

# Postgraduate Certificate

## Political and Electoral Marketing



## Postgraduate Certificate Political and Electoral Marketing

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/political-electoral-marketing](http://www.techtute.com/us/school-of-business/postgraduate-certificate/political-electoral-marketing)

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# 01 Welcome

The program in Political and Electoral Marketing at TECH Global University is an intensive program that prepares students to face challenges and business decisions at the financial level in the field of quality in corporate purchasing and procurement. Its main objective is to promote your personal and professional growth, helping you to achieve career success.



Postgraduate Certificate in Political and Electoral Marketing.  
TECH Global University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

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



### Analysis

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



### Academic Excellence

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



### Economy of Scale

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



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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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

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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

This program is designed to strengthen management and leadership skills, in addition to developing new competencies and skills that will be essential in their professional development. After the program you will be able to make global decisions with an innovative perspective and an international vision.



“

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



Your objectives are those of TECH.

We work together to help achieve them.

The Postgraduate Certificate in Political and Electoral Marketing will provide education for:

01

Integrate the party's vision and objectives into campaign marketing strategies and policies

02

Develop techniques and strategies in the digital and non-digital environment to establish channels for attracting, attracting and retaining voters

03

Analyze the voter's decision process in relation to marketing stimuli





04

Develop a solid and comprehensive marketing plan for the organization

05

Develop marketing, market research and communication projects focused on the political sector

06

Define the objectives and strategies of the Political Marketing plan and how to implement them

05

# Structure and Content

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

A 1-month program that aims to be a unique and stimulating experience that will lay the foundations for your success in the management of Election Marketing campaigns.



“

*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, believe us..."*

## Syllabus

The Postgraduate Certificate in Political and Electoral Marketing from 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.

A 1-month program that aims to be a unique and stimulating experience that will lay the foundations for your success in the management of election marketing campaigns.

The content of the Postgraduate Certificate in Political and Electoral Marketing is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 360 hours, the student analyzes a plethora of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations.

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

This Postgraduate Certificate takes 1 month and is divided into three modules:

<b>Module 1</b>	Political Marketing vs. Electoral Marketing
<b>Module 2</b>	Political Market Segmentation
<b>Module 3</b>	Electoral Campaign



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

TECH offers the possibility of developing this Postgraduate Certificate in Political and Electoral Marketing completely online. During the 1 month of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time.

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

## Module 1. Political Marketing vs. Electoral Marketing

### 1.1. Electoral Behavior Models

- 1.1.1. The Columbia Model
- 1.1.2. The Michigan Model
- 1.1.3. The Communicational Approach
- 1.1.4. Positive or "Rational Choice" Models

### 1.2. Political Communication

- 1.2.1. Semantic Processes in Television Political Advertising
- 1.2.2. Presentation Techniques
- 1.2.3. The Speech
- 1.2.4. Media Outlets

## Module 2. Political Market Segmentation

### 2.1. Study of the Electoral Market

- 2.1.1. Know the Voter
- 2.1.2. Public Opinion Polls

### 2.2. Political Attitudes

- 2.2.1. Political Attitudes of Voters
- 2.2.2. Conjunctural Political Attitudes
- 2.2.3. Voter Attitudes towards Candidates and Parties
- 2.2.4. Attitudes towards Current Issues

## Module 3. Electoral Campaign

### 3.1. Design of the Electoral Strategy

- 3.1.1. Objectives
- 3.1.2. The Choice of Priority *Targets*

### 3.2. Organization of the Electoral Campaign

- 3.2.1. Lines of action and Organization Chart
- 3.2.2. Campaign Management
- 3.2.3. Campaign Modulations and Evaluation





“

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

06

# Methodology

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

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







“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

“

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

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

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



## Relearning Methodology

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

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

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

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

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



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Certificate in Political and Electoral Marketing is a program aimed at marketing professionals and other areas of the company who want to update their knowledge, discover new ways to manage the Political and Electoral Marketing activity, and advance in their professional career.





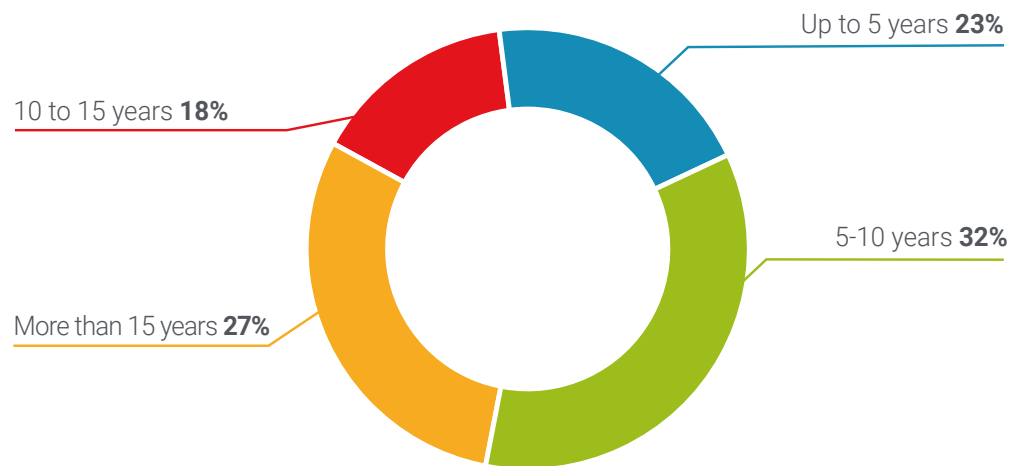
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*If you think you need to improve your corporate reputation management skills and are looking for an interesting career enhancement while continuing to work, this is the program for you”*

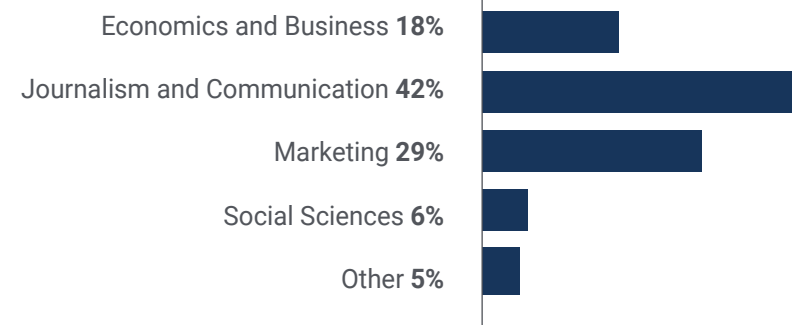
### Average Age

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

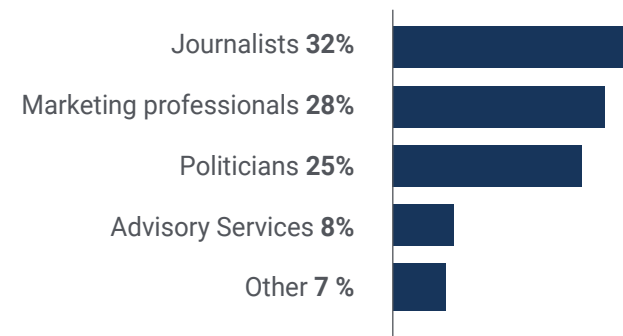
### Years of Experience



### Training

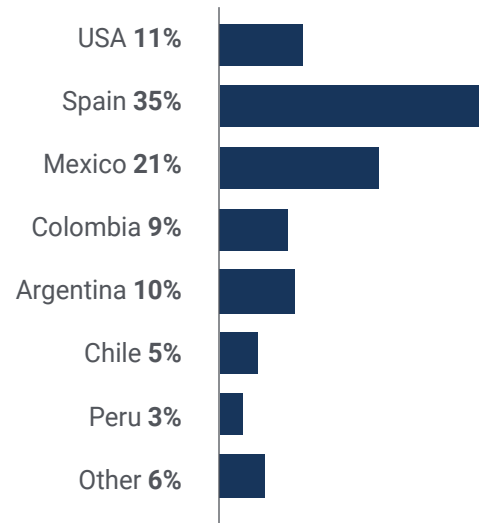


### Academic Profile



## Geographical Distribution

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## Sara María Urquiza

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Marketing Director

*"For me, coming from the commercial side, this program has been a great discovery, understanding that Commercial Management and Marketing have to go hand in hand. Customer orientation, the program's flagship, is not possible without this merger. It has given me important tools to develop my work in commercial management and a great objective: Develop this union within my company"*

08

# Course Management

The program includes in its teaching staff leading experts in everything related to Political and Electoral Marketing, who pour into this program the experience of their years of work. In addition, other leading specialists in related areas participate in its design and elaboration, completing the program in an interdisciplinary way, making it a unique and highly academically enriching experience for the student.





A black and white photograph showing three people (two men and one woman) looking intently at a screen. The image is partially obscured by a dark blue diagonal overlay on the right side of the page.

“

*We have the best teaching staff to help you achieve professional success"*

## International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.



## Dña. McIntoch, Jess

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- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs



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

## Management



### **Mr. López Rausell, Adolfo**

- ◆ Director of TECH Business School
- ◆ Technical Direction in Projects and Market Studies at Investgroup
- ◆ Management at Club Innovation Club of the Valencian Community
- ◆ Degree in Economics and Business Administration from the Universitat de Valencia
- ◆ Diploma in Marketing in ESEM Business School

## Professors

### **Mr. Eskibel, Daniel**

- ◆ Psychologist and political consultant, world reference in political psychology.

### **Dr Morcillo, Guadalupe**

- ◆ Expert in Political Communication
- ◆ D. in Classical Philology
- ◆ Master's Degree in Governance, Political Marketing and Strategic Communication

### **Mr. Landero Madroñal, Jordi**

- ◆ Degree in Information Sciences

### **Ms. Sanz Campos, Ana**

- ◆ Executive and political coaching and mentoring





09

# Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. For this reason, TECH puts all its efforts and tools at your disposal, so that you acquire the necessary skills and abilities that will allow you to achieve this change.





“

*We get involved to the maximum, to help you achieve the professional change you desire"*

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

TECH's Postgraduate Certificate in Political and Electoral Marketing is an intensive program that prepares the student to face creative and strategic challenges and weighty decisions to achieve their objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

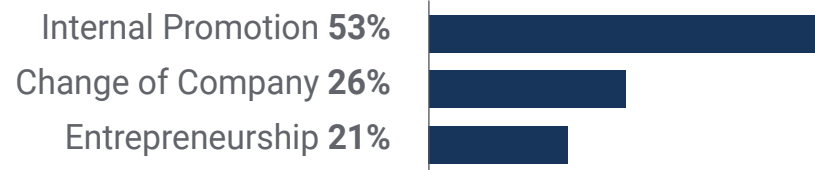
*Specialize with us,  
and increase your  
skills in the design  
and management of  
political campaigns.*

*If you want to make  
a positive change in  
your profession, this  
is your opportunity.*

#### 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 Political and Electoral Marketing helps to raise the talents of professionals to their maximum potential, through the specialization of high-level leaders. Therefore, participating in this academic program will improve not only on a personal level, but above all, on a professional level, increasing their education and improving their management and communication 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.



“

*After studying with us, you will be able to contribute new approaches and strategies, which will be a plus in the design of political communication campaigns”*



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.

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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.

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04

### Increased international expansion possibilities

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



05

### Project Development

Be able to work on a real project or develop new projects in the R&D or Business Development area of your company.

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06

### Increased competitiveness

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

11

# Certificate

The Postgraduate Certificate in Political and Electoral 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 Political and Electoral 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 Political and Electoral Marketing**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**



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



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