

# Postgraduate Certificate Marketing for Educational Centers

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**tech** technological university



## Postgraduate Certificate Marketing for Educational Centers

- » Modality: **online**
- » Duration: **2 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/marketing-educational-centers](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/marketing-educational-centers)

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# 01 Welcome

Make known the quality of the educational center is essential to get the attention of parents who are looking for a school in which to enroll their children and, as in any other company, the best communication weapon is Marketing. Therefore, with this program we want to offer you the most innovative tools that you can apply to show the school's educational project to society. A high-level academic program that will be of great use in achieving excellence in your institution and, above all, in creating an image and reputation in line with the current needs of society.



Postgraduate Certificate in Marketing for Educational Centers.  
TECH Technological University



“

*Use the main Marketing techniques in your educational center and make the difference to stand out from the rest of the institutions”*

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 Harvard Business School case studies"*

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

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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

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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

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



“

*One of our main objectives is to help you develop the essential skills to create key marketing actions for your school"*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Certificate in Marketing for Educational Centers Will enable the student to:

01

Know the communication process, types of messages and elements in the marketing mix

04

Know the challenges of *Neuromarketing* and its application in educational centers

02

Understand the importance of promotional activities: Direct Marketing. Incentives, rewards and loyalty programs in educational establishments

03

Know the concepts of: sales promotion, sales force, public relations and advertising

05

Analyze the importance of digital promotion, social networks and the educational community





06

Know the changes of paradigms and challenges in *Branding*.  
*Branding* in the Educational Center

08

Know the most effective communication for the  
educational center

09

Know the role of the client in the educational center

07

Know the perceived value of the educational center and the  
scope of influence of the educational center

10

Know the population of the educational community



05

# Structure and Content

The Postgraduate Certificate in Marketing for Educational Centers is a tailor-made program for the professional that is taught 100% online so that you can choose the time and place that best suits your availability, schedule, and interests.

A program that takes place over 2 months and is intended to be a unique and stimulating experience that will lay the foundation for your success as a director.



“

*We present you with a comprehensive academic program that will be of great value to develop your skills in this field"*

## Syllabus

The Postgraduate Certificate in Marketing for Educational Centers at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the educational field, both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 150 hours of study, you will analyze a multitude of practical cases through individual work, achieving a deep learning that will be able to transfer to your daily practice. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for professionals, focused on their professional improvement and preparing them to achieve excellence in the field of management and teachers management. A program that understands both yours and your business's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Certificate takes place over 2 months and is divided into one module:

### Module 1

Educational Marketing, Commercial Management and External Promotion



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

TECH offers the possibility of taking this Postgraduate Certificate completely online. During the 2 months of specialization, students will be able to access all the contents of this program at any time, allowing them 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.** Educational Marketing, Commercial Management and External Promotion

1.1. What is Promotion?	1.2. What is the Promotional Mix?	1.3. The Importance of Competitive Advantage in Promotion	1.4. The Marketing Mix in the Education Center
1.5. The Client in the Education Center	1.6. Branding Elements for Education Centers	1.7. The Brand in the Education Center	1.8. The Models in the Education Center
1.9. Promotion Campaign	1.10. What Really Matters These Days in the Education Market		



*This stimulating academic experience will help you lay the foundation for your professional success"*



# 06

# Methodology

This training program offers 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"*

## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*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 Re-learning.

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.

*Re-learning 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Marketing for Educational Centers is a program aimed at professionals in the field of business who want to update their knowledge in the sector to teaching and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

*Educational centers demand professionals with a profile oriented to Marketing and new technologies and, for this reason, we have designed this program for you"*

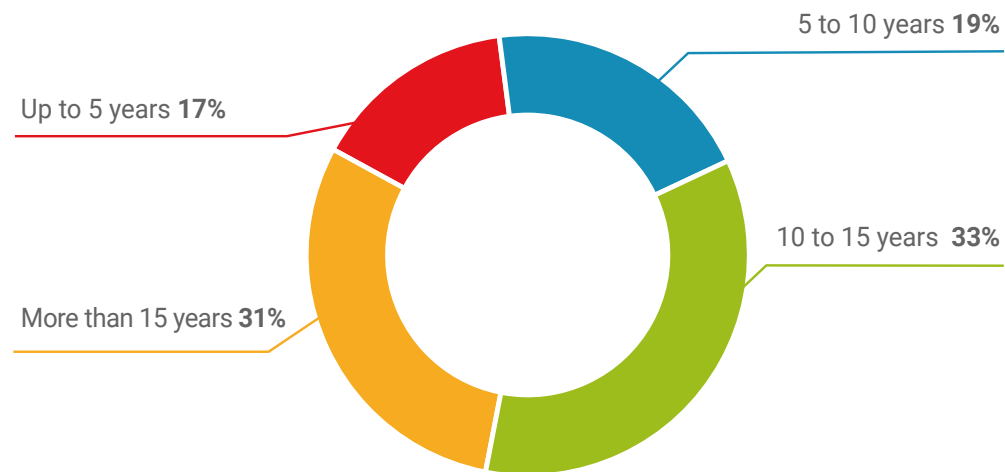
### Average Age

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

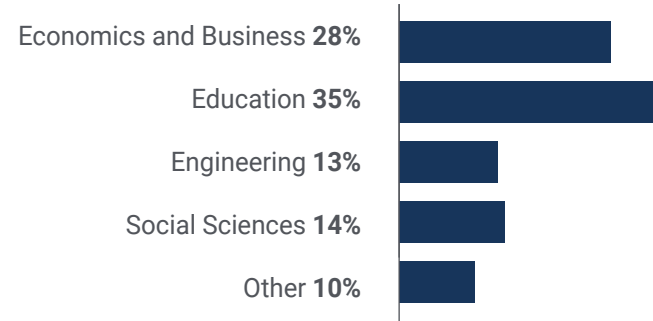
### Years of Experience

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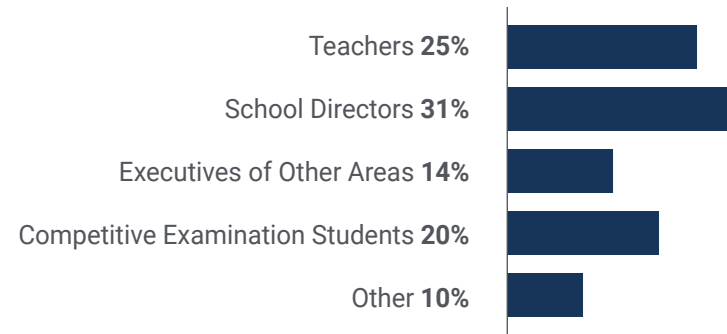
### Training

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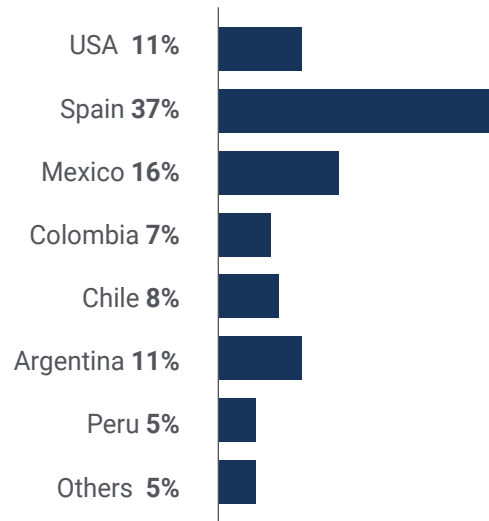
### Academic Profile

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## Geographical Distribution

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## Carla García

Director of an Educational Center

*"Marketing is essential for any company and, in the case of educational centers, it is no less important. Therefore, some time ago I decided that I should broaden my knowledge in Educational Marketing and, luckily, in TECH I found the perfect specialization on this subject and adapted to my needs"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who pour into these trainings the experience of their work. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

*A teaching team with extensive experience to help you achieve professional success"*

## Management



### **Mr. Borrás Sanchís, Salvador**

- Psychologist, Teacher and Speech Therapist
- Educational counselor at Generalitat Valenciana, Consejería de Educación (Valencian Regional Government)
- Pedagogical Director at the DEIAP Institute
- Degree in Psychology
- Hearing and Speech Teacher
- Diploma in Speech Therapy
- Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

## Professors

### Mr. Arroyo Fernández, Alejandro

- ◆ Contributor to digital magazines of literary criticism and teacher of Spanish as a Foreign Language
- ◆ PhD in North American Literature from the Complutense University of Madrid
- ◆ Degree in English Philology
- ◆ Specialist in Contemporary North American Literature and Victorian Literature
- ◆ Master's Degree in European Literary Studies
- ◆ Master's Degree in Teaching Spanish as a Foreign Language

### Ms. Azcunaga Hernández, Amaia

- ◆ Teacher of Foreign Languages with teaching experience in various countries and educational fields
- ◆ Master's Degree in Teaching Spanish as a Foreign Language
- ◆ Specialist in group dynamics applied to teaching

### Dr. De la Serna, Juan Moisés

- ◆ PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- ◆ Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator

### Ms. Jiménez Romero, Yolanda

- ◆ Territorial Director of the Extremeño-Castilla La Mancha Institute of High Abilities
- ◆ Degree in Elementary Education
- ◆ Master's Degree in Neuropsychology of High Abilities
- ◆ Master's Degree in Emotional Intelligence. Specialist in NPL
- ◆ Pedagogical Advisor and External Collaborator of Aula Salud (an organization to promote health in the classroom)

### Mr. Notario Pardo, Francisco

- ◆ Degree in Pedagogy and Diploma in Social Education
- ◆ Postgraduate Diploma in "Intervention with at-risk families and children with antisocial behavior"
- ◆ Postgraduate Diploma in "Social Education and Sociocultural Motivation"
- ◆ Family and School Mediator, and Official Court Expert
- ◆ He has been working since 2004 as an Educator and Director of Foster Care Centers, as well as Technician and Coordinator of the Foster Care Intervention Center in Alicante
- ◆ Currently working as Educator in a Grassroots Social Work Unit
- ◆ aimed Teacher (in the classroom and online) and content developer for various organizations and professional institutions
- ◆ Director of the Master's Degree in Inclusive Education for Children in Social Risk Situations

### Mr. Velasco Rico, Guillermo

- ◆ Degree in Hispanic Philology, Complutense University of Madrid
- ◆ Master's Degree in ELE from the Complutense University of Madrid
- ◆ Spanish Teacher at the Complutense University of Madrid
- ◆ Academic Coordinator of the Center for Hispanic Studies in Sarajevo

### Mr. Visconti Ibarra, Martín

- ◆ PhD in Education and Behavioral Sciences with specialization in Emotional Intelligence
- ◆ Degree in Elementary Education Teaching
- ◆ Online Master's Degree in Learning Difficulties and Cognitive Processes

09

# Impact on Your Career

TECH is aware that taking a program of these characteristics is a 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 makes all the resources available to the student to acquire the most exclusive information of the moment, which will enable them to achieve professional success.







“

*Take the professional leap you  
desire after specializing in this highly  
academic program”*

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

The Postgraduate Certificate in Marketing for Educational Centers at TECH is an intensive program that prepares students to face challenges and business decisions in the educational field, both nationally and internationally. The main objective is to promote your personal and professional growth. Help you to achieve success.

Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

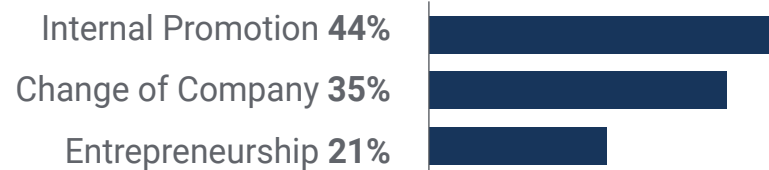
*Continuous specialization will enable professionals to obtain the necessary training to advance in their work.*

*Achieve the professional change you desire with the completion of this specific program in Marketing for Educational Centers.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Marketing for Educational Centers helps raise the organization's talent to its maximum potential by training high-level leaders. In this way, you will be able to apply all the skills acquired after the course to your daily work. Furthermore, participating in this program is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.



“

*The superior qualification that our program will provide you with will enable you to make far-reaching decisions for the benefit of your institution"*

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

01

### **Intellectual Capital and Talent Growth**

The manager will bring to the center new concepts, strategies and perspectives that can bring about relevant changes in the organization.

---

02

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

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

03

### **Building agents of change**

The manager 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 center will come into contact with the main markets in the world economy.



05

### **Project Development**

The management 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.

---

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 Marketing for Educational Centers guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.







“

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

This **Postgraduate Certificate in Marketing for Educational Centers** contains the most complete and updated program on the market.

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

The diploma 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 Marketing for Educational Centers**

Official N° of Hours: **150 h.**



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



## Postgraduate Certificate Marketing for Educational Centers

- » Modality: **online**
- » Duration: **2 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate Marketing for Educational Centers

