8.1. Definition
4.8.2. Leadership Styles in Politics
4.8.3. Candidate Positioning

4.9. Political Messages
4.9.1. Creative Process in Electoral Campaigns
4.9.2. Central Message: Positioning of the Organization
4.9.3. Tactical Messages: Positives and Negatives

4.10. Content and Storytelling Strategies
4.10.1. Corporate Blogging
4.10.2. Content Marketing Strategy
4.10.3. Creating a Content Plan
4.10.4. Content Curation Strategy

Module 5. The Electoral Campaign: Conventional Tools for Action

5.1. Electoral Communication
5.1.1. Image in Electoral Campaigns
5.1.2. Political Advertising
5.1.3. Electoral Communication Plan
5.1.4. Electoral Communication Audits

5.2. Communication Cabinets
5.2.1. Identifying Opportunities and Information Needs
5.2.2. Management of Reports and Spokesperson Interviews
5.2.3. Virtual Press Room and e-Communication
5.2.4. Buying Advertising Space

5.3. Public Relations
5.3.1. PR Strategy and Practice
5.3.2. Protocol and Ceremonial Rules
5.3.3. Event Organization and Creative Management

5.4. The Political Discourse
5.4.1. Narrative Structure
5.4.2. NLP-Based Storytelling
5.4.3. Political Oratory

5.5. Electoral Debates
5.5.1. Preparation: Units, Interventions and Replies
5.5.2. Candidate Image
5.5.3. Verbal and Non-Verbal Communication

5.6. Meetings with Voters
5.6.1. Central Campaign Meeting
5.6.2. Sectoral Events
5.6.3. Segmented Meetings

5.7. Electoral Advertising: 360º Campaigns Government Communication: Open Government
5.7.1. Claim Central and Complementary Campaign
5.7.2. Election Photos and Videos
5.7.3. Media Outlets

5.8. Campaign Logistics
5.8.1. Organization of Events
5.8.2. Physical Distribution of Content
5.8.3. Human Resources in Electoral Logistics

5.9. Electoral Propaganda and Merchandising
5.9.1. Institutional Announcements
5.9.2. Election Canvassing
5.9.3. Gift Material

5.10. Campaign Fundraising and Fund Management
5.10.1. Arguments for Collection
5.10.2. Collection Activities
5.10.3. Crowdfunding Platforms
5.10.4. Ethical Management of Funds

Module 6. The Election Campaign: Online Tools for Action

6.1. Social Media Platforms
6.1.1. General, Professional, and Microblogging Platforms
6.1.2. Video, Image, and Mobility Platforms

6.2. Social Media Strategies
6.2.1. Corporate PR and Social Media
6.2.2. Defining the Strategy to be Applied in Each Media
6.2.3. Analysis and Evaluation of Results

6.3. Social Web
6.3.1. Organization in the Age of Conversation
6.3.2. Web 2.0 Is All About People
6.3.3. Digital Environment and New Communication Formats

6.4. Developing e-Mail Campaigns
6.4.1. Lists of Subscribers, Leads, and Customers
6.4.2. e-Mail Marketing Tools and Resources
6.4.3. Online Writing for e-Mail Marketing Campaigns

6.5. Mobile Marketing
6.5.1. New Consumption and Mobility Habits
6.5.2. The SoLoMo Model
6.5.3. The 4 Ps of the Marketing Mix in Mobility

6.6. Trends in Mobile Marketing
6.6.1. Mobile Publishing
6.6.2. Advergaming and Gamification
6.6.3. Mobile Geolocalization
6.6.4. Augmented Reality

6.7. Counter-Communication: Fake News
6.7.1. Targets of Fake News in Campaigns
6.7.2. Fake News Creation
6.7.3. Fake News Dissemination
6.7.4. Fake News Legislation

6.8. Inbound Political Marketing
6.8.1. How Inbound Political Marketing Works
6.8.2. Attraction of Traffic to Political Brand
6.8.3. Content Marketing
6.8.4. Conversion of Leads to Voters or Electors

6.9. Web Analysis
6.9.1. The Fundamentals of Web Analytics
6.9.2. Classic Media vs Digital Media
6.9.3. The Web Analyst's Basic Methodology

6.10. Digital Metrics
6.10.1. Basic Metrics.
6.10.2. Ratios
6.10.3. Setting Objectives and KPIs

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.

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

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.

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.

07
Our Students' Profiles

Our Executive Development Program in Political Marketing and Electoral Campaigns 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.
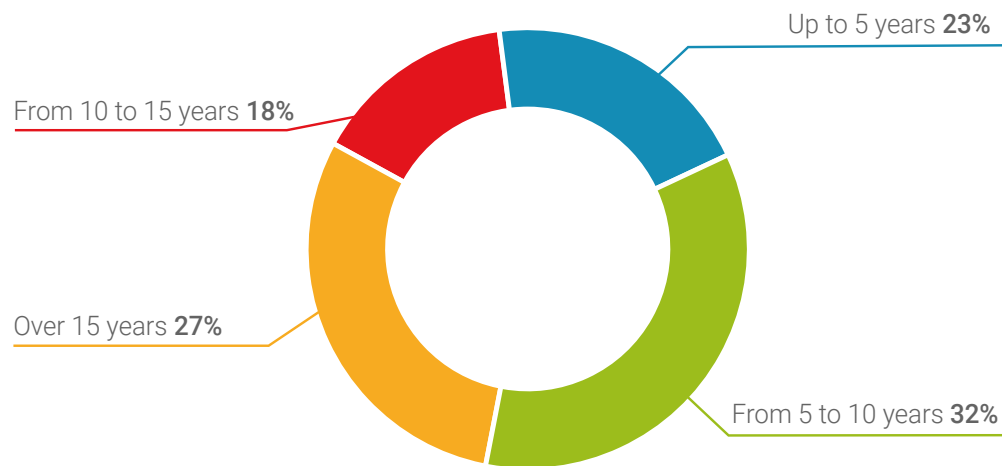
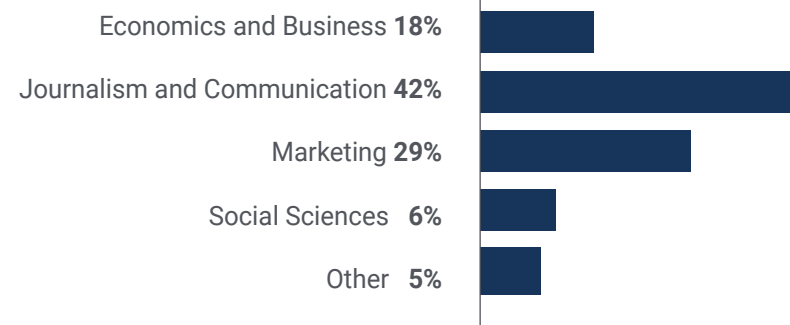*After completing our program, you will have new career opportunities"*

Average Age

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

Years of Experience

Up to 5 years **23%**

From 10 to 15 years **18%**

Over 15 years **27%**

From 5 to 10 years **32%**

Training

Economics and Business **18%**

Journalism and Communication **42%**

Marketing **29%**

Social Sciences **6%**

Other **5%**

Academic Profile

Social Sciences **32%**

Marketing professionals **28%**

Politicians **25%**

Advisory Services **8%**

Other **7%**
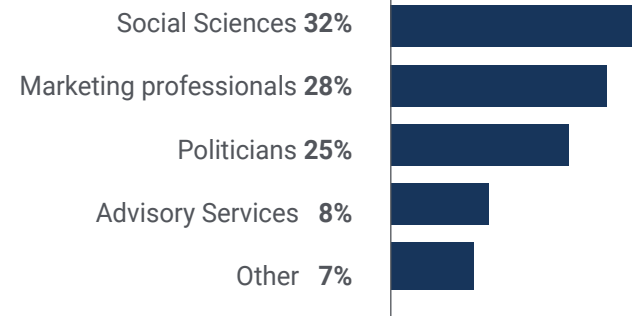
Geographical Distribution

- USA **11%**
- Spain **35%**
- Mexico **21%**
- Colombia **9%**
- Argentina **10%**
- Chile **5%**
- Peru **3%**
- Other **6%**
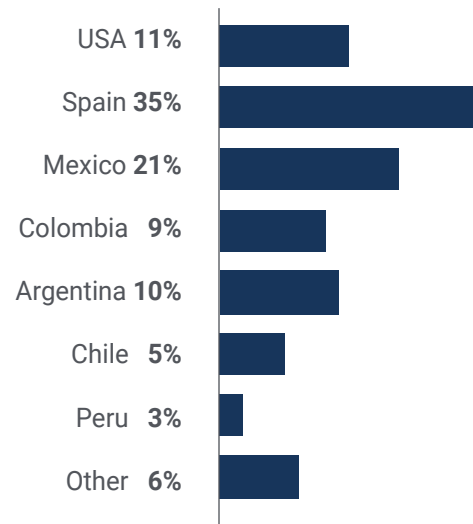
Susana García Contreras

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"

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.

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, Universitat de València
- Diploma in Marketing in ESEM Business School

Professors

Mr. Eskibel, Daniel
- Psychologist and political consultant, world reference in political psychology

Ms. 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

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.

" 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 interact with the best, 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

During the program	During the first year	After 2 years
15%	**38%**	**47%**

Type of change

Internal Promotion **53%**

Change of Company **26%**

Entrepreneurship **21%**
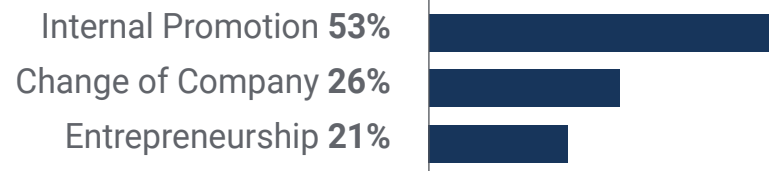
Salary increase

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

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

10
Certificate

TheExecutive Development Program in Political Marketing and Electoral Campaigns guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program diploma at TECH Global University.

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 Political Marketing and Electoral Campaigns** 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 Political Marketing and Electoral Campaigns**

Modality: **online**

Duration: **24 weeks**

Accreditation: **30 ECTS**

---

tech global university

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

Executive Development Program in Political Marketing and Electoral Campaigns

This is a program of 750 hours of duration equivalent to 30 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

---

*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
Political Marketing and Electoral Campaigns

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

Executive Development Program
Political Marketing and Electoral Campaigns

tech global university