

# Postgraduate Certificate Marketing Fundamentals





## Postgraduate Certificate Marketing Fundamentals

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates and professionals in the field of Business Sciences who would like to further their studies in this field.

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/marketing-fundamentals](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/marketing-fundamentals)

# 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

Impact on Your Career

---

*p. 36*

09

Benefits for Your Company

---

*p. 40*

10

Certificate

---

*p. 44*

# 01 Welcome

Marketing, understood as the set of commercial techniques that help companies to sell, is booming due to the great benefits it brings to corporations. In this sense, it is crucial that business administration and management professionals know the fundamentals that govern this important discipline and the correct ways to implement them. Therefore, this TECH program will address in depth all these features, providing professionals with the skills required to implement innovative and efficient techniques to help achieve business objectives.



Postgraduate Certificate in Marketing Fundamentals  
TECH Technological University



“

*TECH puts in your hands the most complete content compendium in the field with a single purpose: To prepare you to be able to correctly use the most effective marketing techniques”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

---

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



### Academic Excellence

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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

---

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 objectives of this program are based on meeting the educational needs of Business Science professionals in the field of business marketing in various sectors and at various scales. In this sense, a complete and optimal program has been realistically established to lead students to academic excellence and encourage them to efficiently advance in their professional careers. For all these reasons, this program will be a journey of personal and professional growth for our students that will lead them to the highest quality in expert intervention in business calculations.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after traits in executives in the digital age”*

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

The Postgraduate Certificate in Marketing Fundamentals qualifies students to:

01

Achieve a global and general vision of marketing fundamentals and their implication in companies

02

Understand the basis and definitions of marketing







03

Define the importance of marketing for businesses and organizations

04

Design advertising strategies, products and services

05

# Structure and Content

The syllabus for this Postgraduate Certificate has been designed and created by a team of experts in the field to respond specifically to the needs of Business Science professionals. This compendium of content has also been designed with a focus on applied learning, which will allow professionals to successfully intervene by means of a broad vision of real environments in the profession. Thus, this syllabus will become the student's main asset when it comes to successfully entering a labor market that increasingly demands more and more specialized professionals who are knowledgeable of marketing fundamentals.



“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this one”*

## Syllabus

Marketing is a system based on researching a market with the aim of offering value to the people who make it up and satisfying the customer with a commercial purpose. This discipline is also responsible for studying the behavior of markets and consumer needs.

Understanding the importance of this for companies, TECH professionals have designed this comprehensive Postgraduate Certificate that aims to provide business professionals with the methodologies and procedures that govern practices in Marketing. Therefore, during the program, topics such as various marketing models, consumer behavior and the analysis of supply and demand will be discussed. The content will help professionals to have a much deeper vision of how business niches work, which will help them establish strategies that provide positive results.

In the same way, throughout the training, students will analyze a multitude of practical cases through individual practice and teamwork that will allow them to gain an in-depth understanding of the marketing fundamentals. This complete immersion in real situations will provide our students with a more complete and effective vision of this area and will help them understand how these operations will become the main professional asset when analyzing and predicting the status of an organization with a higher rate of success.

Further, the content included in this Postgraduate Certificate in Marketing Fundamentals is designed to develop skills that enable more rigorous decision-making in uncertain environments. This will enable professionals to make use of various fruitful and success-oriented mathematical operations.

This Postgraduate Certificate takes place over 6 weeks, and it consists of 1 module:

### Module 1

### Marketing Fundamentals



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

TECH offers the possibility of developing this Postgraduate Certificate in Marketing Fundamentals completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Marketing Fundamentals**

**1.1. Introduction to Marketing**

- 1.1.1. Concept of Marketing
  - 1.1.1.1. Definition of Marketing
  - 1.1.1.2. Evolution and Current Affairs of Marketing
- 1.1.2. Different Approaches to Marketing

**1.2. Marketing in the Company: Strategic and Operational The Marketing Plan**

- 1.2.1. Commercial Management
- 1.2.2. Importance of Commercial Management
- 1.2.3. Diversity of Forms of Management
- 1.2.4. Strategic Marketing
- 1.2.5. Commercial Strategy
- 1.2.6. Scope of Application
- 1.2.7. Commercial Planning
- 1.2.8. The Marketing Plan
- 1.2.9. Concept and Definitions
- 1.2.10. Stages of the Marketing Plan
- 1.2.11. Types of Marketing Plans

**1.3. The Business Environment and the Organizational Marketplace**

- 1.3.1. The Environment
- 1.3.2. Concepts and Limits of the Environment
- 1.3.3. Macro-Environment
- 1.3.4. Micro-Environment
- 1.3.5. The Market
- 1.3.6. Market Concepts and Limits
- 1.3.7. Evolution of the Markets
- 1.3.8. Types of Markets
- 1.3.9. The Importance of Competence

**1.4. Consumer Behavior**

- 1.4.1. The Importance of Behavior in Strategy
- 1.4.2. Influencing Factors
- 1.4.3. Benefits for the Company
- 1.4.4. Consumer Benefits
- 1.4.5. Approaches to Consumer Behavior
- 1.4.6. Characteristics and Complexity
- 1.4.7. Variables Involved
- 1.4.8. Different Types of Approaches

**1.5. Stages in the Consumer Buying Process**

- 1.5.1. Approach
- 1.5.2. Approach According to Different Authors
- 1.5.3. The Evolution of the Process in History
- 1.5.4. Stages
- 1.5.5. Recognition of the Problem

- 1.5.6. Information Search
- 1.5.7. Evaluation of Alternatives
- 1.5.8. Decision to Purchase
- 1.5.9. Post-Purchase
- 1.5.10. Models in Decision Making
- 1.5.11. Economic Model
- 1.5.12. Psychological Model
- 1.5.13. Mixed Behaviour Models

- 1.5.14. Market Segmentation in the Strategy of Organizations
- 1.5.15. Market Segmentation
- 1.5.16. Concept
- 1.5.17. Types of Segmentation
- 1.5.18. The Influence of Segmentation in Strategies
- 1.5.19. Importance of Segmentation in the Company
- 1.5.20. Planning Strategies Based on Segmentation

**1.6. Consumer and Industrial Market Segmentation Criteria**

**1.7. Segmentation Procedure**

- 1.7.1. Segment Delimitation
- 1.7.2. Profile Identification
- 1.7.3. Evaluation of the Procedure

**1.8. Criteria for Segmentation**

- 1.8.1. Geographic Characteristics
- 1.8.2. Social and Economic Characteristics
- 1.8.3. Other Criteria
- 1.8.4. Consumer Response to Segmentation

**1.9. Supply-Demand Market Segmentation Assessment**

- 1.9.1. Supply Analysis
  - 1.9.1.1. Supply Classifications
  - 1.9.1.2. Determination of the Supply
  - 1.9.1.3. Factors Affecting Supply
- 1.9.2. Demand Analysis
  - 1.9.2.1. Demand Classifications
  - 1.9.2.2. Market Areas
  - 1.9.2.3. Demand Estimation
- 1.9.3. Segmentation Assessment
  - 1.9.3.1. Assessment Systems
  - 1.9.3.2. Methods of Monitoring
  - 1.9.3.3. Feedback

**1.10. Marketing Mix**

- 1.10.1. Definition of Marketing Mix
  - 1.10.1.1. Concept and Definition
  - 1.10.1.2. History and Evolution
- 1.10.2. Marketing Mix Elements
  - 1.10.2.1. Product
  - 1.10.2.2. Price
  - 1.10.2.3. Distribution
  - 1.10.2.4. Promotion
- 1.10.3. The New 4 Ps of Marketing
  - 1.10.3.1. Personalization
  - 1.10.3.2. Participation
  - 1.10.3.3. Peer to Peer
  - 1.10.3.4. Modeled Predictions

- 1.10.4. Current Management Strategies for the Product Portfolio Growth and Competitive Marketing Strategies
- 1.10.5. Portfolio Strategies
  - 1.10.5.1. The SWOT Matrix
  - 1.10.5.2. The Ansoff Matrix
  - 1.10.5.3. The Competitive Position Matrix
- 1.10.6. Strategies
  - 1.10.6.1. Segmentation Strategy
  - 1.10.6.2. Positioning Strategy
  - 1.10.6.3. Loyalty Strategy
  - 1.10.6.4. Functional Strategy

**1.11. Marketing Information System Components**

- 1.11.1. Definition of Information Systems
- 1.11.2. Definition and Concepts
- 1.11.3. Management Information Systems
- 1.11.4. Introduction to Big Data
- 1.11.5. Information System Components
- 1.11.6. Components
- 1.11.7. Types of Data
- 1.11.8. Market Research

**1.12. Concept, Objectives, Applications and Sources of Market Research**

- 1.12.1. Market Observation and Definition
  - 1.12.1.1. Needs Assessment
  - 1.12.1.2. Types of Studies
  - 1.12.1.3. The Concept of Market
- 1.12.2. Strategic Research
  - 1.12.2.1. Analysis of the Environment
  - 1.12.2.2. Segmentation.
  - 1.12.2.3. Positioning
- 1.12.3. Tactical Research
  - 1.12.3.1. Operative Marketing
  - 1.12.3.2. Marketing Mix
  - 1.12.3.3. Analytical Marketing

**1.13. Methodology to Conduct Market Research Studies**

- 1.13.1. Defining the Product and Target Audience
  - 1.13.1.1. The Product
  - 1.13.1.2. The Audience
- 1.13.2. Objective of the Market Study
  - 1.13.2.1. Defining Objectives
  - 1.13.2.2. Types of Products
  - 1.13.2.3. Supply Selection
- 1.13.3. Research Elements
  - 1.13.3.1. Data Acquisition
  - 1.13.3.2. Consumer Behavior Analysis
  - 1.13.3.3. Report
- 1.13.4. Quantitative and Qualitative Designs

- 1.13.4.1. Types of Research
- 1.13.4.2. Quantitative Designs
- 1.13.4.3. Qualitative Designs



*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap towards a better professional future”*

# 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.



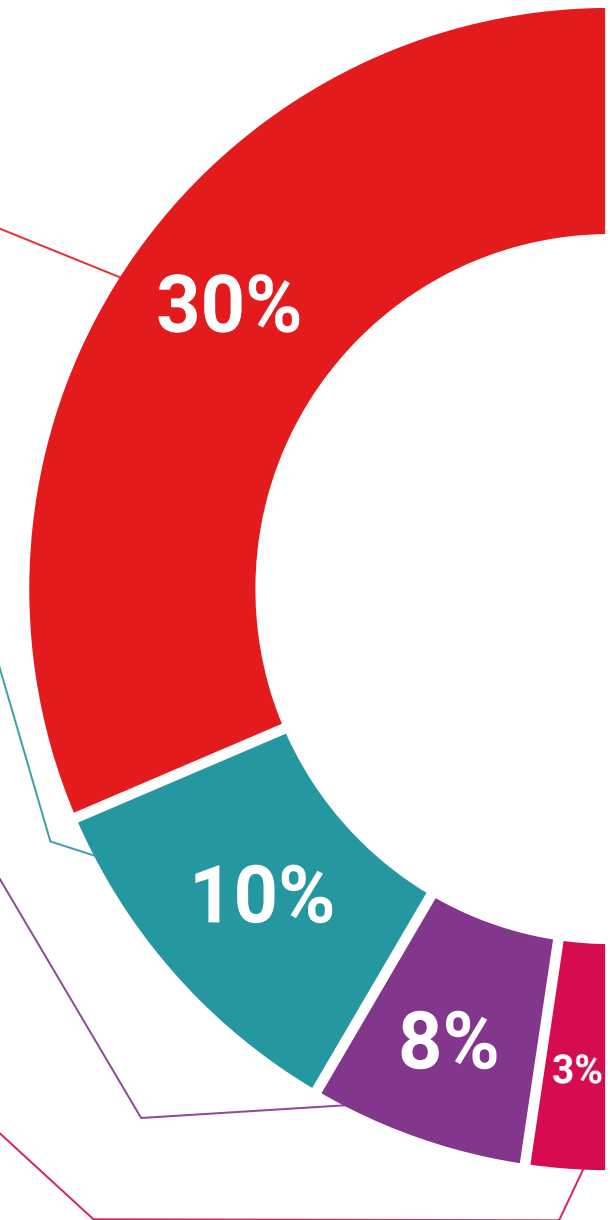
### Management Skills Exercises

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

This Postgraduate Certificate in Marketing Fundamentals is a program aimed at Business and Marketing professionals who want to update their knowledge in the area of mathematical operations management applied to business, and advance their professional career towards a promising future in the field. The compendium of knowledge they will acquire after completing this comprehensive program will enable them to practice in the field with guarantees of success and to position themselves as experts in digital entrepreneurship.







“

*If you want to achieve an interesting improvement in your professional career while continuing to work, this is the program for you”*

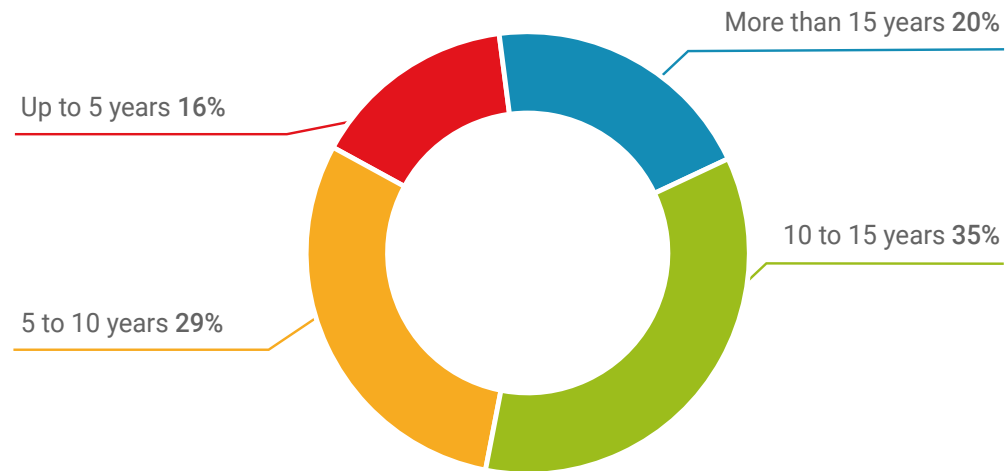
### Average Age

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

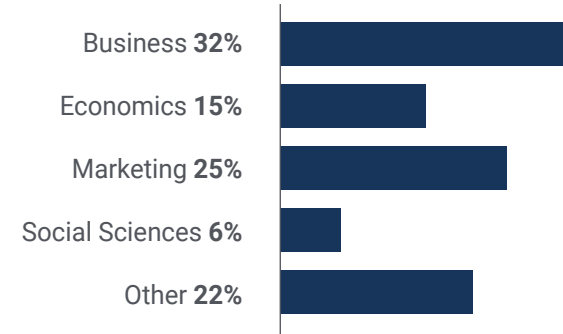
### Years of Experience

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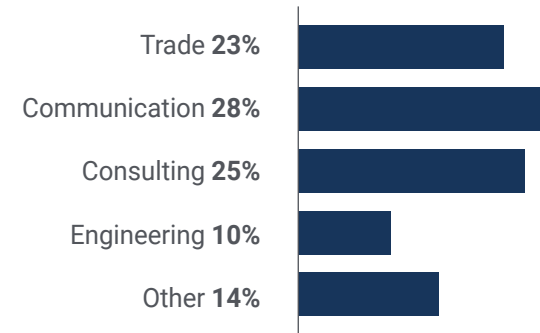
### Training

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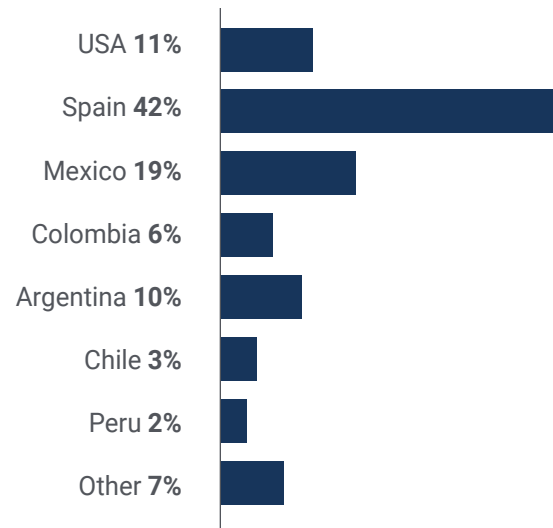
### Academic Profile

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## Geographical Distribution

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## Lidia Sánchez

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Accounting Department

*"It's not the first time I choose TECH for my training, and I always get the same results. Thanks to this great team of professionals, I have achieved what I wanted: to update my knowledge in mathematical operations for companies and to feel that I perform my daily work in a more efficient way. Without a doubt I'll continue to choose this University for my next specialization"*

08

# 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, all efforts and tools are put at our students disposal so they can acquire the necessary skills and abilities to achieve this change.





“

*At TECH we are fully committed to helping you achieve the professional change you want"*

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

With this specialization, you will be able to drastically advance your career, although there is no doubt that in order to do so, you will have to make an investment in different areas, such as economic, professional and personal.

However, the goal is to improve in their professional life and, to do so, it is necessary to fight.

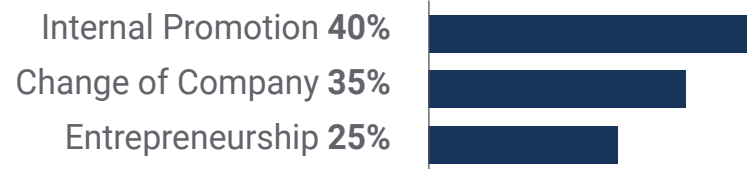
*Achieve the change you are looking for in your career by specializing at TECH.*

*Thanks to this programme you will receive a large number of job offers with which you will be able to start your professional growth.*

#### 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 Marketing Fundamentals contributes to elevating the organization's talent to its maximum potential by educating high-performing leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your training and improving your managerial skills. 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.







“

*In today's digital age, you will bring to the company new concepts, strategies and perspectives that can bring about essential changes in the organization”*

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

01

### Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company 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 company and the executive 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 organization will come into contact with the main markets in the world economy.



05

### **Project Development**

You will be able to work on a real project or develop new projects.

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06

### **Increased competitiveness**

Equip our students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Marketing Fundamentals 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 Marketing Fundamentals** 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 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 Fundamentals**

Official N° of hours: **150 h.**



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



## Postgraduate Certificate Marketing Fundamentals

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

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