

Postgraduate Certificate Customer Centric Strategy & Predictive Marketing



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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals from various academic disciplines who wish to deepen their knowledge of the new luxury world, its growth and commercialization opportunities

Website: www.techtute.com/in/school-of-business/postgraduate-certificate/customer-centric-strategy-predictive-marketing

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01 Welcome

In this course, the key aspects that define the purchase decision process of the luxury consumer are discussed. Through this program we observe essential aspects such as the lifestyle and preferences of this type of consumer, focusing on the analysis of the luxury market and the evaluation of the Customer Journey of this sector. Through the study of this program, the qualities of the luxury product and the research of the prediction of trends in consumer behavior are investigated.

It also provides the tools to determine the buying behavior of the luxury consumer. To know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service. Understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior.



Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing.
TECH Technological University



“

You will acquire the ability to develop a marketing strategy to promote a fashion brand with an effective campaign that results in the consumption of its products”

02

Why Study at TECH?

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



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+

executives trained each year

200+

different nationalities



Empowerment

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

500+

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

While studying at TECH, students will enjoy a unique experience. 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

The objective of this Postgraduate Certificate is to detect the buying behavior of the luxury consumer, to know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service. Understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior. You will acquire the necessary tools to understand the role of marketing in a company or how to design a brand strategy focused on new potential consumers, knowing in depth the appearance, lifestyle and the latest trends to orient them to the potential consumer.





You are one step away from mastering consumer centric marketing strategies in the post Covid-19 era"

TECH makes the objectives of its students its own.
Working together to achieve them.

The **Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing** will enable the student to:

01

Have knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing

02

Discover the triple approach brand-strategy-consumer

05

Expand the ability to analyze the commercial scenario of brands

03

Understand the progress of new digital marketing tools

06

Improve decision making in the business and business development context

07

Develop strategic skills to adapt to the new labor market

10

Learn to project the brand's identity to society as a whole

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

12

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

13

Detect the buying behavior of the luxury consumer, to know what the motives, desires, needs or reasons are that lead the consumer to buy a product or service

14

Understand the stages of the consumer buying process and the psychological and social aspects that can affect consumer behavior

15

Identify signs of change





16

Turn the signs of change into an opportunity by developing a predictive trend report that minimizes risk and optimizes resources ahead of our competitors

17

Acquire the knowledge necessary to understand the internal psychological and external sociological factors that affect consumer decision making

18

Build a marketing strategy for brands to make their campaigns more effective and how this is related in an exercise of perception, interpretation and visual projection with the identity of the receiver of the message that we emit in the form of clothing, t-shirt, accessory, perfume, car, decoration or luxury services

05

Structure and Content

The program of this Postgraduate Certificate Customer Centric Strategy & Predictive Marketing is developed by the best experts in the industry, who have poured their knowledge and experience in a complete and up to date syllabus, with a historical basis that reaches to the present day. It covers the latest developments in the sector, such as the fact that brands take into account their plural and global audience. Its 100% online format allows students to study it at the time and place that best suits their availability, schedules and interests, and in just 6 weeks they will have a quality program, typical of the sector.



“

Luxury as a generator of culture or art associated with luxury are two issues that you will explore in depth with this Postgraduate Certificate"

Syllabus

The Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing at TECH Technological University is an intensive program that prepares you to master the fashion industry landscape through new predictive marketing techniques. The content of the program is designed to promote the development of the skills required for this service.

The Postgraduate Certificate deals in depth with the impact of visual language in the sales projection of fashion brands, current trends and the profile of new consumers, among others. A quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury.

This Postgraduate Certificate is developed over 6 week and is structured into 1 module:

Module 1

Customer Centric Strategy & Predictive Marketing



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Customer Centric Stragy & Predictive Marketing completely online. Over the course of 6 weeks, 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. Customer Centric Strategy & Predictive Marketing

1.1. Fashion Engagement

- 1.1.1 The Lifestyle of the Luxury Client
- 1.1.2 Individual Identity and Brand Projection
- 1.1.3 The Impact of Visual Language

1.2. Commitment to Luxury Customers

- 1.2.1 The Lifestyle of the Luxury Client: Values and Priorities.
- 1.2.2 The Dynamics of Consumption in the Luxury World
- 1.2.3 Discovering Luxury Retail and E-tail

1.3. Trends in Millennials Y Z: Prosumers

- 1.3.1 The New Shopping Preferences
- 1.3.2 Participation and Prosumer
- 1.3.3 Purchasing Habits in the Luxury Industry

1.4. The New Customer Journey in Fashion and Luxury

- 1.4.1 Decision-Making in the Purchase of Luxury Goods
- 1.4.2 Information Gathering and the Purchase Decision
- 1.4.3 Product Evaluation and After-Sales Service

1.5. New Preferences of the Luxury Consumers

- 1.5.1 The Pace of Fashion Trends
- 1.5.2 Consumer Habits in the New Setting
- 1.5.3 Who's in Charge in the Luxury Sector?

1.6. Current Fashion Consumer Behavior Regarding Trends

- 1.6.1 Novelty, Trends and Hype
- 1.6.2 Macrotrends and Microtrends
- 1.6.3 The Diffusion Cycle and Design Innovation Theory

1.7. Big Data & Predictive Marketing

- 1.7.1 Between Art and Science
- 1.7.2 Scientific Interpretation of Social Facts
- 1.7.3 Predictive Marketing

1.8. Experiential Marketing in the Perfume Industry

- 1.8.1 Beauty as a Gateway to Luxury
- 1.8.2 The Multisensory Experience
- 1.8.3 Ecocosmetics and Niche Brands

1.9. Concept Store Dynamics: Off Product Branding

- 1.9.1 Marketing through an Intangible Value
- 1.9.2 Art, Culture and Design in a Physical Space
- 1.9.3 Digital Format of the User Experience

1.10. Post Covid-19 Fashion and Luxury Consumer Trends

- 1.10.1 Irreversible Changes after the Pandemic
- 1.10.2 The Shopping of the Future
- 1.10.3 Integrating Technology and Sustainability in the Mind of the New Consumer



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

This Postgraduate Certificate is designed for professionals and students from various academic disciplines who wish to delve into the new scenario that arises in the world of luxury, those who are able to pose challenges and opportunities for growth and marketing. Therefore, there is no single profile, as the student body is diverse and coming from different sectors with a common interest: marketing, fashion and luxury.

This diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program. The development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.





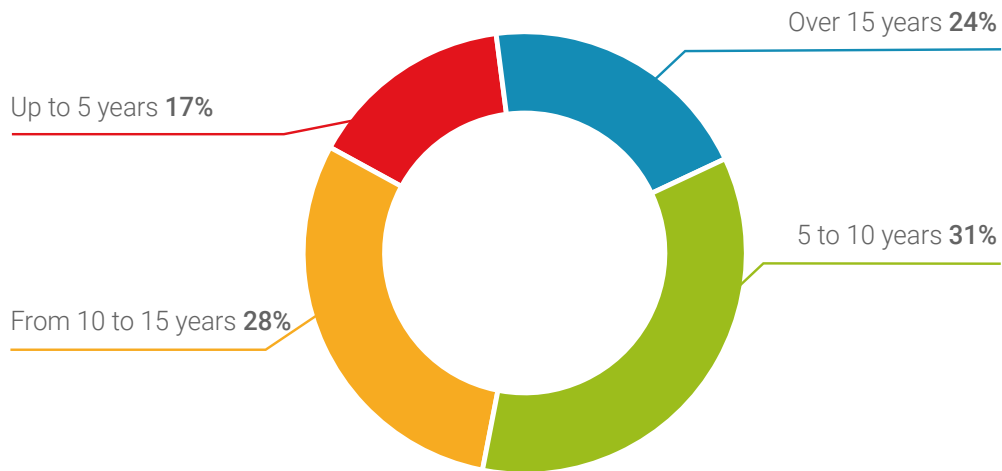
“

You will master the dynamics of the concept store: branding outside the product and you will see the possibilities of marketing through intangible value"

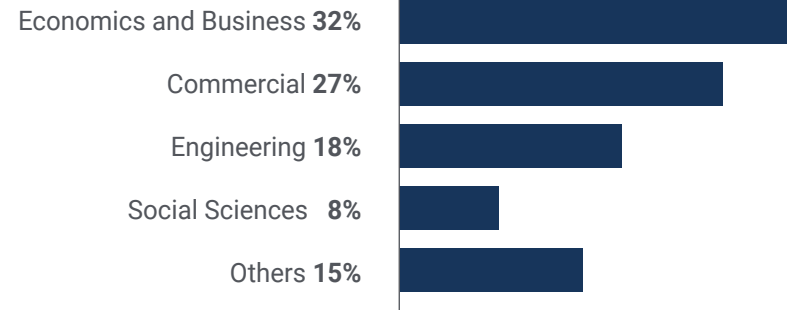
Average Age

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

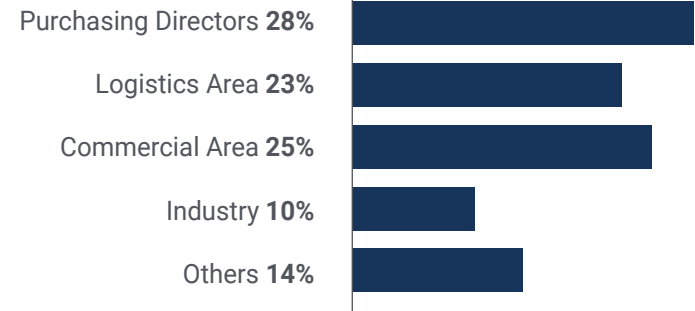
Years of Experience



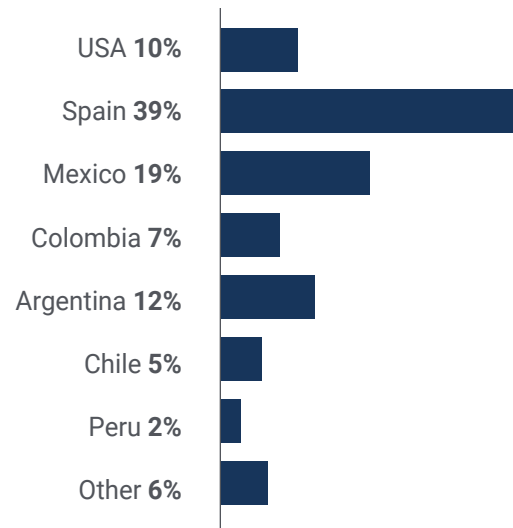
Training



Academic Profile



Geographical Distribution



Guillermo Alonso Pazos

Entrepreneur and co-director of a fashion accessories concept store

"I have recently launched a concept store with a team of designers of men's fashion accessories and I lacked the knowledge to develop a strategy that would define our target and address our potential audience. That's why when I saw this Postgraduate Certificate, I didn't hesitate, and I took the plunge. I have learned more than I expected, it has totally fulfilled my expectations! I highly recommend it"

08

Course Management

The program includes in its teaching staff experts of reference in the field of marketing and fashion, who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the qualification in an interdisciplinary way, making it a unique experience at an academic level for the student.





“

Experts in different areas of luxury marketing have created for you this unique program with quality content”

Management



Ms. García Barriga, María

- ◆ Professor of Digital Marketing
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media such as RTVE and Telemadrid
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends



Professors

Ms. Rodríguez Flomenboim, Florencia

- ◆ Creative scenic of different theatrical works, focusing on the symbolism of the image. She has also been called by designers and brands to collaborate with their Creative Direction and Rebranding departments
- ◆ Specialized in Artistic Creation and Fashion Trend Analysis
- ◆ Degree in Performing Arts from the ESAD of Murcia
- ◆ Diploma in International Relations for Marketing from ITC Sraffa of Milan
- ◆ Master in Fashion Production, Editorial and Fashion Design by the American Modern School of Design in Buenos Aires(Argentina)
- ◆ She has a wide range of work, from image consultancy, showroommanagement and implementation of concept stores, coolhunting to the role of producer and fashion editor in different editorials, agencies and firms

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and of course, personal investment. The ultimate goal of studying this program must be to achieve professional growth and now, more than ever, is the time.





“

Expand your knowledge in Marketing with this Postgraduate Certificate that focuses the strategy on the customer and their needs"

If you want to make a positive change in your profession, the Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing will help you achieve it.

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

The Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing at TECH is an intensive program that will prepare you to face challenges and make important creative and strategic decisions to achieve your objectives.. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

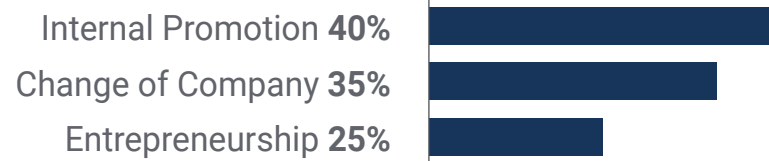
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

Do not miss the opportunity that TECH offers you and take this program with future projection.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

This Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing helps to increase the potential of potential employees, an assessment that companies must take into account in order to have a team of the highest level. The more qualified your professionals are, the more likely they are to succeed and the more motivated the group will be. In addition, it drives the achievement of objectives and the preparation of experts who will create the tools of the future, as the new generations do through the mastery of social networks. All this contributes to the professional growth of the staff of companies that, like TECH, are committed to excellence. Therefore, this program is a unique opportunity for companies to have the best in their team, becoming generators of excellent leaders.





“

Have your company have the best generators of customer focused strategies and elaborate successful predictive marketing plans"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The professional can work on a real project or develop new projects in the field of R&D or Business Development of your company.

06

Increased competitiveness

It will equip professionals with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing** contains the most complete and up to date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Customer Centric Strategy & Predictive Marketing**

Official N° of hours: **150 h.**



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



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