

# Postgraduate Certificate Internal Market Analysis





## Postgraduate Certificate Internal Market Analysis

- » Modalité: en ligne
- » Durée: 6 semaines
- » Qualification: TECH Université Technologique
- » Intensité: 16h/semaine
- » Horaire: à votre rythme
- » Examens: en ligne
- » Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar fields

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/internal-market-analysis](http://www.techtute.com/in/school-of-business/postgraduate-certificate/internal-market-analysis)

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# 01 Welcome

A good analysis of the internal market of any company can raise the results of the said company, because with the high competitiveness of today, knowing the service chain in detail can greatly accelerate any problematic resolution about it. With a high analytical capacity and outstanding problem-solving skills, business or marketing professionals will be able to reach the most prestigious positions in their environment. With this TECH program, students can aspire to grow within their sector by providing a distinctive vision of the company's internal markets, with special attention to the quality of services and the key factors for business success.



Postgraduate Certificate in Internal Market Analysis.  
TECH Technological University



“

*With your internal market analysis techniques, you will be much better positioned to occupy positions of great interest and relevance in the Marketing sector”*

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

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

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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 program is for students to achieve their professional aspirations, providing them with the most innovative analytical tools in the market with which they can stand out. In this way, after graduating and becoming experts in internal markets, students will be much closer to their career advancement.



“

*You will have within your reach the possibility to improve professionally, supported by the best teaching team in the Marketing field”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The Postgraduate Certificate in Internal Market Analysis will enable students to:

01

Organize the human and technical resources necessary to promote the optimal development of the sales plan

02

Establish systems for monitoring and controlling the objectives set in the sales plan in order to adopt possible corrective measures

03

Determine how the company's capacity will foreseeably be in terms of market penetration, innovation, product portfolio, costs and price, service quality, product or brand image, distribution and logistics, and marketing information system







04

Describe the initial characteristics of the product or service and the production process

05

Determine the financing capacity to meet the initial investment and to make subsequent investments

06

Analyze the quality of a given service with innovative Benchmarking methodologies

05

# Structure and Content

The Postgraduate Certificate in Internal Market Analysis adapts to the needs of its students, offering all of its content in a convenient and accessible online format. As all the teaching material is available from the very beginning, it is the students who decide how to take on the course load, without being tied to fixed classes or predetermined schedules.



“

*TECH applies the best educational methodology available for you to get the most out of its programs”*

## Syllabus

This Postgraduate Certificate in Internal Market Analysis contains all the teaching material necessary for students to fully understand service chains, how they work and their quality. This provides a better understanding of the keys to business success in any field.

During the 100 hours of the program, students are immersed in real market analysis situations, with practical exercises proposed by the teaching staff so that they can apply all the knowledge they have acquired in a contextual manner.

At the end of the program, students will be prepared to assume greater responsibilities, more relevant positions and more significant salaries in the commercial and marketing field.

This Postgraduate Certificate takes place over 1 month and is divided into 3 modules:

### Module 1.

Service Chain

### Module 2.

Quality of Service Analysis

### Module 3.

Key Business Success Factors



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

TECH offers the possibility of developing this Postgraduate Certificate in Internal Market Analysis completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

## Module 1. Service Chain

### 1.1. Business System Analysis

- 1.1.1. Internal and External Analysis. SWOT Analysis
- 1.1.2. Sector and Competitive Analysis
- 1.1.3. The Canvas Model

### 1.2. Service-Utility Chain

- 1.2.1. Customer Satisfaction
- 1.2.2. Employee Productivity
- 1.2.3. Employee Loyalty

## Module 2. Quality of Service Analysis

### 2.1. Product Benchmark

- 2.1.1. Benchmarking Aspects and Categories
- 2.1.2. Methodologies
- 2.1.3. Steps to Successful Benchmarking

## Module 3. Key Business Success Factors

### 3.1. Analysis of Success Factors

- 3.1.1. Qualitative Analysis
- 3.1.2. Quantitative Analysis
- 3.1.3. Recommendations



“

*Your springboard to sales and marketing management, with knowledge of the functioning of internal markets essential in your daily performance”*

# 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

The Postgraduate Certificate in Internal Market Analysis is an excellent opportunity for business professionals to network, since the variety of profiles related to the business and marketing field makes it a priority place to meet potential business partners, suppliers or customers.







“

*If you want to continue improving professionally without leaving aside the rest of your responsibilities, enroll now in this Postgraduate Certificate”*

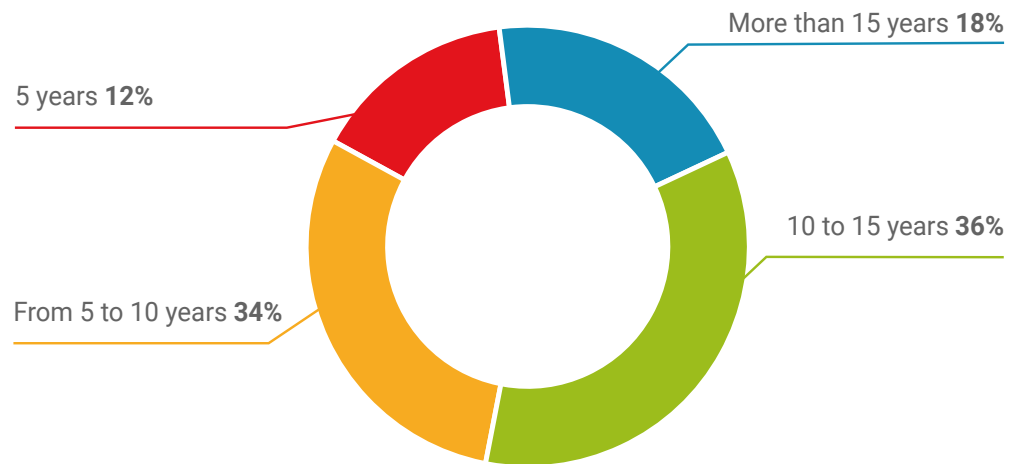
### Average Age

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

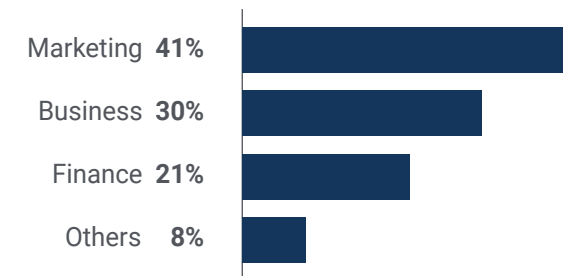
### Years of Experience

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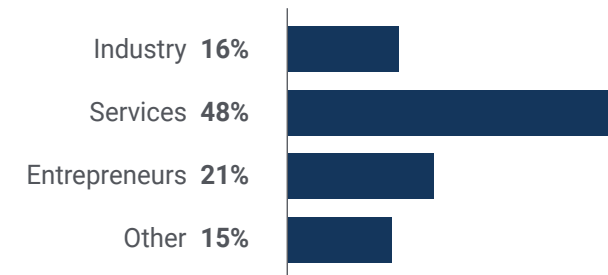
### Training

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### Academic Profile

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## Geographical Distribution

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## Ángel Cardona Pérez

Lead Analyst

*"I handle a lot of data on a daily basis, so it was clear to me that my professional specialty should be related to data. Thanks to this Postgraduate Certificate, I was able to demonstrate that I had the necessary skills to lead my team and obtain the Lead Analyst position I hold now"*

08

# Impact on Your Career

Because the effort required by students to take on this program is great, TECH focuses all its efforts on ensuring that graduates can succeed in their careers in the shortest possible time. This is made possible thanks to an emphasis during the program on transversal skills such as communication and organization, which are key for any aspiring manager in Marketing and market analysis.



“

*You will learn to be a better professional  
in all aspects, which will lead you to stand  
out above your competitors”*

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

TECH's Postgraduate Certificate in Internal Market Analysis brings out the best in its students by taking them to real situations of service chain management, internal markets and their analysis, where they must demonstrate that they are truly qualified to lead successful work teams.

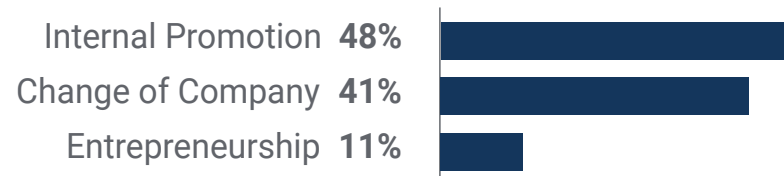
*Don't miss this unique opportunity to further enhance your career while polishing your professional skills.*

*The positive change you seek for your career will be much closer after completing this TECH program.*

#### When the change occurs



#### Type of change



### Salary increase

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



09

# Benefits for Your Company

The Postgraduate Certificate in Internal Market Analysis is beneficial for participating companies, as it helps them to incorporate professionals who have a more global understanding of the entire process related to service chains, quality and the key factors for business success into their Marketing and analytics departments.







“

*With your skill set, you will be able to lead any company to a better understanding of its own market and service chains”*

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

01

### Growth of talent and intellectual capital

Professionals will bring to the company new concepts, strategies and perspectives that can bring about creative changes in the organization.

---

02

### Retaining high-potential executives to avoid talent drain

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

03

### Building agents of change

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

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04

### Increased international expansion possibilities

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



05

### **Project Development**

Professionals will be able to work on a real project or develop new projects in the field of R&D or business development of their company.

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06

### **Increased competitiveness**

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

# 10 Certificate

This Postgraduate Certificate in Internal Market Analysis 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 Internal Market Analysis** contains the most complete and up-to-date 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 through the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Program: **Postgraduate Certificate in Internal Market Analysis**

Official N° of Hours: **100 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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