

Postgraduate Diploma Customer Relationship Management





Postgraduate Diploma Customer Relationship Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » 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/in/school-of-business/postgraduate-diploma/postgraduate-diploma-customer-relationship-management

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Impact on Your Career

p. 36

09

Benefits for Your Company

p. 40

10

Certificate

p. 44

01 Welcome

The satisfaction of current and potential customers is paramount for any company to achieve the best possible results. For this reason, it is necessary to analyze the market and its interests in order to be able to interpret it better. The discipline in charge of this is Customer Relationship Management, with which business and management professionals can understand the needs of their customers, a key knowledge for the success of any business project. By studying this program, students gain an expert knowledge of Customer Relationship Management, as well as the necessary skills to manage large projects aimed at satisfying specific market needs.



Postgraduate Diploma in Customer Relationship Management
TECH Technological 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 Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

100,000+
executives trained each year

200+
different nationalities



Empowerment

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

500+ | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04 Objectives

The main objective of this program is to make students total experts in customer-company relations, knowing how to manage the different aspects that this entails. As such, they are instructed in issues such as online marketing, analysis and compilation of databases, content generation and social networks, among others. With all this, students will be prepared to take charge of multidisciplinary teams that are at the forefront of customer satisfaction.



“

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

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

The Postgraduate Diploma in Customer Relationship Management will enable students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

02

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

03

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





04

Develop a solid and comprehensive user-focused marketing plan for the organization

05

Develop marketing, market research, and communication projects

06

Enhance digital tools to create new marketing campaigns focused on new emerging technologies

05

Structure and Content

The Postgraduate Diploma in Customer Relationship Management analyzes all the realities surrounding the relationship of businesses with their customers, delving into 4 teaching modules on marketing strategy, social networks, corporate communication and more topics of vital importance for any manager who wants to focus their career on the front line of dealing with customers. Over the course of 6 months, students will analyze a multitude of real case studies with which to consolidate all their knowledge.



“

Being well-versed in the right strategies for dealing with customers will lead you to the best of professional success, making you an indispensable asset in your industry"

Syllabus

The Postgraduate Diploma in Customer Relationship Management of TECH Technological University prepares its students for all the necessary tasks and competencies related to Customer Relationship Management.

The content of the Postgraduate Diploma in Customer Relationship Management is designed to streamline effective decision-making in high-pressure business environments, where customer satisfaction is key.

Over the course of 375 hours students will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with the techniques and intricacies of commercial management together with the vision of Marketing and branding. Designed to train managers who understand Customer Relationship Management from a strategic, international and innovative perspective.

This program takes place over 6 months and is divided into 4 modules:

- Module 1.** Strategy in Marketing Management
- Module 2.** Customer Relationship Management
- Module 3.** Inbound Marketing
- Module 4.** Social Media and Community Management



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Diploma in Customer Relationship Management completely online. Throughout the 6 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. Strategy in Marketing Management

<p>1.1. Marketing Management</p> <p>1.1.1. Positioning and Value Creation</p> <p>1.1.2. Company's Marketing Orientation and Positioning</p> <p>1.1.3. Strategic Marketing vs. Operational Marketing</p> <p>1.1.4. Objectives in Marketing Management</p> <p>1.1.5. Integrated Marketing Communications</p>	<p>1.2. The Function of Strategic Marketing</p> <p>1.2.1. Main Marketing Strategies</p> <p>1.2.2. Segmentation, Targeting and Positioning</p> <p>1.2.3. Managing Strategic Marketing</p>	<p>1.3. Marketing Strategy Dimensions</p> <p>1.3.1. Necessary Resources and Investments</p> <p>1.3.2. Fundamentals of Competitive Advantage</p> <p>1.3.3. The Company's Competitive Behavior</p> <p>1.3.4. Focus Marketing</p>	<p>1.4. New Product Strategy Development</p> <p>1.4.1. Creativity and Innovation in Marketing</p> <p>1.4.2. Generation and Filtering of Ideas</p> <p>1.4.3. Commercial Viability Analysis</p> <p>1.4.4. Development, Market Testing and Commercialization</p>
<p>1.5. Pricing Policies</p> <p>1.5.1. Short and Long-Term Aims</p> <p>1.5.2. Types of Pricing</p> <p>1.5.3. Factors that Affect Pricing</p>	<p>1.6. Promotion and Merchandising Strategies</p> <p>1.6.1. Advertising Management</p> <p>1.6.2. Communication and Media Plan</p> <p>1.6.3. Merchandising as a Marketing Technique</p> <p>1.6.4. Visual Merchandising</p>	<p>1.7. Distribution, Expansion, and Intermediation Strategies</p> <p>1.7.1. Outsourcing of Sales Force and Customer Service</p> <p>1.7.2. Commercial Logistics in Product and Service Sales Management</p> <p>1.7.3. Sales Cycle Management</p>	<p>1.8. Developing the Marketing Plan</p> <p>1.8.1. Analysis and Diagnosis</p> <p>1.8.2. Strategic Decisions</p> <p>1.8.3. Operational Decisions</p>

Module 2. Customer Relationship Management

<p>2.1. Knowing the Market and the Consumer</p> <p>2.1.1. Open Innovation</p> <p>2.1.2. Competitive Intelligence</p> <p>2.1.3. Sharing Economy</p>	<p>2.2. CRM and Business Philosophy</p> <p>2.2.1. Business Philosophy or Strategic Orientation</p> <p>2.2.2. Customer Identification and Differentiation</p> <p>2.2.3. The Company and its Stakeholders</p> <p>2.2.4. Clienteling</p>	<p>2.3. Database Marketing and Customer Relationship Management</p> <p>2.3.1. Database Marketing Applications</p> <p>2.3.2. Laws and Regulations</p> <p>2.3.3. Information Sources, Storage, and Processing</p>	<p>2.4. Consumer Psychology and Behavior</p> <p>2.4.1. The Study of Consumer Behavior</p> <p>2.4.2. Internal and External Consumer Factors</p> <p>2.4.3. Consumer Decision Process</p> <p>2.4.4. Consumerism, Society, Marketing, and Ethics</p>
<p>2.5. Areas of CRM Management</p> <p>2.5.1. <i>Customer Service</i></p> <p>2.5.2. Managing the Sales Force</p> <p>2.5.3. Customer Service</p>	<p>2.6. Consumer Centric Marketing</p> <p>2.6.1. Segmentation.</p> <p>2.6.2. Profitability Analysis</p> <p>2.6.3. Customer Loyalty Strategies</p>	<p>2.7. CRM Management Techniques</p> <p>2.7.1. Direct Marketing</p> <p>2.7.2. Multichannel Integration</p> <p>2.7.3. Viral Marketing</p>	<p>2.8. Advantages and Risks of Implementing CRM</p> <p>2.8.1. CRM, Sales and Costs</p> <p>2.8.2. Customer Satisfaction and Loyalty</p> <p>2.8.3. Technology Implementation</p> <p>2.8.4. Strategic and Management Errors</p>

Module 3. Inbound Marketing
3.1. The Definition of Inbound Marketing

- 3.1.1. Effective Inbound Marketing
- 3.1.2. The Benefits of Inbound Marketing
- 3.1.3. Measuring the Success of Inbound Marketing

3.2. Target Research

- 3.2.1. Consumer Intent Modelling and Buyer Personas
- 3.2.2. Customer Journey Mapping
- 3.2.3. Content Strategy

3.3. Content Optimization

- 3.3.1. Content Optimization for Search Engines
- 3.3.2. Recycling and Content Improvement

3.4. Content Creation

- 3.4.1. User and Brand Generated Content
- 3.4.2. Opportunity Blogging
- 3.4.3. Video and Other Formats

3.5. Content Dynamization

- 3.5.1. Influencers
- 3.5.2. Blogger Outreach
- 3.5.3. Paid Content Seeding

3.6. Conversion

- 3.6.1. Lead Capturing and CRO
- 3.6.2. Lead Nurturing and Marketing Automation

Module 4. Social Media and Community Management
4.1. Web 2.0 or the Social Web

- 4.1.1. Organization in the Age of Conversation
- 4.1.2. Web 2.0 Is All About People
- 4.1.3. New Environments, New Content

4.2. Digital Communication and Reputation

- 4.2.1. Crisis Management and Online Corporate Reputation
- 4.2.2. Online Reputation Report
- 4.2.3. Netiquette and Good Practices on Social Media
- 4.2.4. Branding and Networking 2.0

4.3. General, Professional, and Microblogging Platforms

- 4.4. Facebook
- 4.5. LinkedIn
- 4.6. Google+
- 4.7. Twitter

4.8. Video, Image, and Mobility Platforms

- 4.8.1. YouTube
- 4.8.2. Instagram
- 4.8.3. Flickr
- 4.8.4. Vimeo
- 4.8.5. Pinterest

4.9. Corporate Blogging

- 4.9.1. How to Create a Blog
- 4.9.2. Content Marketing Strategy
- 4.9.3. How to Create a Content Plan for Your Blog
- 4.9.4. Content Curation Strategy

4.10. Social Media Strategies

- 4.10.1. Corporate Communication Plan 2.0
- 4.10.2. Corporate PR and Social Media
- 4.10.3. Analysis and Evaluation of Results

4.11. Community Management

- 4.11.1. Functions, Duties, and Responsibilities of the Community Manager

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 in Customer Relationship Management is a program aimed at professionals related to Marketing, sales and commerce who want to update their knowledge, discover new ways to manage customer-focused marketing and advance their careers.





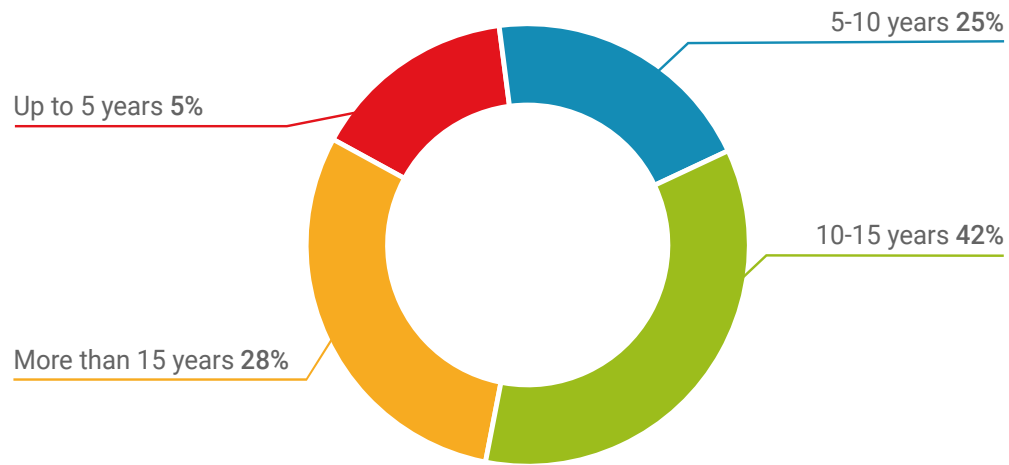
“

You have before you an opportunity to give that extra professionalism you are looking for in your daily work dealing with customers. This program will take your capabilities to their maximum potential"

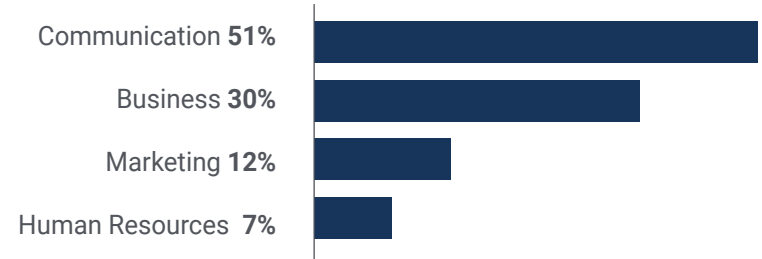
Average Age

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

Years of Experience



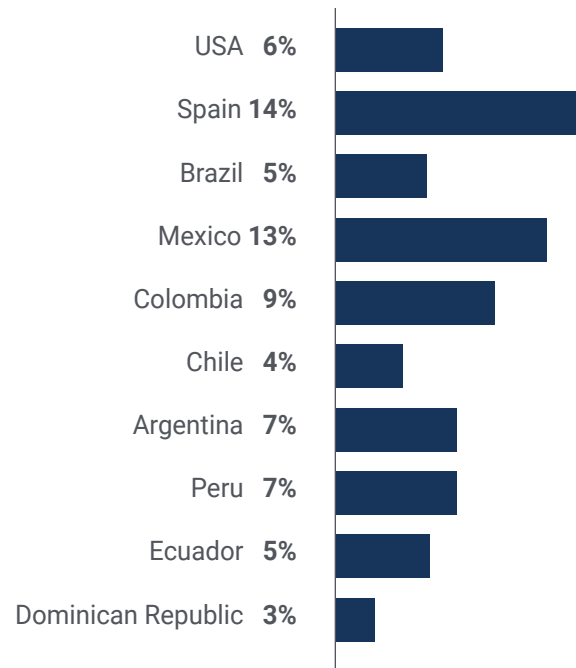
Training



Educational Profile



Geographical Distribution



Francisco Carrasco

Marketing Director

"Thanks to this Postgraduate Diploma I have understood the importance of Customer Relationship Management for my company. In addition, I have been able to develop skills that have allowed me to move up in my job to the position of Marketing Director, a goal that I had set myself a long time ago and that I have achieved thanks to TECH Technological University. In short, the knowledge in Customer Relationship Management has allowed me to grow personally and, above all, professionally"

08

Impact on Your Career

This Postgraduate Diploma in Customer Relationship Management will be a before and after in the student's career, because with the knowledge acquired in this degree will expand their chances of obtaining a job promotion in relation to the treatment of customers with the company, as well as can significantly improve business results by having a satisfied customer base and connected with the brand.



“

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

In a competitive world of work, specialization is the professional's best asset when it comes to making their profile stand out from others.

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

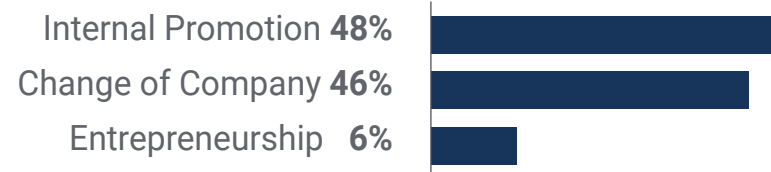
The Postgraduate Diploma in Customer Relationship Management of TECH Technological University prepares its students to face challenges and business decisions in the field of management of ideas, projects and work. Its main objective is to promote personal and professional growth, developing their creativity and helping them to be able to promote the creativity of others. In this way, TECH Technological University motivates the professional to move towards success.

Get the salary improvements you deserve by taking this complete Postgraduate Diploma with TECH.

Time of Change



Type of Change



Salary Increase

This program represents a salary increase of more than **25%** for our students.



09

Benefits for Your Company

The Postgraduate Diploma in Customer Relationship Management helps raise the organization's talent to its maximum potential by creating high-level leaders.

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



“

After studying this Postgraduate Diploma in Customer Relationship Management, you will be able to bring to your company a new business vision"

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

01

Intellectual Capital and Talent Growth

Professionals will bring to the company new concepts, strategies and perspectives that can bring about creative 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

They will be able to make decisions in times of uncertainty and crisis, helping the organization to 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 creative field of their company.

06

Increased competitiveness

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

10 Certificate

The Postgraduate Diploma in Customer Relationship Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

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

This **Postgraduate Diploma in Customer Relationship Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Certificate: **Postgraduate Diploma in Customer Relationship Management**

Official N° of Hours: **375 h.**



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



Postgraduate Diploma Customer Relationship Management

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

Postgraduate Diploma Customer Relationship Management

