Hybrid Professional Master's Degree
Commercial and Marketing Management (CRO, Chief Revenue Officer)

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Hybrid Professional Master's Degree
Commercial and Marketing Management
(CRO, Chief Revenue Officer)

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

Website: **www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-commercial-marketing-management-cro-chief-revenue-officer**

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01
Introduction

The business environment is highly competitive. Globalization has favored international trade, and the advance of new technologies has created new consumer habits. As a result, strategies to capture target audiences have evolved over the years. At this point, the figure of the sales and marketing director acquires a relevant role, being the person in charge of ensuring that the campaigns and strategies implemented comply with market requirements. With this TECH program, students are offered a unique opportunity to improve their qualifications in this sector, reaching a higher level of skills that will open the doors to the business world.

Sales and Marketing teams need to follow a series of strategies to achieve their company's objectives. Your work as a manager in these areas will be essential to ensure that all processes are followed"

Companies face new challenges every day. Adapting to the changes and demands of the market and striving to be more competitive are tasks that cannot be left aside at any time. To achieve this, it is essential to count on the sales and marketing areas, which are fundamental in any large company seeking greater growth. In this way, getting an effective boost from these departments will allow companies to acquire a great competitive advantage. But to be effective, managers must be clear about their company's objectives and know where to direct their efforts to achieve greater consumer support.

With this in mind, TECH has decided to create this Hybrid Professional Master's Degree, which offers students a theoretical and practical specialization to learn the most relevant aspects of business and marketing, but above all, it will be a unique opportunity to learn and develop leadership skills that they will have to put into practice during their work. To this end, students will initially access a one-year Master's Degree, which they will study online.

With this curriculum, students will specialize in different aspects related to business, such as *Management* and leadership, logistics management, market research, commercial management, or the different branches of marketing. Therefore, they will be able to acquire a deep knowledge of everything that surrounds this sector. This program will have a multitude of theoretical and practical resources, multimedia exercises, and an innovative teaching methodology that will favor the student's learning.

Once this part of the course has been passed, the professional will have the opportunity to access an intensive practical stay lasting 3 weeks, in which the student will be part of a real work team, knowing first-hand how the work in the sales and marketing departments is carried out, and the real benefits that these areas bring to their companies. Undoubtedly, this is the most complete program that students can find in the market to access a higher specialization, achieving a high level of competence, which they will be able to put into practice when they enter the labor market.

This **Hybrid Professional Master's Degree in Commercial and Marketing Management (CRO, Chief Revenue Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- development of more than 100 case studies presented by experts in of marketing and Commercial Management

- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice

- Comprehensive systematized action plans in the business field

- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student

- Practical guides for the use of the main Marketing tools

- Special emphasis on the most innovative methodologies for the application of leadership techniques in business

- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

- Furthermore, you will be able to do an internship in one of the best centers in the world

This specialization will provide you with the keys to access to top management and, therefore, to positions with higher salary expectations"

Your managerial skills will allow you to give a boost to your professional career, gaining access to the most internationally renowned companies"

Bet on Digital Marketing as the main method to reach your target audience.

Thanks to the management skills that you will be able to develop with this program, your work teams will achieve greater performance.

In this Master Hybrid's program, of a professionalizing nature and hybrid learning modality, is aimed at updating professionals specialized in business who require a high level of qualification. The content is based on the latest scientific evidence and organized in a didactic way to integrate theoretical knowledge into daily practice. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in complex environments.

Thanks to its multimedia content developed with the latest educational technology, they will allow the student to obtain a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to prepare in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

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Why Study this Hybrid Professional Master's Degree?

Studying this program is essential for all those professionals who wish to update their knowledge about Sales and Marketing Management. The program offers the most innovative content in these sectors of the business world. At the same time, it is distinguished by its double didactic approach. On the one hand, it offers theoretical subjects of great relevance for this labor framework, and secondly, it has a first-level practical stay that will help students reinforce their mastery of these topics.

With TECH, you will acquire in-depth knowledge of financial logistics and apply it immediately in your daily work activities"

1. Updating from the latest technology available

The latest digital tools for Marketing Management are available to TECH students through this innovative program. They will also be able to examine directly all those technologies that enable proper business management in the companies of the XXI century.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

Throughout this program, TECH will be supported by leading experts. These professionals will be in charge of supervising the student's academic progress during the theoretical phase of this Hybrid Professional Master's Degree. In turn, those responsible for monitoring their professional practice in top-level centers will help them acquire the most sought-after skills in the labor market.

3. Entering first-class Corporate environments

After examining the most recognized companies in the market for their innovative commercial and marketing management, TECH has chosen a group of them to host its students. This will give way to a 100% practical and intensive professional internship, in which the student will be able to access the best knowledge from the hands of competitive professionals and state-of-the-art technologies.

4. Combining the Best Theory with State-of-the-Art Practice

Throughout 3 weeks of professional practice, the student will develop high-level tasks from the very first moment. This practical and immersive learning will facilitate the understanding of the most complex responsibilities and dynamics of the operation of the Sales and Marketing departments of companies.

5. Expanding the Boundaries of Knowledge

TECH has a large number of agreements and contacts through which it has organized the practical training of this Hybrid Professional Master's Degree. Through these collaborations, the student will have access to international companies and, from them, will master the most global standards of this professional area.

You will have full practical immersion at the center of your choice"

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Objectives

The main objective of this Hybrid Professional Master's Degree in TECH is to offer students a complete specialization in which theory is as important as practice. In this way, the combination of both will favor the student's learning, providing them with the necessary skills to develop successfully in their professional career. Therefore, at the end of the course, the student will be able to lead work teams in the commercial and marketing areas to achieve the company's goals.

"
Successful marketing campaigns will give your company a competitive advantage"

General Objective

• Thanks to the completion of this Hybrid Professional Master's Degree in TECH, students will be able to develop the leadership skills essential to take charge of the sales and marketing departments of large multinational companies. In this way, they will learn, in a practical way, all the aspects that must be taken into account when managing work teams, achieving maximum performance and the greatest possible benefits for their businesses

Specific Objectives

- Integrate the company's overall vision and objectives with marketing policies and strategies, adapting the company to market and customer needs

- Implement the most appropriate market research methods and analyze different data sources to apply commercial policies and strategies in the company

- Identify opportunities, threats and changes in the competitive environment and act promptly in the face of these changes in the market, channels and competition

- Define, execute and lead a successful marketing strategy, mastering the tools of the marketing process and using them to benefit the company

- Create customer-focused strategies that offer personalized value propositions

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

- Acquire leadership skills to lead commercial and marketing teams

- Have in-depth knowledge of logistics and financial management of the company

- Conduct market research to understand market changes and buying behaviors that can define the marketing strategy

- Direct the commercial management of the company

- Plan and carry out sales campaigns

- Build high-level sales teams through coaching and emotional intelligence techniques

- Manage the whole sales process

- Carry out marketing strategies aimed at product commercialization and customer loyalty

- Adopt an international vision of commercial and marketing management

- Use digital media to advertise the company and its products, as well as to carry out sales processes

Successfully manage your company's business transactions and achieve the highest possible profits"

04
Skills

This Hybrid Professional Master's Degree from TECH offers students the opportunity to improve their training for senior business management, focusing on the areas of sales and marketing. Therefore, at the end of the program, students will be able to design, implement, and manage commercial and marketing strategies and campaigns that favor the achievement of the company's objectives. Undoubtedly, it is a growth opportunity for those who wish to focus their career in this professional field.

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Acquire the necessary skills to lead teams in large companies in the international market"

General Skills

- To develop Marketing campaigns in different media that favor the knowledge and growth of the company
- Control the commercial campaigns of the companies you work for
- Manage work teams that meet the company's objectives

"
Through this program, you will apply professional SEM and SEO techniques in your company's marketing campaigns"
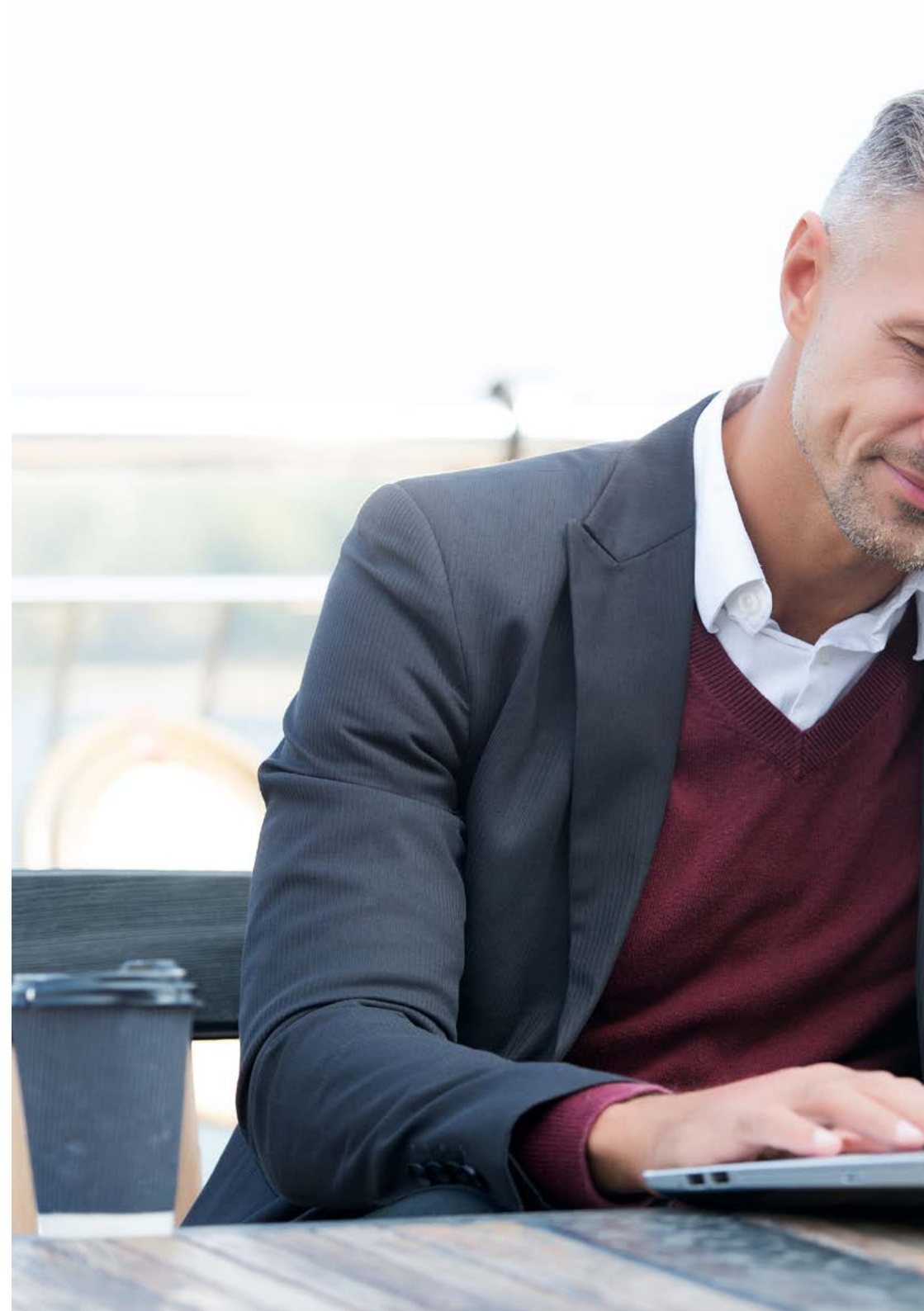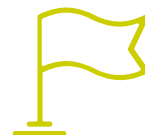
Specific Skills

- Develop leadership skills that will allow you to adequately lead marketing teams
- Develop and implement competitive strategies that promote company growth against competitors
- Perform financial diagnoses to analyze the company viability
- Lead the logistical management of purchases
- Conduct market research nationally and internationally
- Design and manage marketing campaigns
- Conduct business negotiations, applying emotional intelligence, self-motivation and empathy techniques
- Have a deep understanding of the different branches in marketing
- Apply SEM and SEO techniques in marketing campaigns
- Apply the highest levels of quality in all processes carried out in the company

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Course Management

The teaching staff of this Hybrid Professional Master's Degree is different from any other available in similar programs in the educational market. All of them have extensive experience in Business Management and Marketing companies. TECH has chosen them for their results and skills in the use of digital tools that facilitate such tasks. This faculty has been responsible for composing an innovative syllabus where the most updated subjects in this sector have been included.

TECH has chosen the best teachers for this program, and they will be in charge of offering you, at all times, a personalized educational guide"

Management

Mr. López Rausell, Adolfo

- Independent consultant in KMC
- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager at Innovation Club of the Valencian Community
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of AECTA (member of the Board of Directors for communication), AINACE (member of the Boardof Directors), Marketing Club Valencia (former president)

06
Educational Plan

This Hybrid Professional Master's Degree has an updated syllabus where the student will find the most innovative content about business leadership. In particular, you will delve into how these processes are carried out in the sales and marketing departments of various companies and what weight digital technologies have come into play. This knowledge will be approached from an innovative didactic methodology based on *Relearning,* which will facilitate the rapid and flexible assimilation of the most complex concepts of this academic plan.

This study program consists of a theoretical part where the student will assimilate the most complex contents from a 100% online and interactive learning platform"

Module 1. Management and Leadership

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

1.2. Strategic Management
- 1.2.1. Establish the Strategic Position: Mission, Vision and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growth and Consolidation of the Company

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. Stocks 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, Distribution
- 2.6.3. Quality, Quality Costs, and Tools
- 2.6.4. After-Sales Service

Module 3. Market Research

Module 4. Commercial Management

Module 6. Training and Coaching in Sales Networks

Module 7. *Strategy in Marketing Management* and Operational Marketing

7.1. Marketing *Management*
- 7.1.1. *Positioning and Value Creation*
- 7.1.2. Company's Marketing Orientation and Positioning
- 7.1.3. Strategic Marketing vs. Operational Marketing
- 7.1.4. Objectives in Marketing Management
- 7.1.5. Integrated Marketing Communications

7.2. The Function of Strategic Marketing
- 7.2.1. Main Marketing Strategies
- 7.2.2. Segmentation, Targeting and Positioning
- 7.2.3. Managing Strategic Marketing

7.3. Marketing Strategy Dimensions
- 7.3.1. Necessary Resources and Investments
- 7.3.2. Fundamentals of Competitive Advantage
- 7.3.3. The Company's Competitive Behavior
- 7.3.4. Focus Marketing

7.4. New Product Strategy Development
- 7.4.1. Pricing Policies
- 7.4.2. *Promotion and* **Merchandising** *Strategies*
- 7.4.3. Distribution, Expansion, and Intermediation Strategies

7.5. Marketing Mix
- 7.5.1. *The Marketing Value Proposition*
- 7.5.2. Marketing Mix Policies, Strategies, and Tactics
- 7.5.3. Elements of the Marketing Mix
- 7.5.4. Customer Satisfaction and Marketing Mix

7.6. Product Management
- 7.6.1. Consumption Distribution and Product Life Cycle
- 7.6.2. Obsolescence, Expiration, Periodic Campaigns
- 7.6.3. Order Management and Inventory Control Ratios

7.7. Pricing Principles
- 7.7.1. Analysis of the environment
- 7.7.2. Production Costs and Discount Margins
- 7.7.3. Final Price and Positioning Map

7.8. Distribution Channel Management
- 7.8.1. *Trade* Marketing
- 7.8.2. Distribution Culture and Competition
- 7.8.3. *Designing and Managing Channels*
- 7.8.4. Functions of Distribution Channels
- 7.8.5. *Route to Market*

7.9. Promotion and Sales Channels
- 7.9.1. Corporate Branding
- 7.9.2. Advertising
- 7.9.3. Sales Promotion
- 7.9.4. Public Relations and Personal Selling
- 7.9.5. *Street* Marketing

7.10. *Branding*
- 7.10.1. *Brand Evolution*
- 7.10.2. Creating and Developing a Successful Brand
- 7.10.3. *Brand Equity*
- 7.10.4. *Category Management*

7.11. Managing Marketing Groups
- 7.11.1. Work Teams and Meeting Management
- 7.11.2. Coaching and Team Management
- 7.11.3. Managing Equality and Diversity

7.12. Communication and Marketing
- 7.12.1. Communication Integrated into Marketing
- 7.12.2. Designing a Marketing Communication Program
- 7.12.3. Communication Skills and Influence
- 7.12.4. Barriers to Business Communication

Module 8. International Marketing

8.1. International Market Research
- 8.1.1. *Emerging Markets* Marketing
- 8.1.2. SWOT Analysis
- 8.1.3. What, How and Where to Export
- 8.1.4. International Marketing Mix Strategies

8.2.   International Segmentation
    8.2.1.   Criteria for Market Segmentation at the International Level
    8.2.2.   Market Niches
    8.2.3.   International Segmentation Strategies
8.3.   International Positioning
    8.3.1.   *Branding* in International Markets
    8.3.2.   Positioning Strategies in International Markets
    8.3.3.   Global, Regional and Local Brands
8.4.   Product Strategies in International Markets
    8.4.1.   Product Modification, Adaptation and Diversification
    8.4.2.   Global Standardized Products
    8.4.3.   The Product Portfolio
8.5.   Prices and Exports
    8.5.1.   Export Prices Calculation
    8.5.2.   *Incoterms*
    8.5.3.   International Price Strategy
8.6.   Quality in International Marketing
    8.6.1.   Quality and International Marketing
    8.6.2.   Standards and Certifications
    8.6.3.   CE Marking
8.7.   International Promotion
    8.7.1.   The International Promotion MIX
    8.7.3.   *Advertising* and Publicity
    8.7.4.   International Fairs
    8.7.5.   Country Branding
8.8.   Distribution through International Channels
    8.8.1.   *Channel and Trade Marketing*
    8.8.2.   Export Consortiums
    8.8.3.   Types of Exports and Foreign Trade

Module 9. Digital Marketing

9.1.   Digital Marketing
    9.1.1.   Integrated Marketing Plan: Conventional and Digital
    9.1.2.   Strategic Digital Marketing and Decision Making
    9.1.3.   CANVAS Model in Digital Marketing
9.2.   Virtual *Community Management*
    9.2.1.   Changes in Communication Paradigms
    9.2.2.   *Marketing Intelligence* and Consumers 2.0
    9.2.3.   Managing Networks and Communities
    9.2.4.   Social Media Content Management
    9.2.5.   Online Communication Marketing 2.0
    9.2.6.   Monitoring, Analytics and Results in Social Media
9.3.   *E-commerce*
    9.3.1.   Logistics and Distribution in *e-Commerce*
    9.3.2.   Sales, Payment Methods and Internet Security
    9.3.3.   Digital Marketing Applied to *e-Commerce*
    9.3.4.   Technological *e-Commerce* Platforms
9.4.   Performance Marketing
    9.4.1.   Affiliate Marketing
    9.4.2.   Developing E-Mail Campaigns
    9.4.3.   Management Tools for Performance Marketing
9.5.   *Web Analytics* and *Social Media Intelligence*
9.6.   *Search Engine Marketing* (SEM)
9.7.   *Search Engine Optimization* (SEO)
    9.7.1.   Basic Principles in Search Engine Functionality
    9.7.2.   Selecting KWs
    9.7.3.   Basic Elements in a SEO Analysis

Module 10. *Customer Relationship Management*

10.1.   Knowing the Market and the Customer
    10.1.1.   *Open Innovation*
    10.1.2.   Competitive Intelligence
    10.1.3.   *Sharing Economy*

Module 11. 1 to 1 Marketing

11.1. Emotional Intelligence in the Company
    11.1.1. Emotional Intelligence and Communication
    11.1.2. Assertiveness, Empathy, and Active Listening
    11.1.3. Self-Esteem and Emotional Language

11.2. Relational Capital: *Co-working*
    11.2.1. Managing Human Capital
    11.2.2. Performance Analysis
    11.2.3. Managing Equality and Diversity
    11.2.4. Innovation in People Management

11.3. Leadership and Team Management
    11.3.1. Leadership and Leadership Styles
    11.3.2. Skills and Abilities of the Leader 2.0
    11.3.3. Managing Change Processes
    11.3.4. Managing Multicultural Teams
    11.3.5. *Coaching*

11.4. Selecting Target Customers (CRM)
    11.4.1. Designing an e-CRM
    11.4.2. Implications and Limitations of the Personal Data Protection Law
    11.4.3. Orientation towards the Consumer
    11.4.4. 1 to 1 Planning

11.5. Key Account Management
    11.5.1. Identifying Key Accounts
    11.5.2. Benefits and Risks of the *Key Account Manager*
    11.5.3. Sales and *Key Account Management*
    11.5.4. KAM Strategic Action Phases

11.6. The Loyalty Process
    11.6.1. In-depth Knowledge of the Client
    11.6.2. The Commercial Process to be Carried Out with the Customer
    11.6.3. The Value that the Customer Has for the Company

Internship

Practical teaching is a must in any career, as it is the best way for students to really learn how to carry out all those concepts and strategies they have learned during their theoretical studies. Thanks to this Hybrid Professional Master's Degree, students will have the opportunity to access an intensive internship in a reference company in the commercial and marketing sector, which will be essential for their personal and professional growth.

Take advantage of this practical stay and make the most of the 3 weeks in which you will be surrounded by professionals with extensive experience in the sector"

The Internship Program consists of a practical internship in a prestigious clinical center, a 3-week period from Monday to Friday , with 8 consecutive hours of work with a professionals in the field. This stay will allow students to gain in-depth knowledge of the intricacies of management work in the commercial and marketing environment.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the competencies necessary to perform managerial tasks in commercial and marketing areas, acquiring the qualifications required to manage all the tasks related to these departments.

It is, without a doubt, an opportunity to learn by working in the sales and marketing departments, which are essential in any company today. In this way, it will be an option of great value for the student to become part of the daily work in a leading company in the sector, getting up to date on the main advances in this field.

In this way, the practical stay in a reference company in the sector will allow the student to complete a series of practical activities in different areas and departments of the company, obtaining a general vision of the sector that will allow them to quickly join the labor market, becoming one of the most competitive professionals of the moment.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Commercial and in Marketing (learning to be and learning to relate).

The procedures described below will form the basis of the practical part of the training, and their implementation is subject to both the suitability of the patients and the availability of the center and its workload, with the proposed activities being as follows:

Receive specialized education in an Company that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"

Module	Practical Activity
Sales and Marketing Management Strategies	Detect management gaps by building and coaching individuals and teams in sales and account management
	Implement solid sales management processes: pipeline, account planning, and proposals
Updated Marketing Trends for the *Chief Revenue Officer*	Facilitate building outreach to current and future customers and coordinate its implementation across sales channels, customer management, marketing, and communications
	Participate in the customer research process (quantity and quality) to provide strategic leadership to brand architecture and positioning
	Oversee channel/partner development, adding new sales channels and third-party resellers and partners
Updated Marketing Trends for the *Chief Revenue Officer*	Implement revenue and lead monitoring processes, adjusting them, if necessary, to create sustainable enablement
	Supporting the achievement of short-term results and long-term strategy, including revenue forecasting
Broader scope activities within the companies' Sales and Marketing Management	Participate in the process of prospecting and closing key customer relationships
	Supporting the implementation of growth strategies through actionable actions

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieving this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.

General conditions of Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

Where Can I Do the Internship?

In order to carry out the practical training of this Hybrid Professional Master's Degree in Commercial and Marketing Management, TECH is reaching collaboration agreements with the main companies in the sector at a national and international level. In this way, students will have access to real work teams, with which they will learn the main strategies that have been implemented in these areas to promote their growth. It will undoubtedly be A unique opportunity to learn from the best.
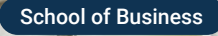
Get access to a real working team and learn from leading specialists in sales and marketing management"

Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:

School of Business

CBM Innovación en Estrategias SAS

Country
Mexico

City
Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

Related internship programs:
- MBA in Digital Marketing
- MBA in Business Intelligence Management

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School of Business
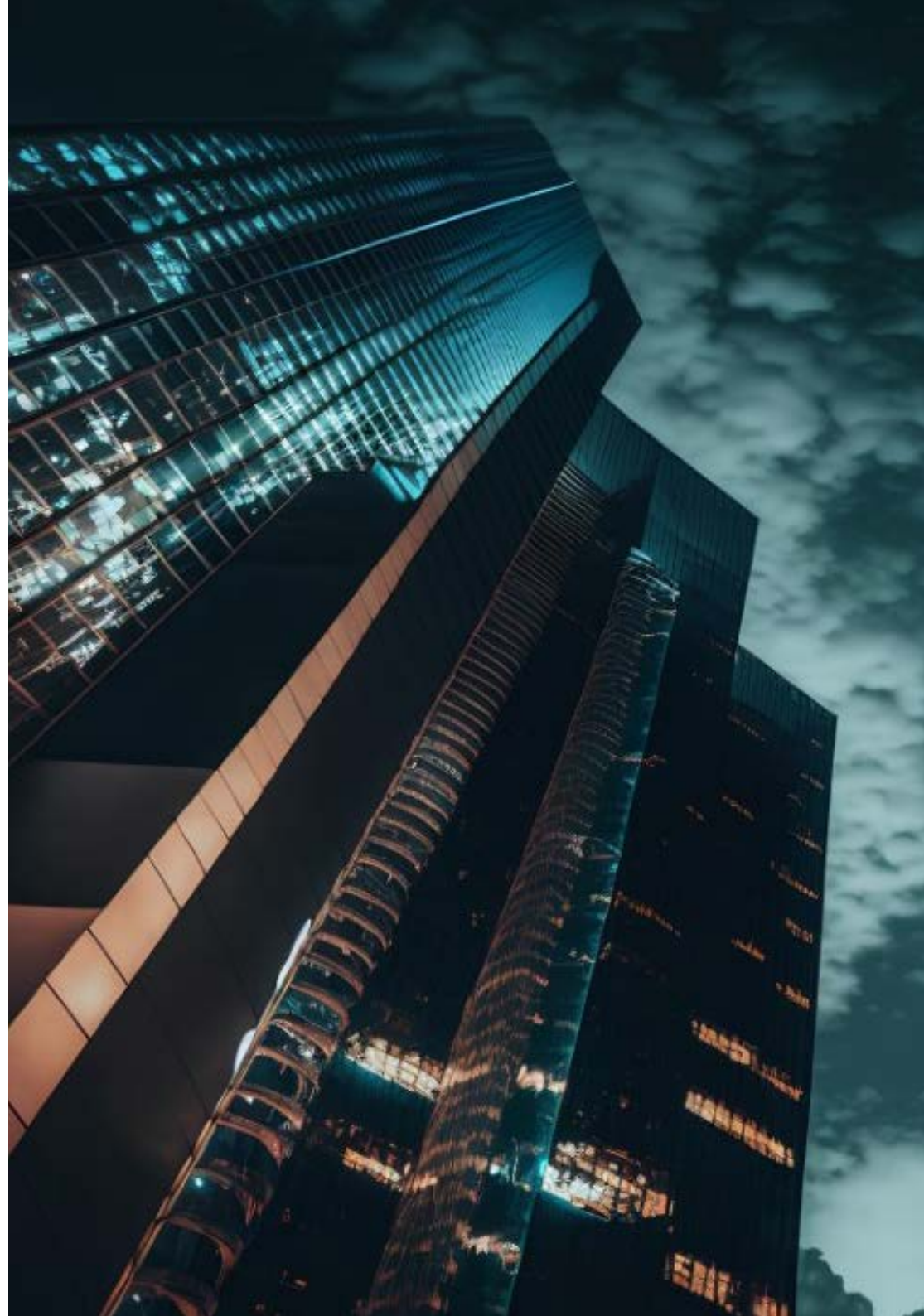
Grupo Fórmula

Country	City
Mexico	Mexico City

Address: Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication and content generation

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Related internship programs:
- Graphic Design
- People Management

Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology"

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.

10 Certificate

The Hybrid Professional Master's in Commercial and Marketing Management (CRO, Chief Revenue Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Hybrid issued by TECH Technological University.

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

This **Hybrid Professional Master's Degree in Commercial and Marketing Management (CRO, Chief Revenue Officer)** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.
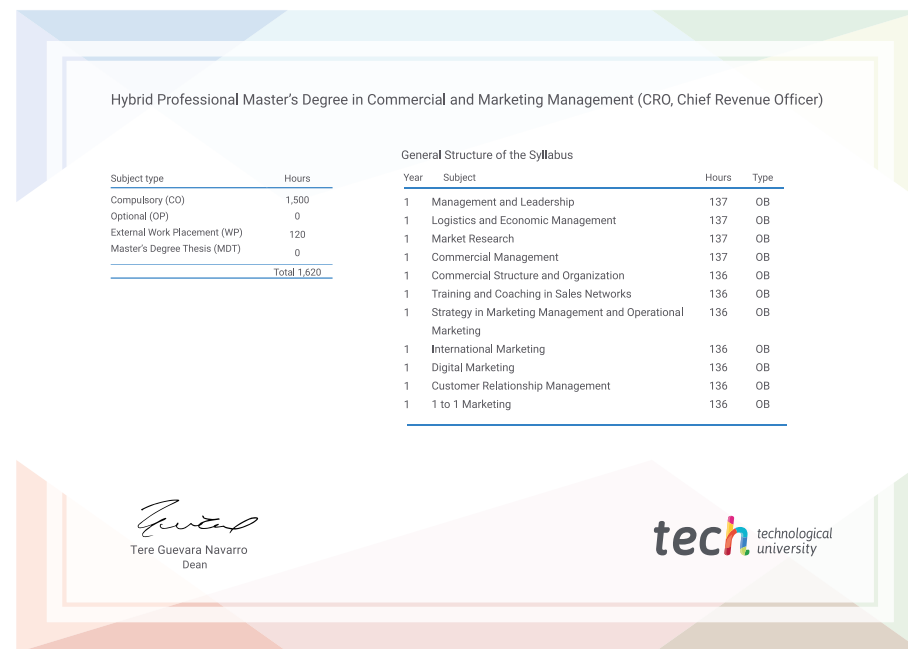
Title: **Hybrid Professional Master's Degree in Commercial and Marketing Management (CRO, Chief Revenue Officer)**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

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tech technological university

Awards the following

CERTIFICATE

to

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

HYBRID PROFESSIONAL MASTER'S DEGREE

in

Commercial and Marketing Management (CRO, Chief Revenue Officer)

This is a qualification awarded by this University, with a duration of 1,620 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Commercial and Marketing Management (CRO, Chief Revenue Officer)

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	120
Master's Degree Thesis (MDT)	0
Total 1,620	

General Structure of the Syllabus

Year	Subject	Hours	Type
1	Management and Leadership	137	OB
1	Logistics and Economic Management	137	OB
1	Market Research	137	OB
1	Commercial Management	137	OB
1	Commercial Structure and Organization	136	OB
1	Training and Coaching in Sales Networks	136	OB
1	Strategy in Marketing Management and Operational Marketing	136	OB
1	International Marketing	136	OB
1	Digital Marketing	136	OB
1	Customer Relationship Management	136	OB
1	1 to 1 Marketing	136	OB

Tere Guevara Navarro
Dean

tech technological university

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

Hybrid Professional Master's Degree

Commercial and Marketing Management (CRO, Chief Revenue Officer)

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

Hybrid Professional Master's Degree
Commercial and Marketing Management
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tech *technological university*