

# Postgraduate Diploma

## Communication and Business Relationship Management using Artificial Intelligence



## Postgraduate Diploma Communication and Business Relationship Management using Artificial Intelligence

- » Modality: Online
- » Duration: 6 months.
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates, Diploma and Bachelor's Degree holders who have previously completed any of the qualifications in the field of Advertising, Computer Science and/or Business

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-management-commercial-relationship-management-through-artificial-intelligence](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-communication-management-commercial-relationship-management-through-artificial-intelligence)

# 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. 26*

07

Our Students' Profiles

---

*p. 34*

08

Course Management

---

*p. 38*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

---

*p. 50*

# 01 Welcome

The integration of Artificial Intelligence (AI) in Communication and Business Relationship Management enables advanced personalization, tailoring business interactions according to individual preferences and behaviors. This leads to higher customer satisfaction and stronger long-term relationships. In addition, AI facilitates the analysis of large volumes of data, making it possible to identify trends, patterns and market opportunities quickly and accurately. This predictive capability improves strategic decision making, optimizes sales and marketing strategies, and enables a more agile response to market demands. For this reason, TECH has developed this 100% online educational program, based on the revolutionary *Relearning* methodology.



Postgraduate Diploma in Communication and Business Relationship  
Management using Artificial Intelligence  
TECH Global University





“

*You will apply AI in Communication and Business Relationship Management, boosting efficiency, personalization and predictive capabilities, and driving business growth and competitiveness”*

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

---

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

---

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 Diploma embarks on a key mission: for the entrepreneur to master the most cutting-edge tools and strategies to enhance human interaction in the business environment. Therefore, this program will equip professionals capable of merging the disruptive technology of AI with the human ability to communicate, establishing stronger and more personalized business relationships. In addition, it will seek to cultivate leaders who understand how to harness the power of AI to anticipate market needs, design innovative strategies and deliver exceptional experiences to increasingly demanding customers.



“

*You will transform your profile into a highly competitive one, essential in a business world that is constantly evolving toward the intelligent integration of technology and human talent”*

TECH makes the goals of their students their own goals too.

Working together to achieve them

The Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence will enable students to:

01

Implement strategies for Marketing process automation using AI, efficiently integrating diverse data and platforms

04

Perform AI sentiment analysis on social media and customer feedback to understand perceptions and opinions, optimize pricing and promotions for a more effective pricing strategy

02

Apply AI techniques to optimize advertising campaigns, maximizing their effectiveness, and personalize audiences for accurate and effective targeting

05

Apply AI techniques in the analysis of large volumes of data to obtain relevant marketing insights

03

Use AI in Email Marketing to automate processes and personalize campaigns in an advanced way

06

Use data visualization tools with AI to generate accurate and understandable campaign and communications reports



07

Apply AI in market research to identify relevant trends and patterns, segmenting it accurately and effectively

10

Master techniques and tools for lead scoring, identifying and prioritizing high-potential opportunities

08

Implement predictive analytics in marketing to support strategic decision making

11

Implement AI in customer relationship management to improve interaction and satisfaction, as well as to predict customer needs

09

Use AI in marketing return on investment (ROI) measurement to evaluate strategy effectiveness

12

Perform competitive analysis with AI to identify strengths, weaknesses, and opportunities in the marketplace

05

# Structure and Content

The Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence is designed to address unique and advanced topics. The inclusion of specific modules, such as "Marketing Automation and Optimization of Marketing Processes with AI" and "Sales and Generation of Marketing Processes with AI", will provide unparalleled depth in key areas. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your professional success.



“

*Thanks to this 100% online Postgraduate Diploma, you will control the measurement of ROI, fundamental in today's business environment. Enroll now!”*

## Syllabus

The Postgraduate Diploma in Communication and Management of Commercial Relationships using Artificial Intelligence will offer a dynamic syllabus focused on cutting-edge technology. Therefore, it will cover automation in multiple aspects of Marketing, from the design of advertising campaigns to the effective management of CRM and price optimization. Likewise, entrepreneurs will learn how to implement chatbots, analyze sentiment and apply predictive analysis to enhance strategic decision making and enrich interaction with customers.

Likewise, the management of Big Data will be addressed, as well as the visualization of information and the development of predictive models, so that graduates acquire skills to apply this knowledge in market research, segmentation and optimization of marketing strategies.

Finally, students will delve into lead generation, lead scoring, offer personalization and competitor analysis using Artificial Intelligence. In this way, students will anticipate customer needs, implementing chatbots in the sales process and using AI to improve customer relationship management.

TECH revolutionizes the way in which teaching and learning takes place, with an approach centered on the innovative *Relearning* methodology, the fundamental basis of all programs. In this sense, students will consolidate their understanding through the repetition of key concepts, offered in various multimedia formats at the forefront of technology and education. This process will ensure a progressive and organic acquisition of skills, thereby facilitating the assimilation and retention of content.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Automation and Optimization of Marketing Processes with AI

### Module 2

Analysis of Communication and Marketing Data for Decision Making

### Module 3

Sales and Lead Generation with Artificial Intelligence





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

TECH offers you the possibility to study this Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence completely online. Throughout the 6 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

**Module 1. Automation and Optimization of Marketing Processes with AI**

**1.1. Marketing Automation with AI using Hubspot**

- 1.1.1. Audience Segmentation Based on AI
- 1.1.2. Workflow Automation
- 1.1.3. Continuous Optimization of Online Campaigns

**1.2. Integration of Data and Platforms in Automated Marketing Strategies**

- 1.2.1. Analysis and Unification of Multichannel Data
- 1.2.2. Interconnection between Different Marketing Platforms
- 1.2.3. Real-Time Data Updating

**1.3. Optimization of Advertising Campaigns with AI through Google Ads**

- 1.3.1. Predictive Analysis of Advertising Performance
- 1.3.2. Automatic Advertisement Personalization According to Target Audience
- 1.3.3. Automatic Budget Adjustment Based on Results

**1.4. Audience Personalization with AI**

- 1.4.1. Content Segmentation and Personalization
- 1.4.2. Personalized Content Recommendations
- 1.4.3. Automatic Identification of Audiences or Homogeneous Groups

**1.5. Automation of Responses to Customers through AI**

- 1.5.1. Chatbots and Machine Learning
- 1.5.2. Automatic Response Generation
- 1.5.3. Automatic Problem Solving

**1.6. AI in Email Marketing for Automation and Customization**

- 1.6.1. Automation of Email Sequences
- 1.6.2. Dynamic Customization of Content According to Preferences
- 1.6.3. Intelligent Segmentation of Mailing Lists

**1.7. Social Media Sentiment Analysis with AI and Customer Feedback through Lexalytics**

- 1.7.1. Automatic Sentiment Monitoring in Comments
- 1.7.2. Personalized Responses to Emotions
- 1.7.3. Predictive Reputation Analysis

**1.8. Price and Promotions Optimization with AI through Vendavo**

- 1.8.1. Automatic Price Adjustment Based on Predictive Analysis
- 1.8.2. Automatic Generation of Offers Adapted to User Behavior
- 1.8.3. Real-Time Competitive and Price Analysis

**1.9. Integration of AI into Existing Marketing Tools**

- 1.9.1. Integration of AI Capabilities with Existing Marketing Platforms
- 1.9.2. Optimization of Existing Functionalities
- 1.9.3. Integration with CRM Systems

**1.10. Trends and Future of Marketing Automation with AI**

- 1.10.1. AI to Improve User Experience
- 1.10.2. Predictive Approach to Marketing Decisions
- 1.10.3. Conversational Advertising

**Module 2.** Analysis of Communication and Marketing Data for Decision Making**2.1. Specific Technologies and Tools for Communication and Marketing Data Analysis using Google Analytics 4**

- 2.1.1. Tools for Analyzing Conversations and Trends in Social Media
- 2.1.2. Systems to Identify and Evaluate Emotions in Communications
- 2.1.3. Use of Big Data to Analyze Communications

**2.2. AI Applications in Marketing Big Data Analytics such as Google BigQuery**

- 2.2.1. Automatic Processing of Massive Data
- 2.2.2. Identification of Behavioral Patterns
- 2.2.3. Optimization of Algorithms for Data Analysis

**2.3. Data Visualization and Reporting Tools for Campaigns and Communications with AI**

- 2.3.1. Creation of Interactive Dashboards
- 2.3.2. Automatic Report Generation
- 2.3.3. Predictive Visualization of Campaign Results

**2.4. Application of AI in Market Research through Quid**

- 2.4.1. Automatic Survey Data Processing
- 2.4.2. Automatic Identification of Audience Segments
- 2.4.3. Market Trend Prediction

**2.5. Predictive Analytics in Marketing for Decision Making**

- 2.5.1. Predictive Models of Consumer Behavior
- 2.5.2. Campaign Performance Prediction
- 2.5.3. Automatic Adjustment of Strategic Optimization

**2.6. Market Segmentation with AI using Meta**

- 2.6.1. Automated Analysis of Demographic Data
- 2.6.2. Identification of Interest Groups
- 2.6.3. Dynamic Personalization of Offers

**2.7. Marketing Strategy Optimization with AI**

- 2.7.1. Use of AI to Measure Channel Effectiveness
- 2.7.2. Strategic Automatic Adjustment to Maximize Results
- 2.7.3. Scenario Simulation

**2.8. AI in Marketing ROI Measurement with GA4**

- 2.8.1. Conversion Attribution Models
- 2.8.2. ROI Analysis using AI
- 2.8.3. Customer Lifetime Value Estimation

**2.9. Success Stories in Data Analytics with AI**

- 2.9.1. Demonstration by Practical Cases in which AI has Improved Results
- 2.9.2. Cost and Resource Optimization
- 2.9.3. Competitive Advantages and Innovation

**2.10. Challenges and Ethical Considerations in AI Data Analysis**

- 2.10.1. Biases in Data and Results
- 2.10.2. Ethical Considerations in Handling and Analyzing Sensitive Data
- 2.10.3. Challenges and Solutions for Making AI Models Transparent

**Module 3.** Sales and Lead Generation with Artificial Intelligence

**3.1. Application of AI in the Sales Process through Salesforce**

- 3.1.1. Automation of Sales Tasks
- 3.1.2. Predictive Analysis of the Sales Cycle
- 3.1.3. Optimization of Pricing Strategies

**3.2. Lead Generation Techniques and Tools with AI through Hubspot**

- 3.2.1. Automated Prospect Identification
- 3.2.2. User Behavior Analysis
- 3.2.3. Personalization of Content for Engagement

**3.3. *Lead Scoring with AI using Hubspot***

- 3.3.1. Automated Evaluation of Lead Qualification
- 3.3.2. Lead Analysis Based on Interactions
- 3.3.3. Lead Scoring Model Optimization

**3.4. AI in Customer Relationship Management**

- 3.4.1. Automated Follow-up to Improve Customer Relationships
- 3.4.2. Personalized Customer Recommendations
- 3.4.3. Automation of Personalized Communications

**3.5. Implementation and Success Cases of Virtual Assistants in Sales**

- 3.5.1. Virtual Assistants for Sales Support
- 3.5.2. Customer Experience Improvement
- 3.5.3. Conversion Rate Optimization and Sales Closing

**3.6. Customer Needs Prediction with AI**

- 3.6.1. Purchase Behavior Analysis
- 3.6.2. Dynamic Offer Segmentation
- 3.6.3. Personalized Recommendation Systems

**3.7. Sales Offer Personalization with AI**

- 3.7.1. Dynamic Adaptation of Sales Proposals
- 3.7.2. Behavior-Based Exclusive Offers
- 3.7.3. Creation of Customized Packs

**3.8. Competition Analysis with IA**

- 3.8.1. Automated Competitor Monitoring
- 3.8.2. Automated Comparative Price Analysis
- 3.8.3. Predictive Competitive Surveillance

**3.9. Integration of AI in Sales Tools**

- 3.9.1. Compatibility with CRM Systems
- 3.9.2. Empowerment of Sales Tools
- 3.9.3. Predictive Analysis in Sales Platforms

**3.10. Innovations and Predictions in the Sales Environment**

- 3.10.1. Augmented Reality in Shopping Experience
- 3.10.2. Advanced Automation in Sales
- 3.10.3. Emotional intelligence in Sales Interactions





“

*You will delve into the transformation in the sales process, preparing you to lead in digital and technologically advanced environments, all through the most innovative multimedia resources”*

# 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.



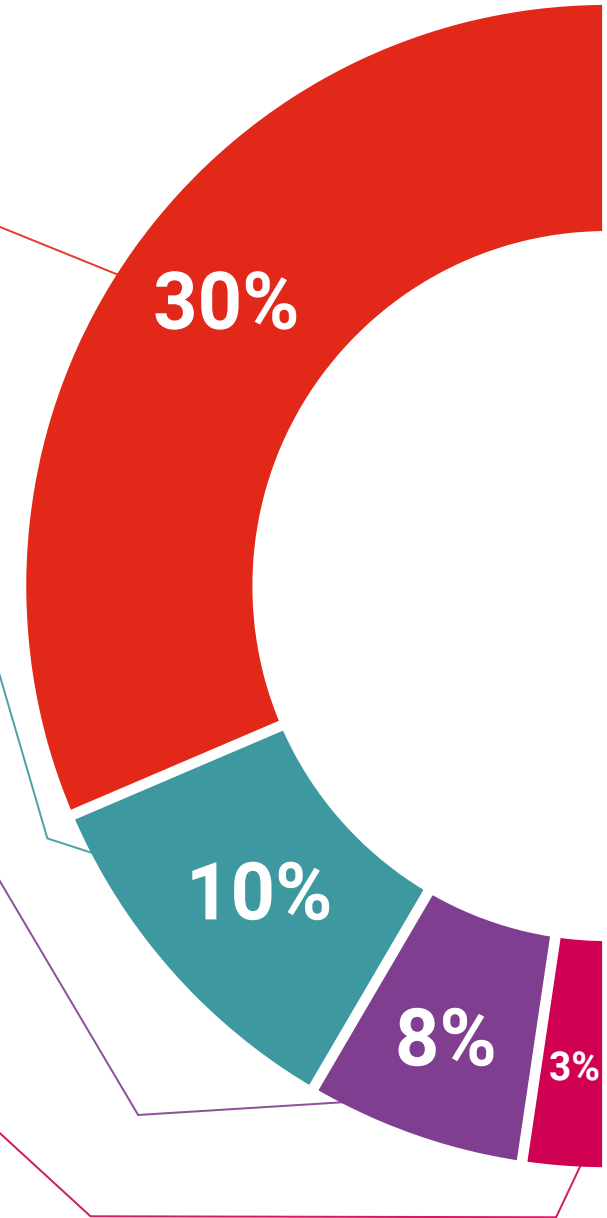
### Management Skills Exercises

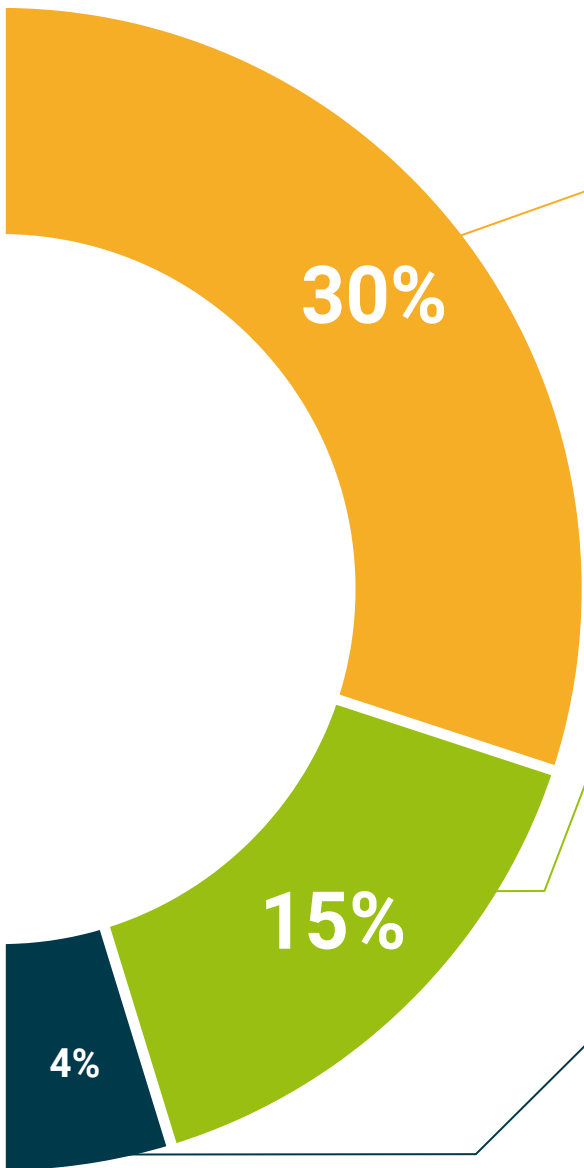
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 Diploma is aimed at University Graduates, Diploma and Bachelor's Degree holders who have previously completed any of the qualifications in the field of Advertising, Computer Science and/or Business.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Communication and Business Relationship Management using Artificial Intelligence.







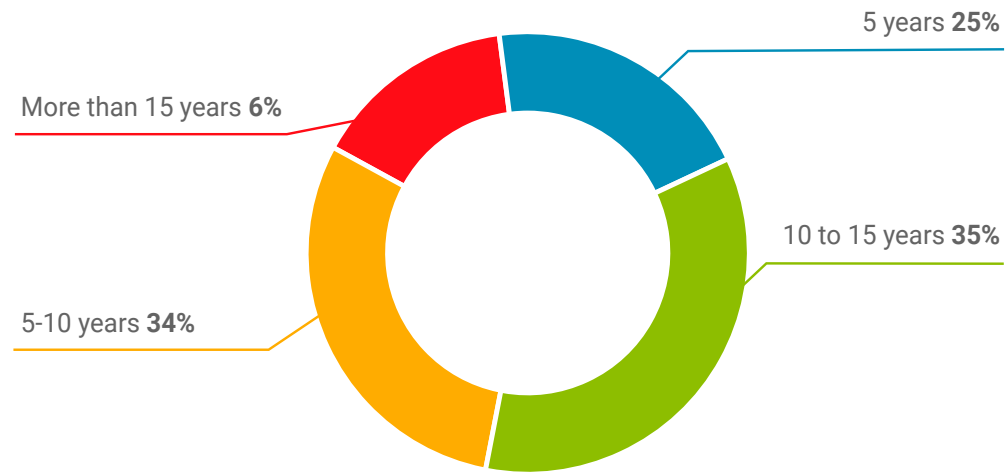
“

*You will access the latest developments in Artificial Intelligence, applied to Communication and Business Relationship Management, in no less than 450 hours of exclusive resources”*

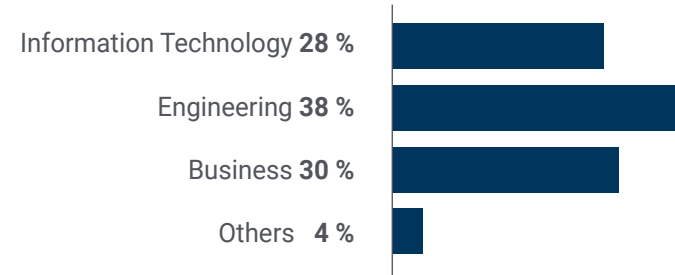
### Average Age

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

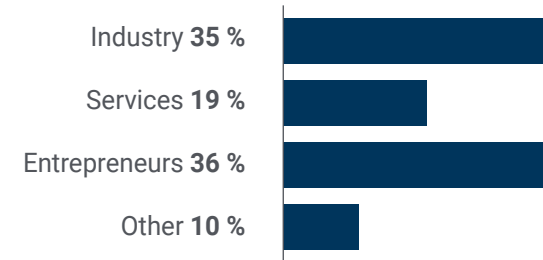
### Years of Experience



### Training

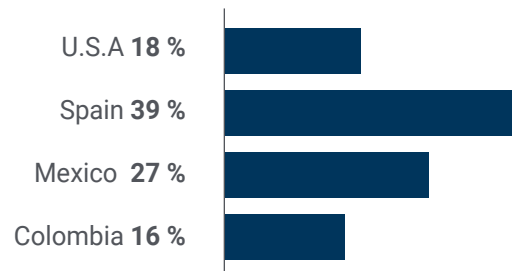


### Academic Profile



## Geographical Distribution

---



## Sara López

Chief Marketing Officer

*"My experience taking this Postgraduate Diploma has been very enriching for my career in Marketing, as it has allowed me to understand how Artificial Intelligence is able to revolutionize commercial interactions and strategic communication. I especially highlight the acquisition of key skills in the implementation of AI for Marketing strategies, customer relationship management and the creation of personalized campaigns"*

08

# Course Management

The program's faculty is the heart and soul of an exceptional educational experience. Indeed, they are experts who possess a unique combination of practical experience and theoretical knowledge, inspiring and guiding graduates towards a deep understanding of how AI can transform Business Communication and Management. In addition, their commitment to academic excellence and the professional development of the student body creates a vibrant and stimulating learning environment, where innovation and practical application are key pillars.





“

*The faculty of this Postgraduate Diploma is composed of visionaries committed to unlocking the secrets of effectively integrating AI into the business world"*

## Management



### **Dr. Peralta Martín-Palomino, Arturo**

- ♦ CEO and CTO at Prometheus Global Solutions
- ♦ CTO at Korporate Technologies
- ♦ CTO at AI Shephers GmbH
- ♦ Consultant and Strategic Business Advisor at Alliance Medical
- ♦ Director of Design and Development at DocPath
- ♦ PhD. in Psychology from the University of Castilla La Mancha
- ♦ PhD in Economics, Business and Finance from the Camilo José Cela University
- ♦ PhD in Psychology from University of Castilla La Mancha
- ♦ Máster in Executive MBA por la Universidad Isabel I
- ♦ Master's Degree in Sales and Marketing Management, Isabel I University
- ♦ Expert Master's Degree in Big Data by Hadoop Training
- ♦ Master's Degree in Advanced Information Technologies from the University of Castilla La Mancha
- ♦ Member of: SMILE Research Group



### Mr. Sánchez Mansilla, Rodrigo

- ♦ Digital Advisor at AI Shepherds GmbH
- ♦ Digital Account Manager at Kill Draper
- ♦ *Head of Digital* at Kuarere
- ♦ Digital Marketing Manager at Arconi Solutions, Deltoid Energy and Brinergy Tech
- ♦ *Founder and National Sales and Marketing Manager*
- ♦ Master's Degree in Digital Marketing (MDM) by The Power Business School
- ♦ Bachelor's Degree in Business Administration (BBA) from the University of Buenos Aires

## Professors

### Ms. Parreño Rodríguez, Adelaida

- ♦ Technical Developer & Energy Communities Engineer in PHOENIX and FLEXUM projects
- ♦ Technical Developer & Energy Communities Engineer at the University of Murcia
- ♦ Manager in Research & Innovation in European Projects at the University of Murcia
- ♦ Content Creator in Global UC3M Challenge
- ♦ Ginés Huertas Martínez Award (2023)
- ♦ Master's Degree in Renewable Energies by the Polytechnic University of Cartagena
- ♦ Degree in Electrical Engineering (bilingual) from the Carlos III University of Madrid

### Ms. González Risco, Verónica

- ♦ Freelance Digital Marketing Consultant
- ♦ Product Marketing/International Business Development at UNIR - The University on the Internet
- ♦ Digital Marketing Specialist at Código Kreativo Comunicación SL
- ♦ Professional Master's Degree in Online Marketing and Advertising Management by Indisoft- Upgrade
- ♦ Diploma in Business Studies from the University of Almería



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.





“

*Become a leader in innovation  
and achieve business  
success by graduating from  
the best program in the digital  
educational field”*

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

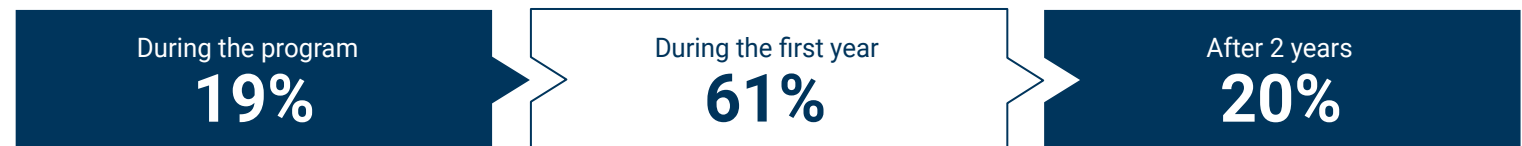
TECH's Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence is an intensive program that prepares you to face challenges and business decisions in the field of Artificial Intelligence applied to Communication and Business. The main objective is to promote your personal and professional growth. Helping them achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

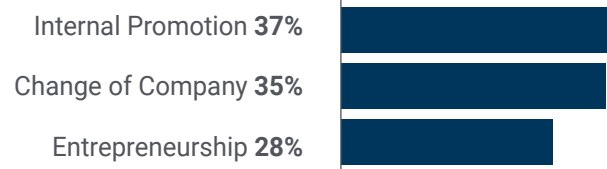
*Raise your professional profile by efficiently mastering the technologies of the future with this exclusive university qualification.*

*TECH has 99% employability among its graduates. Enroll now and excel in the labor market!*

#### When the change occurs



#### Type of change



### Salary increase

---

This program represents a salary increase of more than **26.24%** for our students



10

# Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university education and updating"*



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

This Postgraduate Diploma in Communication and Business Relationship Management using Artificial Intelligence guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Communication and Business Relationship Management using Artificial Intelligence** 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 Diploma in Communication and Business Relationship Management using Artificial Intelligence**

Modality: **online**

Duration: **6 months**.

Accreditation: **18 ECTS**





## Postgraduate Diploma Communication and Business Relationship Management using Artificial Intelligence

- » Modality: **Online**
- » Duration: **6 months.**
- » Certificate: **TECH Global University**
- » Accreditation: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma

Communication and Business  
Relationship Management  
using Artificial Intelligence