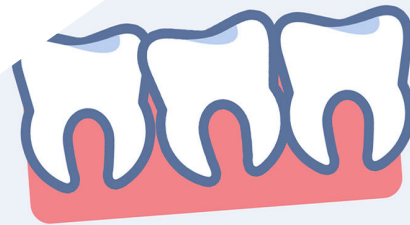


# Postgraduate Certificate Marketing 2.0 for Dental Clinics

DENTAL CARE



WE OFFER A VARIETY OF SERVICES  
TO SUIT YOUR NEEDS

BOOK APPOINTMENT

READ MORE



## Postgraduate Certificate Marketing 2.0 for Dental Clinics

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 7 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/marketing-2-0-dental-clinics](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/marketing-2-0-dental-clinics)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

The managers of dental clinics must rely on the main tools of marketing to achieve effective growth of the company. Therefore, the specialization of the managers should not only deal with the field of dentistry, but with all the business techniques that can help the survival and growth of the business, especially at a time when competition in dental clinics is increasing. To achieve this training, TECH proposes the completion of this very complete program, which will be very useful to get up to date in the main techniques and tools of the sector.



Postgraduate Certificate in Marketing 2.0 for Dental Clinics  
TECH Global University



“

*Today's managers must stand out for their technological knowledge, practice active listening with their workers and be self-critical of their work"*

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 center for intensive managerial skills education.



“

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

## At TECH Global University



### Innovation

The university offers an online learning model that balances 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.

**+100000**

executives prepared 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"*

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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

### A Strong Boost to Your Career

---

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 students achieve positive career development in less than 2 years.*

02

### Develop a strategic and global vision of the company

---

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

*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

### You will 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 fields 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

### You will be part of an exclusive community

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

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

# 04 Objectives

This program is designed to strengthen the management and leadership skills of the professionals, as well as to develop new competencies and skills that will be essential in their professional development in the dental clinic sector. After the program, the graduates will be able to make global decisions with an innovative perspective and an international vision.



“

*Your goals are our goals, and that's why we put all our resources at your disposal to help you achieve them"*

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

This **Postgraduate Certificate in Marketing 2.0 for Dental Clinics** will enable students to:

01

Use theoretical, methodological and analytical tools to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment

04

Professionalize the clinical-dental sector, through continuous and specific specialization in the field of business management and direction

02

Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities

03

Favor the acquisition of personal and professional skills that will encourage students to undertake their own business projects with greater confidence and determination, both in the case of initiating the creation of their clinical-dental business, and in the case of innovating in the management and direction model of the clinical-dental business they already have





05

Describe the current situation and future trends of dental clinic management and administration, to be able to define objectives and differentiating successful strategies

06

Become familiar with the terminology and concepts specific to the field of management and business administration in order to apply them

07

Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business

08

Delve into the digital communication tools that are essential to master in this 2.0 era, in order to convey the value proposition of the dental clinic to the target patients through the most appropriate channels



05

# Structure and Content

The Postgraduate Certificate in Marketing 2.0 for Dental Clinics is a program tailored to the professional, which is taught in 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 6 weeks and is intended to be a unique and stimulating experience that lays the foundations for your professional success in the application of Marketing techniques for dental clinics.



“

*We offer you a unique opportunity to develop successfully in the application of Marketing in dental clinics”*

## Syllabus

The Postgraduate Certificate in Marketing 2.0 for Dental Clinics from TECH Global University is an intensive program that prepares the students to face the challenges and managerial decisions at a national and international level. Its content is designed to promote the development of managerial skills that enable decision-making with greater rigor in uncertain environments.

Throughout 175 hours of study, the students will analyze a multitude of practical cases through individual work, achieving a better understanding of the theory presented and, therefore, a deep learning that can be applied, later, to their daily practice. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of dental centers and is designed for managers to understand marketing techniques from a strategic, international and innovative perspective.

A plan designed for the student, focused on their professional improvement and that prepares them to achieve excellence in the field of management and healthcare management. A program that understands your needs and those of your business through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, that will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

### Module 1

### Marketing 2.0



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

TECH offers the possibility of developing this Postgraduate Certificate in Marketing 2.0 for Dental Clinics completely online. During the 6 weeks of the specialization, the students 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. Marketing 2.0**

**1.1. The Importance of *Branding* for Differentiation**

- 1.1.1. Visual Identity
- 1.1.2. The Stages of Branding
- 1.1.3. Branding as a Differentiation Strategy
- 1.1.4. Jung Archetypes to Give Your Brand Personality

**1.2. The Dental Clinics Website and Corporate Blog**

- 1.2.1. Keys for an Effective and Functional Website
- 1.2.2. Choice of the Tone of Voice for the Communication Channels
- 1.2.3. Advantages of Having a Corporate Blog

**1.3. Effective Use of Social Networks**

- 1.3.1. The Importance of Strategy in Social Networks
- 1.3.2. Automation Tools for Social Networks

**1.4. Use of Instant Messaging**

- 1.4.1. The Importance of Direct Communication With Your Patients
- 1.4.2. Channel for Personalized Promotions or Mass Messages

**1.5. The Importance of Transmedia Storytelling in Communication 2.0**

**1.6. How to Create Databases Through Communication**

**1.7. Google Analytics to Measure the Impact of Your Communication 2.0**

**1.8. Analysis of the Situation**

- 1.8.1. Analysis of the External Situation
- 1.8.2. Analysis of the Internal Situation

**1.9. Establishing Goals**

- 1.9.1. Key Points for Establishing Goals

**1.10. Key Performance Indicators (KPIs) in the Digital Era**

- 1.10.1. Types of Strategies

**1.11. Action Plan**

**1.12. Budgets**

- 1.12.1. Budget Allocation
- 1.12.2. Forecast of Results

**1.13. Control and Monitoring Methods**



[Homepage](#) [Demos](#) [Portfolio](#) [Blog](#) [AboutUs](#) [Contact](#)

# SOCIAL MEDIA MARKETING



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*



## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



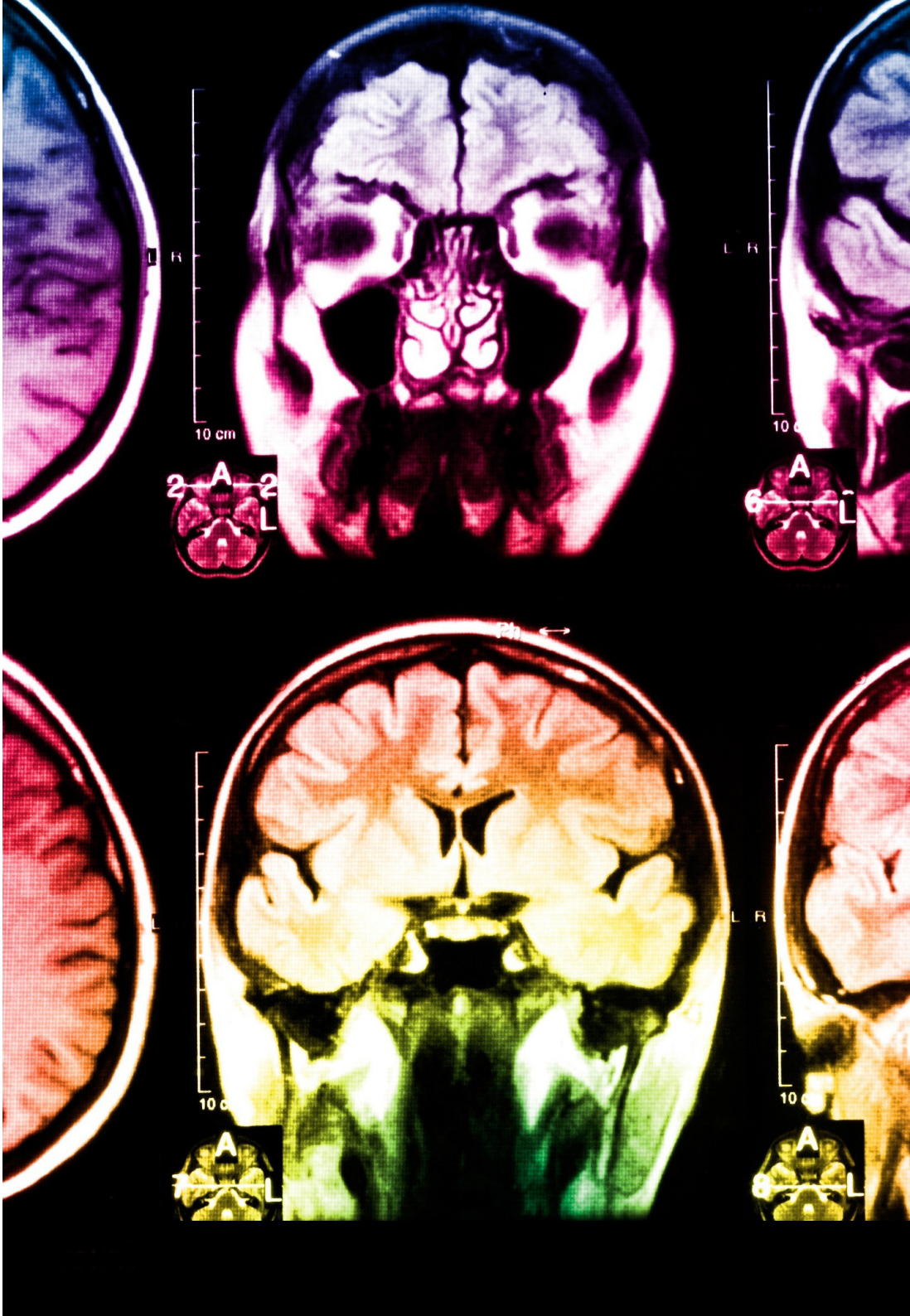
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

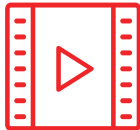
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



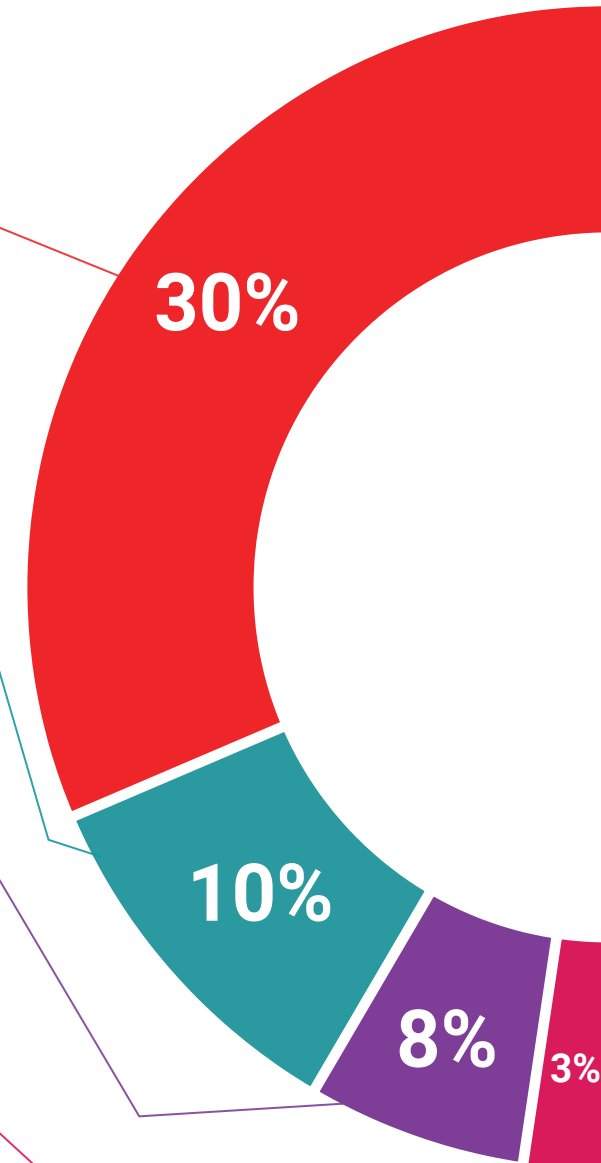
### Management Skills Exercises

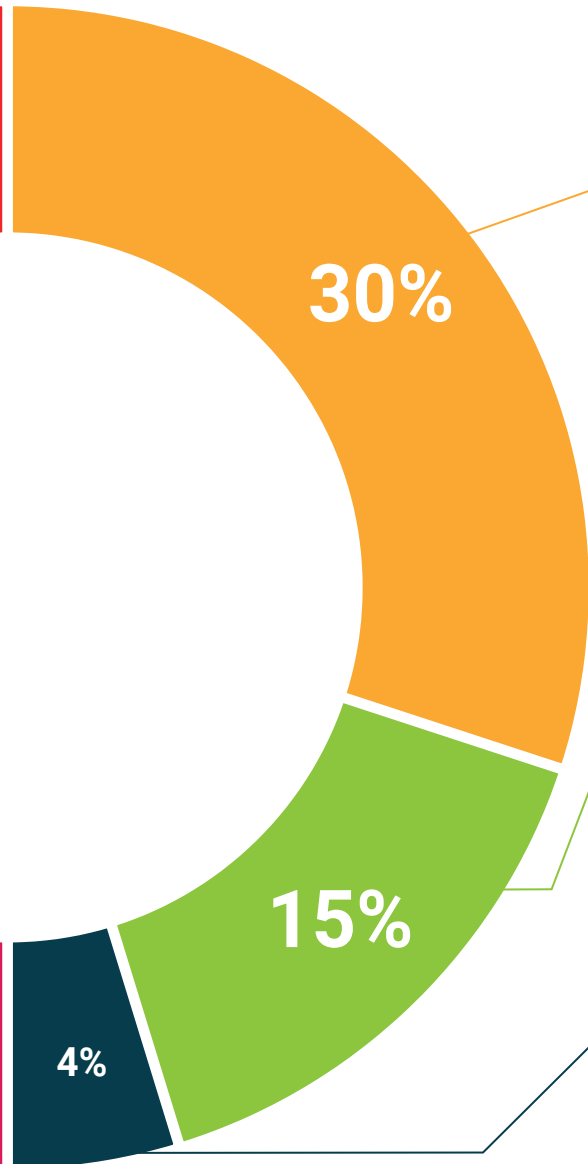
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Marketing 2.0 for Dental Clinics is a program aimed at professionals in the business area who want to update their knowledge in Marketing and advance in their professional career in the dental clinic sector. The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.





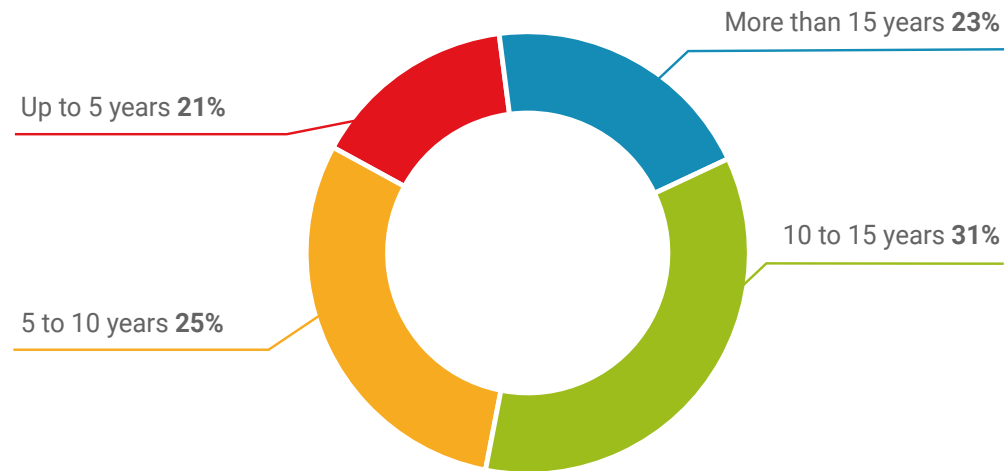
“

*We are looking for professionals with experience in the sector who wish to broaden their knowledge of the main Marketing techniques applied to dental clinics”*

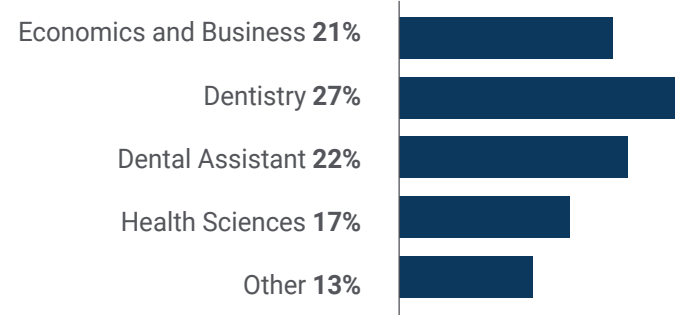
### Average Age

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

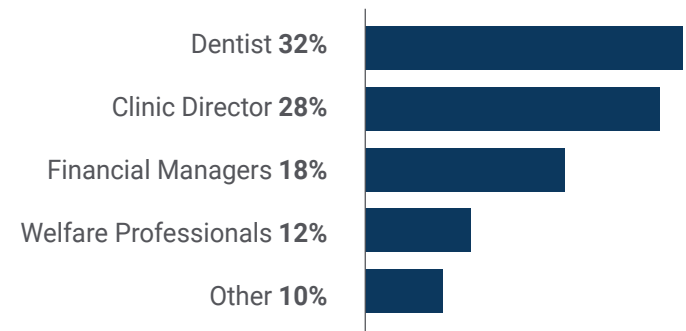
### Years of Experience



### Training

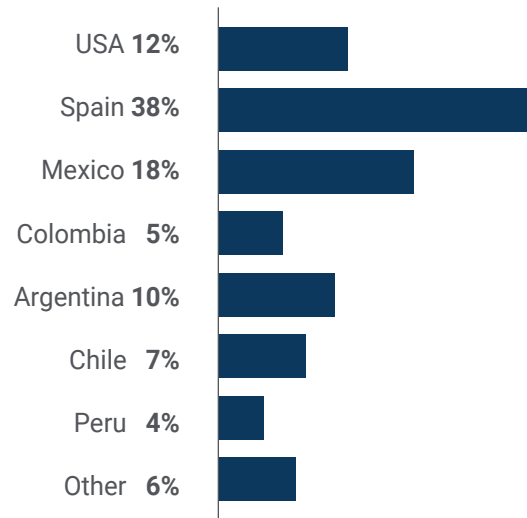


### Educational Profile



## Geographical Distribution

---



## Mónica Mendoza

---

Director of a dental clinic

*"The application of Marketing is indispensable in 21st century companies in order to reach our target audience. Therefore, continuous specialization in this field is practically an obligation, since new techniques are constantly emerging that can be very useful for business. For all these reasons, the completion of this specific TECH program for dental clinics has been a great addition to my CV"*

08

# Course Management

In order to guarantee the excellence of the contents taught in the program, we have a team of highly qualified teachers with many years of experience in the sector of interest. For this reason, a qualified group has been carefully selected to ensure that those interested in this sector receive training in line with current market demands.





“

*It carries out a program backed  
by the great experience of a  
qualified faculty in this field"*

## Director Invitado Internacional

Chyree Heirs-Alexandre is a Public Health Management Specialist with extensive experience in managing medical office operations. As Director of the Worcester Family Medical Center in the United States, she has worked to improve the health and well-being of Worcester residents. In particular, she has offered her assistance to culturally diverse populations by providing access to social services and primary care. Its goal is to ensure affordable, quality and comprehensive care, regardless of patients' ability to pay.

Her ongoing commitment to Public Health has led her to advocate that health services and policies are geared towards ensuring well-being and quality of life. Following this line, she held the position of Assistant Director in Office Management at Brockton Neighborhood Health Center. In this position, she furthered her skills in coordinating the activities carried out in medical centers.

As a specialist in this field, Heirs-Alexandre aims to provide efficient healthcare administration based on the latest organizational tools and strategies. In this regard, she has worked in a wide variety of areas to promote health and prevent disease in communities. In line with this, in 2020 he participated in the vaccination efforts during the COVID-19 pandemic, ensuring access for all people to immunization against this disease.

Some of her main functions have been to collaborate in disease prevention programs and promotion of healthy habits, among others. On the other hand, Chyree Heirs-Alexandre serves as Associate Director and Chief Operating Officer at Harvard School of Dental Medicine. In this position, she is responsible for managing the day-to-day activities and support staff of the center.



## D. Heirs-Alexandre, Chyree

---

- Chief Operating Officer, Harvard School of Dental Medicine, Boston, United States
- Founder of Orchids in Bloom Credentialing company
- Director of Clinical Operations at the Family Health Center of Worcester, Worcester
- Assistant Director of Practice Management at the Brockton Neighborhood Health Center
- Credentialing Coordinator at Stamford Health
- Credentialing Specialist at NextGen Healthcare
- Healthcare Operations Coordinator at Vein Restoration Center - Corporate Medical Industry
- Clinical Assistant at Stamford Hospital
- Master's Degree in Public Health from Southern New Hampshire University
- Graduate in Healthcare Administration from Charter Oak State College



*Gracias a TECH podrás aprender con los mejores profesionales del mundo”*

## Management



### D. Gil, Andrés

- ◆ Expert in Innovation and Strategic Management
- ◆ Director-Manager at Pilar Roig Odontology Clinic
- ◆ Co-founder and CEO at MedicalDays
- ◆ Diploma in Dental Management and Clinical Management. DentalDoctors Institute
- ◆ Diploma in Cost Accounting Valence Chamber of Commerce
- ◆ Agricultural Engineer UPV
- ◆ Master in Management and Direction. Michigan State University
- ◆ Course in Accounting. Centre for Financial Studies
- ◆ Course in Leadership and Team Management. César Piqueras





### **D. Guillot, Jaime**

- ♦ Entrepreneur and Web3 Investor
- ♦ CEO Mergelina Investments
- ♦ Chief Operating Officer of Demium Startups
- ♦ Co-founder and Chief Strategy Officer of Hikaru VR Agency
- ♦ Co-founder and CEO of Drone Spain
- ♦ Co-Founder of IMBS Business School
- ♦ Founder of the Internet & Mobile Business School
- ♦ Founder and CEO of Fight Technologies
- ♦ Highly experienced in business creation
- ♦ Professor at Bankinter's Master's Degree in Innovation and Business Creation
- ♦ Executive Coach certified by the European School of Leaders (EEL)
- ♦ Operational Manager. BBVA
- ♦ Trainer in leadership and emotional management programs for companies
- ♦ Degree in Business Administration and Management UPV
- ♦ Industrial Specialization
- ♦ Trained in languages such as English, German and Chinese
- ♦ Volunteer for the Association of Educational Attention to People with Specific Needs

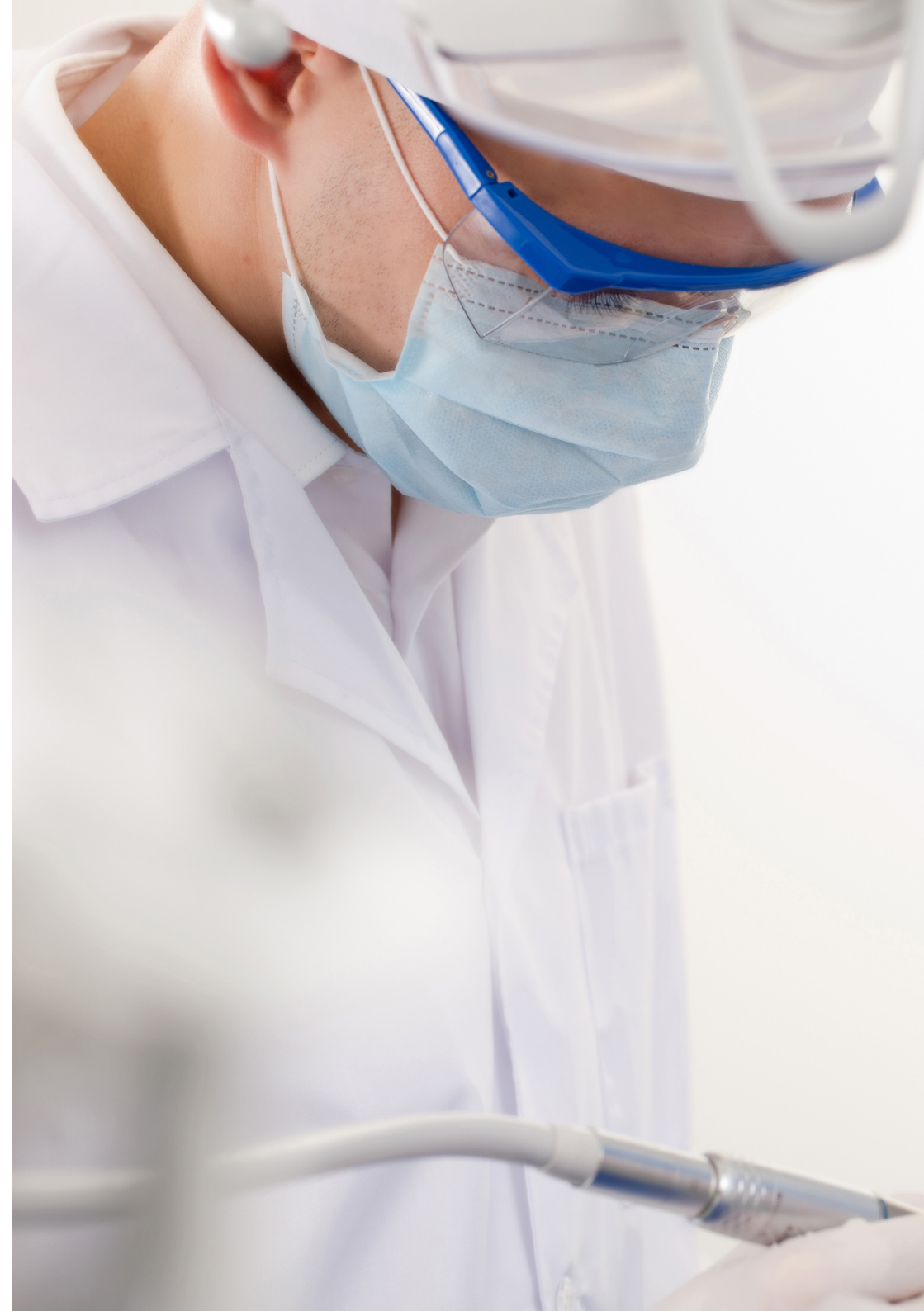
## Professors

### Ms. González Benavent, María

- ◆ Specialist in Marketing and Communication
- ◆ Trade Marketing Specialist
- ◆ Course in Digital Marketing and Web Analytics at Google & IAB Fortea
- ◆ Degree in Business Administration and Management. University of Valencia
- ◆ Master in Neuromarketing applied to the consumer. UB
- ◆ Master's Degree in Marketing and Market Research. University of Valencia

### Ms. Fortea Paricio, Anna

- ◆ Specialist in Marketing and Communication
- ◆ Trade Marketing Specialist
- ◆ Course in Digital Marketing and Web Analytics at Google & IAB Fortea
- ◆ Degree in Business Administration and Management. University of Valencia
- ◆ Master in Neuromarketing applied to the consumer. UB
- ◆ Master's Degree in Marketing and Market Research. University of Valencia





**Dolz, Juan Manuel**

- ◆ Business Digitalization Consultant
- ◆ Technical Team Manager at Irene Milián Group
- ◆ Highly experienced in business creation
- ◆ Co-founder and CTO at MedicalDays
- ◆ Co-founder and COO Drone Spain
- ◆ Co-founder and COO Hikaru VR Agency
- ◆ Co-founder HalloValencia
- ◆ Degree in Business Administration, Business Management and Marketing. University of Valencia
- ◆ Freemover Scholarship, International Management, Communications and Sales, Leadership. University of Berne
- ◆ Postgraduate Certificate in Business Studies. University of Valencia
- ◆ Professional training in Digital Marketing. Internet Startup Camp. UPV

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 this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at the disposal of the students so that they can acquire the necessary skills and abilities to achieve this change.



“

*Our main challenge is to help you generate a positive change in your career path”*

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

TECH's Postgraduate Certificate in Marketing 2.0 for Dental Clinics is an intensive program that prepares the students to face the challenges and business decisions in the field of dental clinics, both nationally and internationally. The main objective is to promote personal and professional growth. Helping students achieve success.

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

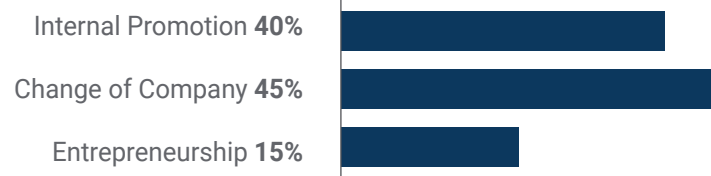
*Study at TECH and improve your training to achieve professional success.*

*Advance in your profession by acquiring the necessary skills to stand out from other specialists in the field.*

#### Time of Change



#### Type of change



## Salary increase

---

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



10

# Benefits for Your Company

The Postgraduate Certificate in Marketing 2.0 for Dental Clinics contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the training and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*This program will encourage  
you to improve your career path  
while continuing your daily work”*

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

01

### Growth of talent and intellectual capital

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

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

---

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

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

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

11

# Certificate

The Postgraduate Certificate in Dental Clinics Marketing 2.0 guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Marketing 2.0 for Dental Clinics** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Marketing 2.0 for Dental Clinics**

Modality: **online**

Duration: **6 weeks**

Accreditation: **7 ECTS**



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



## Postgraduate Certificate Marketing 2.0 for Dental Clinics

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **7 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Marketing 2.0 for Dental Clinics

