

Postgraduate Certificate Marketing





Postgraduate Certificate Marketing

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

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/marketing

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. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

This complete Marketing program has been developed by the best professionals in this field to offer you a complete and efficient educational program that will allow you to obtain the skills required to carry out research in this area, in a comprehensive way. A 100% online program that will allow you to easily combine your studies with your professional and personal life, with the support of the most efficient system in the educational market.



Postgraduate Certificate in Marketing
TECH Global University



“

*Master the most advanced strategies
in economic research, in a high-impact
program for your professional career”*

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 Global 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:



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"



Analysis

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



Academic Excellence

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



Economy of Scale

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

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 Global University community.

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

04

Objectives

Our goal is to enable you to develop in this area: Reach the necessary level of knowledge to be able to carry out comprehensive research in any area of Business Sciences, from its conception and proposal to its dissemination.



“

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

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Marketing** will teach the student to:

01

Equip a market researcher with the correct skills

02

Provide a macro view of ongoing trends and changes in markets

03

Present the best tools for researching market dynamics and market factors





04

Introduce a holistic view of the business cycle of a business organization

05

Know strategic marketing tools and their fields of application

06

Establish a marketing plan adapted to the needs of the company

05

Structure and Content

The Postgraduate Certificate in Marketing at TECH Global University is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.



“

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

Syllabus

This Postgraduate Certificate in Marketing has been created to allow students to acquire the required knowledge in this field, in an intensive and efficient way. An opportunity to improve your skills, with the convenience of the most effective online method on the teaching market. TECH provides the opportunity to incorporate knowledge in this area into the student's academic education. In addition, with this program, you will have access to a way of working that is designed to be fully compatible with your professional or personal life.

If you want to excel as a professional, achieve a positive change at a professional level, interact with the best through an interesting online universe and belong to the new generation of professionals, able to develop their work anywhere in the world, this may be your path.

Throughout this program, students will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real life situations.

The content of the Postgraduate Certificate in Marketing is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

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

Module 1

Marketing

Where, When and How is it Taught?

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

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



Module 1. Marketing

1.1. Introduction to Marketing Research

- 1.1.1. The Markets
- 1.1.2. The Market-Driven Company Concept

1.2. CRM and Loyalty

- 1.2.1. Relationships with Clients
- 1.2.2. Tools for Loyalty
- 1.2.3. Architecture of a CRM System

1.3. Strategic Marketing

- 1.3.1. Marketing and their Limits
- 1.3.2. Market Strategy Fundamentals
- 1.3.3. Decision-Making in Strategic Management

1.4. Operational Marketing

- 1.4.1. Comparative Analysis of Strategic and Operational Marketing
- 1.4.2. Operational Marketing Tools

1.5. Competitive Intelligence

- 1.5.1. Organizational Intelligence
- 1.5.2. Types and Characteristics of intelligence
- 1.5.3. The Cycle of Intelligence
- 1.5.4. Methods and Tools of Competitive Intelligence

1.6. Business Intelligence

- 1.6.1. Data Platforms
- 1.6.2. Data Analysis Tools
- 1.6.3. Data Warehouse

1.7. Customer Service

- 1.7.1. Customer Service and its Diagnosis
- 1.7.2. Customer Service and Quality

1.8. Product Management

- 1.8.1. Importance, Value and Complexity of the Product
- 1.8.2. Evolution of the Role of the Project Manager

1.9. International Marketing

- 1.9.1. Effects of Globalization on Marketing
- 1.9.2. Specifics of International Marketing

1.10. Future Tendencies

- 1.10.1. Changes in Demand
- 1.10.2. New Marketing Tools: Virtual Reality, Augmented Reality, Platforms, etc.

“

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 methodology. 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 is a program aimed at marketing professionals who want to update their knowledge, discover new ways of successfully managing information and communication in businesses, and advance in their professional career.





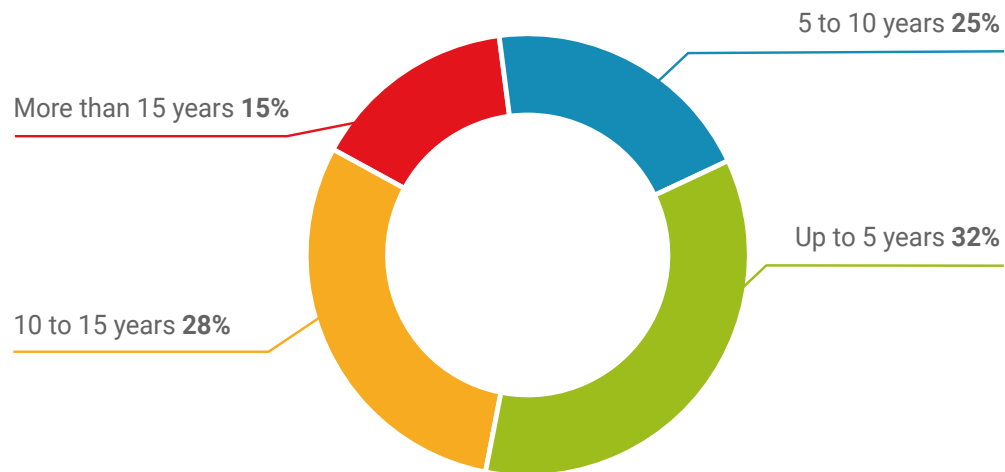
“

If you are looking to achieve an interesting career boost while continuing to work, then this is the program for you”

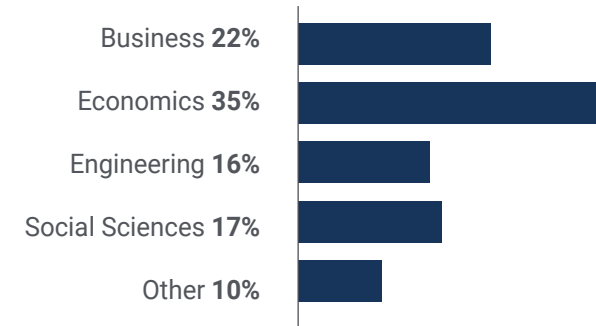
Average Age

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

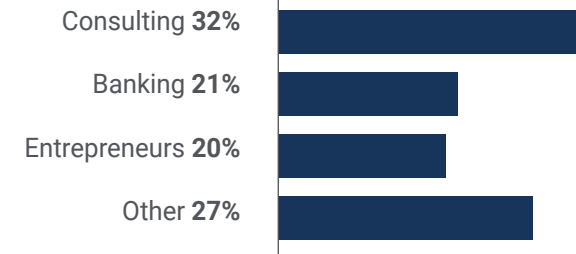
Years of Experience



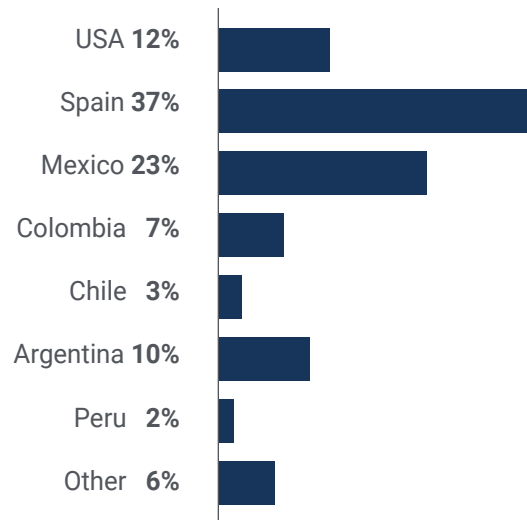
Training



Academic Profile



Geographical Distribution



Rosa Pérez

Business Consultant

"Since I was very young, I have been interested by the world of business research. However, although I completed my business degree, I had never thought about specializing in this field. Luckily, TECH offered me the possibility to study this Postgraduate Certificate which allowed me to acquire the higher education I needed and dedicate my career to what I had always dreamed of, business consulting"

08

Course Management

The program's teaching staff includes leading experts in the sector, who contribute their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students.





“

We have a team of professionals with extensive experience that will help you during your learning process”

International Guest Director

Distinguished on several occasions for his commendable work in the field of Administration and Finance, Dr. Raghavendra Rau has an outstanding international career. His passion for Business has led him to lecture at academic institutions around the world, sharing innovative approaches to Economics and Business Management.

India, France and the United Kingdom are some of the countries of the companies with which he has collaborated as a consultant. His disruptive approach and his ability to simplify concepts have made him a global reference. For all this, he has received awards from various entities such as the Indian Institute of Management, from which he is a graduate.

He is also Founder and Academic Director of the Cambridge Centre for Alternative Finance and his research interests include the study of how investors and firms acquire and use information. His main areas of work focus on Corporate Finance, Asset Pricing, Information Economics and Behavioral Finance. These specializations and his long experience led him to join the Finance group at Cambridge Judge Business School, which focuses on the financial and investment decisions of companies and institutions.

Dr. Raghavendra Rau has held prestigious positions such as Head of Barclays Global Investors in 2008, which was the largest asset manager in the world, in San Francisco. Also, he has been invited to speak at talks at the FORE International Finance Conference and the International FinTech, InsurTech and Blockchain Forum. Moreover, in 2017 he published his book Brief Introduction to Corporate Finance, which adds to the numerous financial articles and chapters he has written throughout his career.



Dr. Rau, Raghavendra

- ♦ Academic Director of the Centre for Alternative Finance at the University of Cambridge, UK
- ♦ Sir Evelyn de Rothschild Professor of Finance at the University of Cambridge
- ♦ Director of Barclays Global Investors Asset Management Company
- ♦ Chairman of the European Finance Association
- ♦ Vice President of the Financial Management Association
- ♦ Associate Editor of the Journal of Corporate Finance
- ♦ Ph.D. in Management from the European Institute of Business Administration
- ♦ Master's Degree in Management from the European Institute of Business Administration
- ♦ Graduate in Chemistry from the University of Delhi, India
- ♦ Member of:
 - ♦ Cambridge Judge Business School Finance Group

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

09

Impact on Your Career

We are 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.



“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

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

With this program you will be able to drastically advance in your profession, 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 your professional life and, to do so, it is necessary to fight.

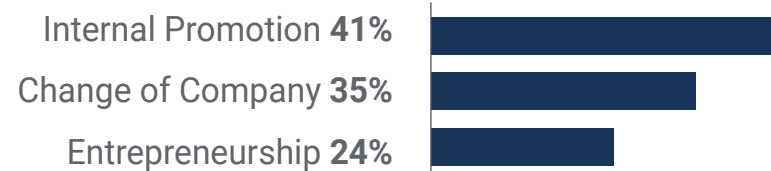
Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.

Completing the Postgraduate Certificate in Marketing will allow you to advance in your profession.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in Marketing contributes to elevating the organization's talent to its maximum potential by educating high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Your role is indispensable to carry out highly relevant research in the business field”

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

01

Intellectual Capital and Talent Growth

You 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 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

Be able to work on a real project or develop new projects.

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 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 program will allow you to obtain your **Postgraduate Certificate in Marketing** 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** title 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**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Marketing

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

Postgraduate Certificate Marketing

