

Postgraduate Diploma Sectorial Marketing





Postgraduate Diploma Sectorial Marketing

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

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-sector-marketing

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01 Welcome

Companies must devise their marketing strategy taking into account the sector to which they belong and the product they offer, in order to position themselves in the market, stand out from the competition and attract as many customers as possible. To this end, it is important to have a good knowledge of the target public, which will enable the application of strategies that will allow them to achieve the objectives set and achieve greater profits. Thanks to this program, students will be able to get up to date with the main marketing tools, which will provide them with the necessary knowledge to lead those work teams that implement the most successful campaigns.



Postgraduate Diploma in Business Financial Transactions
TECH Global University



“

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

02

Why Study at TECH?

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



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. An 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:



Learn with the best

In the classroom, TECH's teaching team 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 the academic setting"



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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

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

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching team 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 Global University community.

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

04 Objectives

Thanks to this high-intensity program, professionals will be able to implement a successful marketing plan in their company, regardless of the sector to which it belongs. In addition, they will have the ability to conduct market research that will allow them to know their target audience and the situation of their competitors, which will undoubtedly be essential to implement the most appropriate strategy at all times.

“

In the current era, having specific knowledge about marketing opens the doors to a wider and more competitive job market".

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Sectorial Marketing will train you 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

Identify the basic characteristics of marketing in different sectors and its management in practice.

05

Structure and Content

The Postgraduate Diploma in Sectorial Marketing has a fully updated syllabus on all the most relevant concepts and strategies of the subject, which will provide students with the necessary competences to develop successfully in their profession. In this way, they will be able to obtain such a deep knowledge of the market and customers that they will be able to redirect their plans in a more strategic way. A program that can be completed in 6 months and that has 3 didactic modules to offer the best training of the moment in this field.



“

Knowing the basics of sectorial marketing will allow you to apply the most competitive strategies".

Syllabus

To implement marketing strategies effectively, it is important to take into account the sector in which the company operates. To implement marketing strategies effectively, it is important to take into account the sector in which the company operates. Each of them has its own audience and, therefore, must follow its own strategies.

The content of the Postgraduate Diploma in Sectorial Marketing is designed to promote the development of the competences of business professionals in this field, providing them with all the knowledge they will need to apply in their daily work. To this end, throughout 375 hours of study, the student will have the possibility of carrying out a multitude of practical cases, achieving a deep learning in this area of action. In this sense, the syllabus covers from market research to the main *management* and leadership techniques, but always focusing on sectorial marketing.

One of the main advantages of this

program is that it is taught in a 100% online format, so students are free to choose the time and place that best suits their interests and needs. This will allow them to study from anywhere in the world, without leaving aside the rest of their daily obligations.

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

Module 1	Market Research
Module 2	Management and Leadership
Module 3	Sectorial Marketing



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Market Research

1.1 Fundamentals of Marketing

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

1.2 Marketing: From the Idea to the Market

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

1.3 New Competitive Environment

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

1.4 Quantitative Research Methods and Techniques

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques

- 1.4.4. The Treatment and Analysis of Data

1.5 Qualitative Research Methods and Techniques

- 1.5.1. Direct Techniques: *Focus Group*
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques

- 1.5.4. *The Two Face Mirror* and The Delphi Method

1.6 Market Segmentation

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of the Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Defining the Target Audience

1.7 Types of Buying Behavior

- 1.7.1. Complex Behavior
- 1.7.2. Dissonance Reducing Behavior
- 1.7.3. Variety Seeking Behavior
- 1.7.4. Habitual Purchasing Behavior

1.8 Marketing Information Systems

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. *Data Warehouse and Datamining*
- 1.8.3. Geographical Information Systems

1.9 Research Project Management

- 1.9.1. Information Analysis Tools
- 1.9.2. Developing an Expectation Management Plan
- 1.9.3. Assessing the Feasibility of Projects

1.10 Marketing Intelligence

- 1.10.1. *Big Data*

- 1.10.2. User Experience
- 1.10.3. Applying Techniques

Module 2. Management and Leadership

2.1 General Management

- 2.1.1. Integrating Functional Strategies into the Global Business Strategies
- 2.1.2. Management Policy and Processes
- 2.1.3. *Society and Enterprise*

2.2 Strategic Management

- 2.2.1. Establish the Strategic Position: Mission, Vision and Values
- 2.2.2. Developing New Businesses
- 2.2.3. Growth and Consolidation of the Company

2.3 Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4 Corporate Strategy

- 2.4.1. *Driving Corporate Strategy*
- 2.4.2. *Pacing Corporate Strategy*
- 2.4.3. *Framing Corporate Strategy*

2.5 Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization
- 2.5.3. *Lean Management*

2.6 Talent Management

- 2.6.1. Managing Human Capital
- 2.6.2. Environment, Strategy, and Metrics
- 2.6.3. Innovation in People Management

2.7 Management and Leadership Development

- 2.7.1. Leadership and Leadership Styles
- 2.7.2. Motivation
- 2.7.3. Emotional Intelligence
- 2.7.4. Skills and Abilities of the Leader 2.0
- 2.7.5. Efficient Meetings.

2.8 Change Management

- 2.8.1. Performance Analysis
- 2.8.2. Leading Change. Resistance to Change
- 2.8.3. Managing Change Processes
- 2.8.4. Managing Multicultural Teams

2.9 Negotiation

- 2.9.1. Intercultural Negotiation
- 2.9.2. Negotiation Focuses
- 2.9.3. Effective Negotiation Techniques
- 2.9.4. Restructuring.

Module 3. Sectorial Marketing

3.1 Services Marketing

- 3.1.1. Evolution and Growth of the Service Sector
- 3.1.2. Function of Services Marketing
- 3.1.3. Marketing Strategy in the Service Sector

3.2 Touristic Marketing

- 3.2.1. Features of the Tourism Sector

- 3.5.2. Reward.
- 3.5.3. Cost Reduction
- 3.5.4. Relationship with the Customer

3.6 Banking Marketing

- 3.6.1. State Regulation.

- 3.2.2. Tourist Product.
- 3.2.3. The Customer in Tourism Marketing

3.3 Political and Electoral Marketing

- 3.3.1. Political vs Electoral . Marketing

- 3.6.2. Branches and Segmentation
- 3.6.3. Inbound Marketing in the Banking Sector

3.7 Health Services Marketing

- 3.7.1. Internal Marketing

- 3.3.2. Political Market Segmentation
- 3.3.3. Electoral Campaign.

3.4 Social Marketing and Responsible Marketing

- 3.7.2. User Satisfaction Studies
- 3.7.3. Market-Oriented Quality Management.

3.8 Sensory Marketing

- 3.8.1. Shopping Experience as a Sensory Experience

- 3.4.1. Social Cause Marketing and CSR
- 3.4.2. Environmental Marketing.
- 3.4.3. Segmentation in Social Marketing

3.5 Retail Management

- 3.5.1. Relevance

- 3.8.2. Neuromarketing and Sensory Marketing
- 3.8.3. Arrangement and Presentation of the Point of Sale



Knowing the specific marketing tools for each sector will make you a more competitive professional."

06

Methodology

This 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning 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 balances 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 prepare 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 balance each of these elements concentrically. With this methodology we have prepared 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 adapted in 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.



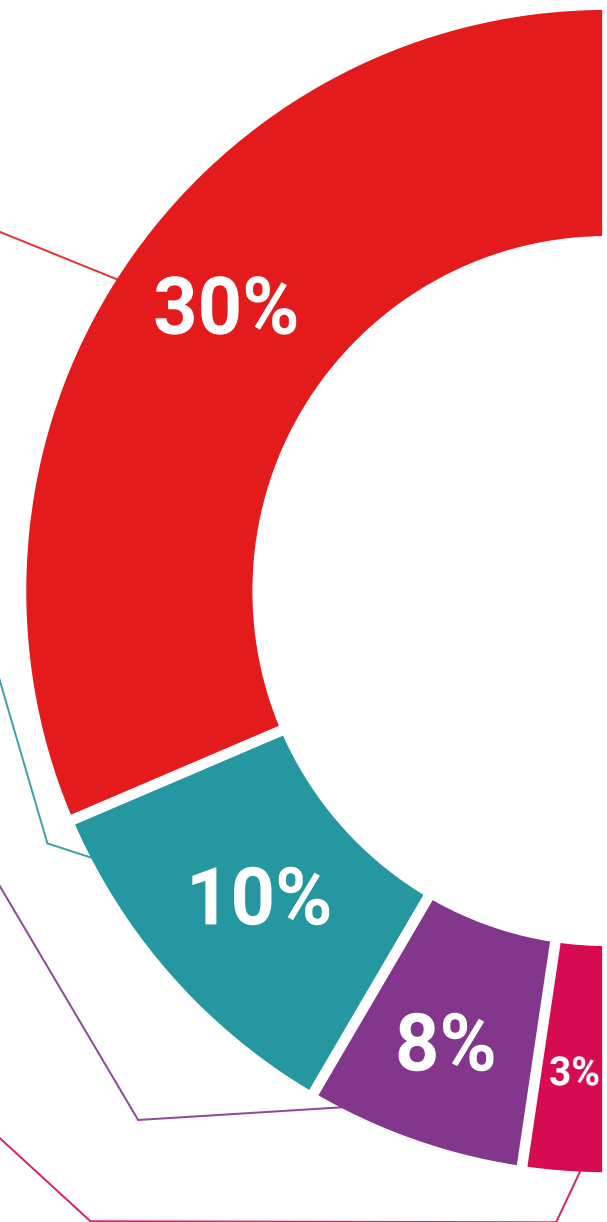
Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. 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 assess and re-assess 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 Sectorial Marketing has been designed to strengthen the knowledge of business professionals in this area that is so crucial for the growth of companies. Therefore, students who choose this program are specialists in the field, but they are looking for a differentiation in order to move up in their profession, and they want to achieve this through quality specialization.





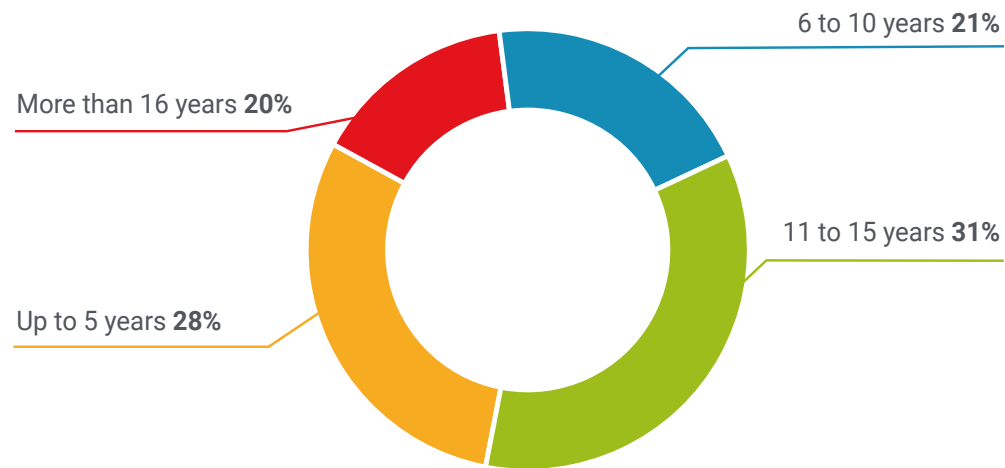
“

If you have marketing experience, and are looking for an interesting career boost while continuing to work, then this is the program for you.”

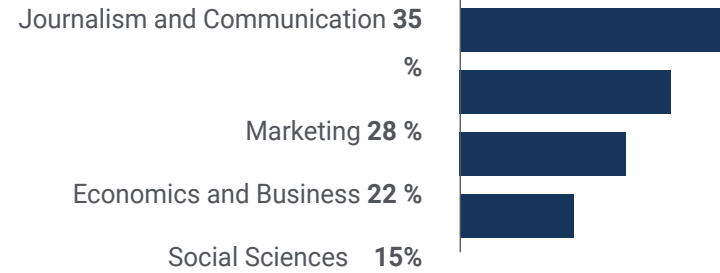
Average Age

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

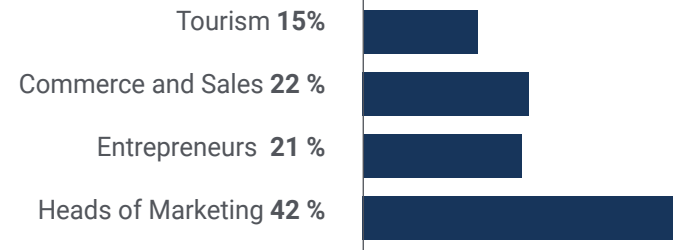
Years of Experience



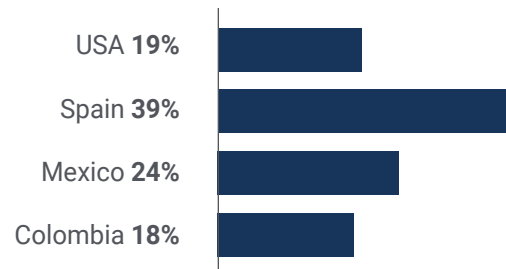
Training



Academic Profile



Geographical Distribution



Isabel Arroyo

Marketing Director

"This is the opportunity you were looking for. Thanks to this Postgraduate Diploma I have been able to develop my skills in Sectorial Marketing, which has allowed me to put them into practice in my work. This program has allowed me to acquire new knowledge in this field in a simple and intuitive way, as it is a 100% online format. In addition, the fact that I can be in constant contact with the teachers has made it easier for me to solve my doubts immediately."

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.



“

Our teaching team, experts in Sectorial Marketing, will help you achieve success in your profession"

International Guest Director

Qiava Martinez is a prominent international figure in the sports industry, with an extensive background with the Las Vegas Raiders Football Team, where she has served as Vice President and Chief Sales Officer. In this role, she has led and managed all sales and customer retention efforts, as well as Allegiant Stadium events, monetizing corporate partnerships, suites, premium and season ticket sales. As such, her leadership has been key during the relocation period to Las Vegas, playing a pivotal role in the PSL, suites and loge seating sales strategy.

Also with the Raiders, she has served as Director of Premium Seating and Service, later being promoted to Vice President of Premium Service and Guest Experience. Prior to her career in professional sports, Qiava Martinez was Publisher and Owner of Culture Magazine, a platform that has allowed teenage writers to express their life experiences. She has also held the position of Executive Director at Youth Achieving Destiny, a non-profit organization that has served underprivileged youth by teaching them entrepreneurship training and development. Notably, she has also published her first book, entitled "Sports Dream," to inspire children to follow their passions despite challenges.

She has also been honored as one of the Bay Area's Powerful Women, a recognition that celebrates women who are passionate about educating, empowering and connecting with other women in business and the community. Additionally, she has been honored as an Inspirational Woman in Sports by Women in Sports and Events (WISE) Las Vegas. In addition, she has served on the boards of Teach For America, Las Vegas, and the Icy Baby Foundation, both focused on youth and sports.



Ms. Martinez, Qiava

- Senior Vice President and Chief Sales Officer at Las Vegas Raiders, United States
- Vice President of Premium Service and Guest Experience at Las Vegas Raiders
- Director of Seating and Premium Service at Las Vegas Raiders
- Founder and Publisher of Culture Magazine
- Business Development and Public Relations at Harper Real Estate Investments
- Executive Director at Youth Achieving Destiny
- Master's Degree in Business Administration from University of Phoenix
- B.A. in Political Science from the University of California
- Awards: Bay Area's Power Women
- Inspirational Woman in Sports by Women in Sports and Events (WISE), Las Vegas
- Member of:
 - Teach For America, Las Vegas
 - Icy Baby Foundation

“

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

Address



Mr. López, Adolfo

- ♦ An economist and holds a Master's Degree in Marketing. He has worked mainly in the field of Strategy, Marketing, and Market Research Consulting.
- ♦ With extensive experience in undergraduate and Master's Degree training at universities and business schools, he was president of the Marketing Club in Valencia and a member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business



09

Impact on Your Career

This program is designed for all those professionals who are looking to give a boost to their careers in the marketing sector. Thanks to this program, they will be able to specialize in an area in which there is an ever-increasing labor supply and demand, as it is a sector in constant growth. An unique syllabus to achieve that much desired professional improvement.



“

Access a better job offer thanks to your specialization in this field”.

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

The Postgraduate Diploma in Sectorial Marketing of TECH Global University is an intensive program that prepares you to face challenges and business decisions in the of marketing sectorial or field.

A designed program to promote your personal and professional growth.

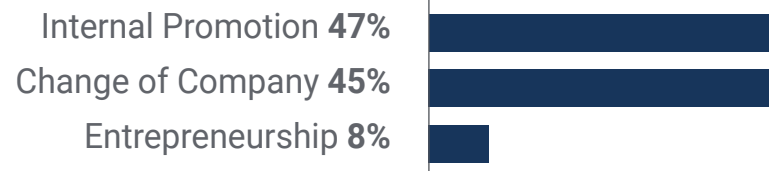
The moment is now or never. Study at TECH and get the job promotion you need.

If you want to make a positive change in your profession, the Postgraduate Diploma in Sectorial Marketing will help you achieve it.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Sectorial Marketing helps raise the organization's talent to its maximum potential through a syllabus of high-level Studies. Carrying out this program is a unique opportunity to improve the training of professionals, but also to achieve significant benefits for companies, as they will be able to implement these decisive action plans that will be felt at an economic level.





“

The marketing specialist will bring to the company new strategies and perspectives that can bring about relevant changes in the organization"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change.

The manager 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 manager can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

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

11

Certificate

The Postgraduate Diploma in Sectorial Marketing 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 program will allow you to obtain your **Postgraduate Diploma in Sectorial Marketing** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Diploma in Sectorial Marketing**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





Postgraduate Diploma Sectorial Marketing

- » Modality: online
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Postgraduate Diploma Sectorial Marketing