

# Postgraduate Certificate Purchase Behavior Analysis





## Postgraduate Certificate Purchase Behavior Analysis

- » Modality: online
- » Duration: 2 months
- » Certificate: TECH Global University
- » Credits: 6 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/purchase-behavior-analysis](http://www.techtute.com/us/school-of-business/postgraduate-certificate/purchase-behavior-analysis)

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# 01 Welcome

Consumer habits have changed radically in recent decades. With the boom in e-commerce, people do not need to leave home to consume any type of service or product. New applications such as Uber, Just Eat or Glovo have taken advantage of this by analyzing the latest purchasing behavior and taking advantage of it. Professionals with specific training in this field are highly valued in the Marketing sector, so TECH Technological University has prepared this complete degree for those interested in obtaining a significant salary and job improvement through quality in the analysis of consumers.



Postgraduate Certificate in Purchase Behavior Analysis  
TECH Technological University



“

*You are facing a new business era  
in which managers with exquisite  
analytical skills are needed”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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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

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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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 analyses in academia"*

03

# Why Our Program?

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

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



“

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

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

01

### A Strong Boost to Your Career

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

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

02

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

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

*Our global vision of companies will improve your strategic vision.*

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

04

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

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

# 04 Objectives

This Postgraduate Certificate aims to strengthen the analytical and leadership skills of its students, in order to develop the necessary potential to grow effectively in the field of marketing and business. Thanks to first class personal counseling, students will be able to greatly improve their job and economic prospects.



“

*If your goal is to improve professionally in a field as competitive as Marketing, let the experts at TECH Technological University give you the keys to achieve seamless success"*

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

The **Postgraduate Certificate in Purchase Behavior Analysis** will enable students to:

01

Develop techniques and strategies in the digital and non-digital environment to establish customer acquisition, attraction and loyalty channels

02

Analyze the customer's decision process in relation to Marketing stimuli







03

Identify the main factors that impact the Consumer's behavior

04

Develop marketing, market research and communication projects focused on the Target Audience

05

# Structure and Content

The Postgraduate Certificate in Purchase Behavior Analysis is created in a completely online format, in which it is the student who decides how to study the degree. All the didactic material is available from the first day course, so it can be downloaded and review any type of device with an internet connection.



“

*This study will advance you to a more reputable professional profile. Don't think twice and enroll with TECH today”*

## Syllabus

The Postgraduate Certificate in Purchase Behavior Analysis prepares its students for uncertain and plausible situations in the managerial field of business marketing.

Thanks to the unique set of skills acquired during the program, the student will be able to solve all these obstacles quickly and successfully, demonstrating his high managerial and analytical skills with respect to today's consumers.

As this is an eminently practical training, the knowledge acquired by the student is applicable even before the end of the program itself, so the professional improvement will be noticeable during the course of the Postgraduate Certificate.

This Postgraduate Certificate takes place over 2 months and is divided into 3 modules:

### Module 1

The New Consumer Profile

### Module 2

Psychology of Purchasing

### Module 3

Branding in Marketing



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

TECH offers the possibility of developing this Postgraduate Certificate in Purchase Behavior Analysis completely online. Throughout the 2 months of the educational program, 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. The New Consumer Profile

### 1.1. New Competitive Environment

- 1.1.1. Technological Innovation and Economic Impact
- 1.1.2. Knowledge Society
- 1.1.3. The New Consumer Profile

### 1.2. Knowing the Market and the Consumer

- 1.2.1. Open Innovation
- 1.2.2. Competitive Intelligence
- 1.2.3. Sharing Economy

## Module 2. Purchasing Psychology

### 2.1. Consumer Psychology and Behavior

- 2.1.1. The Study of Consumer Behavior
- 2.1.2. Internal and External Consumer Factors
- 2.1.3. Consumer Decision Process
- 2.1.4. Consumerism, Society, Marketing, and Ethics

### 2.2. Types of Buying Behavior

- 2.2.1. Complex Behavior
- 2.2.2. Dissonance Reducing Behavior
- 2.2.3. Variety Seeking Behavior
- 2.2.4. Habitual Purchasing Behavior

## Module 3. Branding in Marketing

### 3.1. Branding

- 3.1.1. Brand Evolution
- 3.1.2. Creating and Developing a Successful Brand
- 3.1.3. Brand Equity
- 3.1.4. Category Management



“

*Your expectations will be more than exceeded when you see the professional and personal quality of the entire teaching staff at TECH Technological University"*

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.*



## 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.

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

## 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.



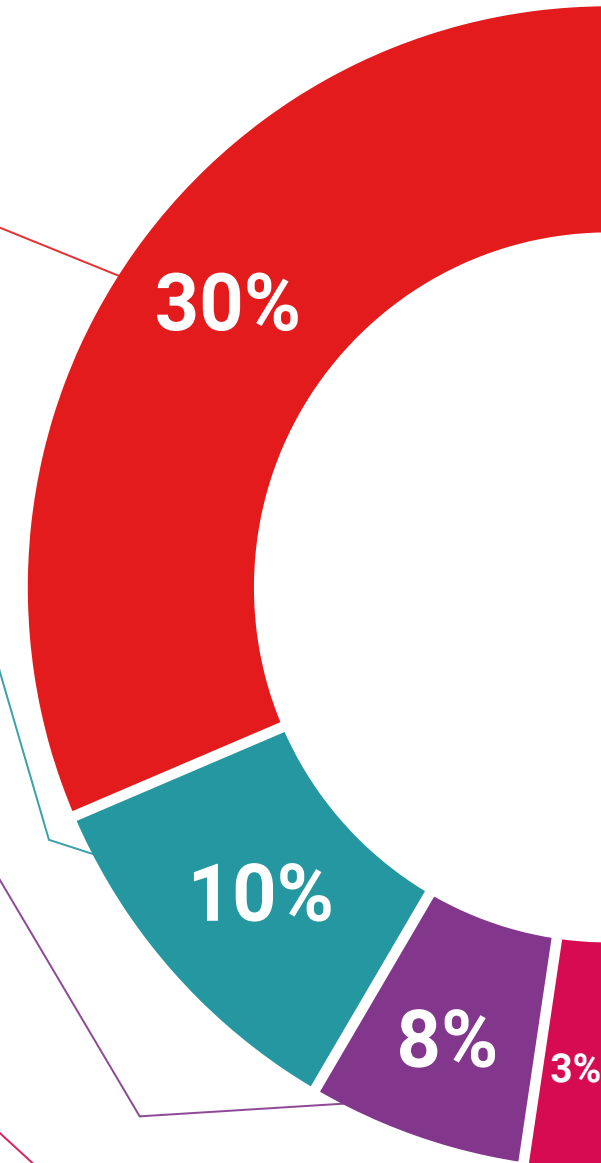
### Management Skills Exercises

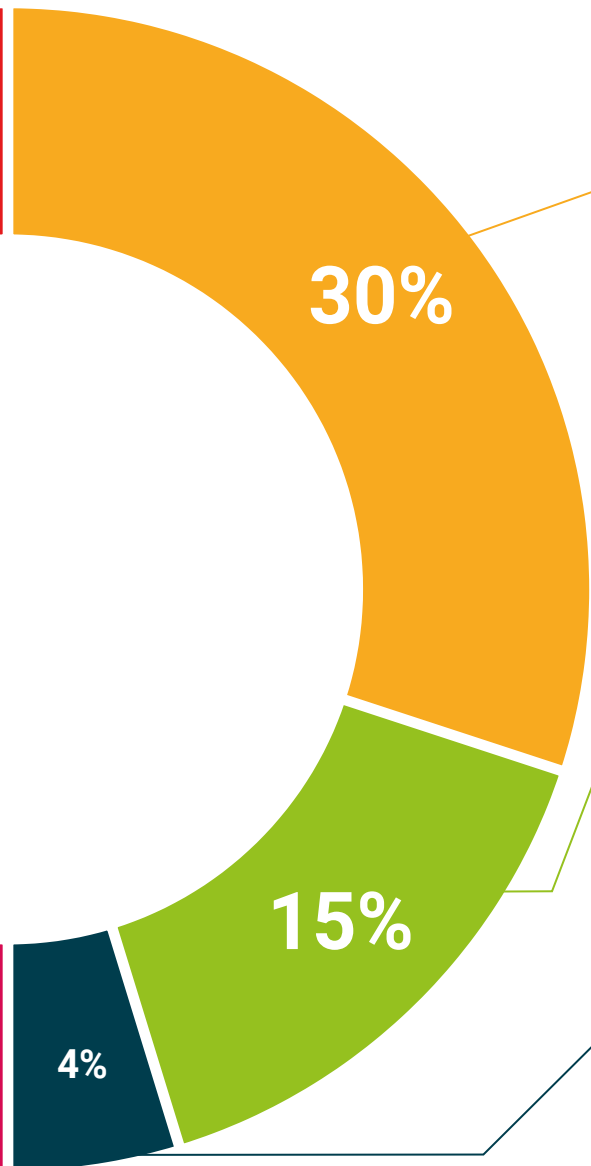
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Purchase Behavior Analysis is studied by professionals mainly in the commercial and marketing fields, but it is also suitable for businessmen or entrepreneurs who want to know in depth the most common buying habits of today in order to be able to outline their own project in a stable way.





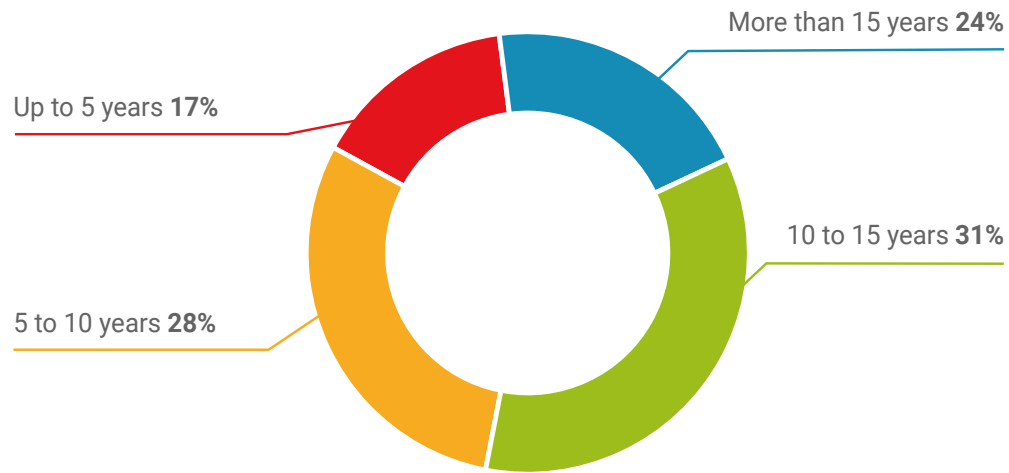
“

*If you want to have the opportunity to create your own network of contacts, with professionals with whom you share interests, TECH Technological University is the place to be”*

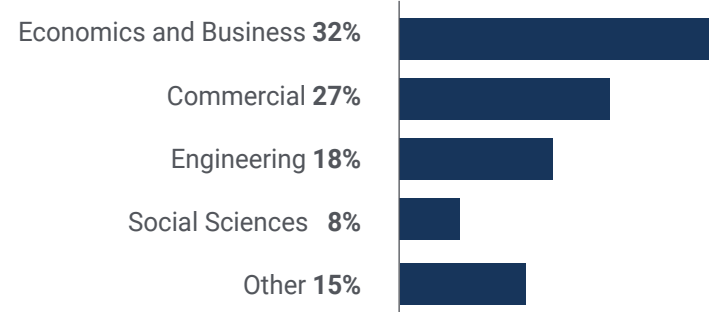
### Average Age

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

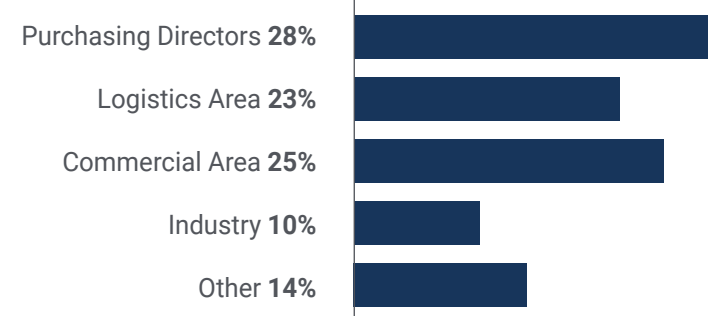
### Years of Experience



### Training

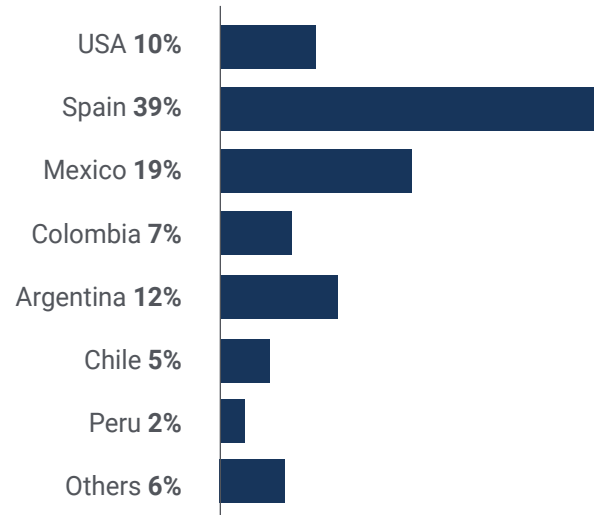


### Educational Profile



## Geographical Distribution

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## Sara María Urquiza

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Marketing Director

*"Knowing my customers' behavior helped me to develop a much more effective business strategy, which was undoubtedly one of the pillars of my current success as Marketing Director"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*We have a highly regarded international teaching faculty”*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of global purchasing manager in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master data integrity, vendor data updates and vendor prioritization. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including marketing, media analytics, measurement and attribution. In fact, he has received a number of accolades for his work, including the BIM Leadership Award, the Search Leadership Award, the Lead Generation Export Program Award and the Export Lead Generation Program Award and the EMEA Best Sales Model Award.

Arens also served as Sales Manager in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as Senior Industry Analyst, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the macroeconomic and political/regulatory factors affecting technology adoption and diffusion.



## Mr. Arens, Manuel

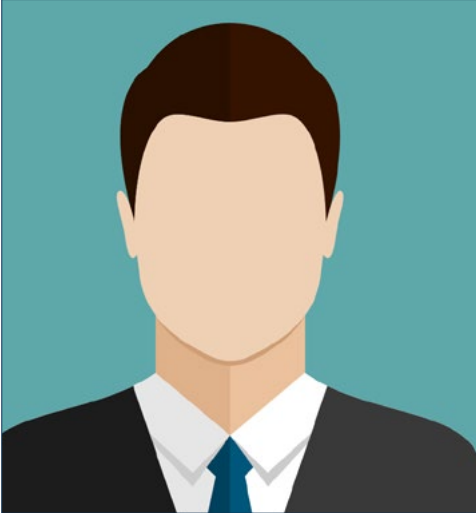
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- Global Procurement Manager - Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

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

## Management



### D. Larrosa Guirao, Salvador

- ◆ Finance Specialist
- ◆ Expert in Market Research, Finance and Risk Analysis
- ◆ University Lecturer

## Professors

### Ms. Gomis Noriega, Silvia

- ◆ Specialist in innovation
- ◆ R&D&I Coordinator
- ◆ Technology Transformation Expert
- ◆ Teacher





09

# Impact on Your Career

TECH Technological University ensures that all students in its programs get the right training to achieve professional success. In this particular program, students learn to analyze the consumer behavior of their customers, which will lead them to create more effective sales tactics and, therefore, improve their economic and labor results.



“

*After completing this Postgraduate Certificate, you will see how in a very short time you will be able to apply for more relevant positions within your department, backed by the good results that will accompany you"*

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

The Postgraduate Certificate in Purchase Behavior Analysis stresses the importance of knowing customers and their consumer habits, so that the student is not only able to design successful sales strategies, but also to provide practical solutions to businesses that are stagnant or disconnected from their target audience, re-engaging customers with a revitalized branding.

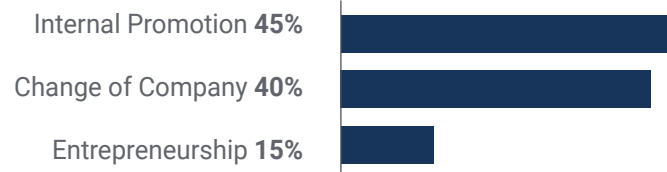
*Become the reference for your peers and colleagues by surprising them with a deeper and more competent knowledge.*

### Time of Change

*This is the ideal time to specialize in the fast-changing field of customer buying behavior.*



### Type of Change



## Salary Increase

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



10

# Benefits for Your Company

The benefits of this course for the companies involved are multiple, as one of the most demanded skills nowadays in any field is the correct analysis of purchasing behavior. With an understanding in this area, companies will be able to make much better use of their resources when designing promotional and *branding* campaigns.



“

*You will shape the destiny of  
your organization in a new era  
where you will bring the best  
business tactics to the table”*

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

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

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

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

# 11

# Certificate

The Postgraduate Certificate in Purchasing Behavior Analysis guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This private qualification will allow you to obtain a **Postgraduate Certificate in Purchasing Behavior Analysis** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Purchasing Behavior Analysis**

Modality: **online**

Duration: **2 months**

Accreditation: **6 ECTS**



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



## Postgraduate Certificate Purchase Behavior Analysis

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