

# Postgraduate Diploma International Marketing and E-Commerce





## Postgraduate Diploma International Marketing and E-Commerce

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 15 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-international-marketing-e-commerce](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-international-marketing-e-commerce)

# 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

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 42*

10

Benefits for Your Company

---

*p. 46*

11

Certificate

---

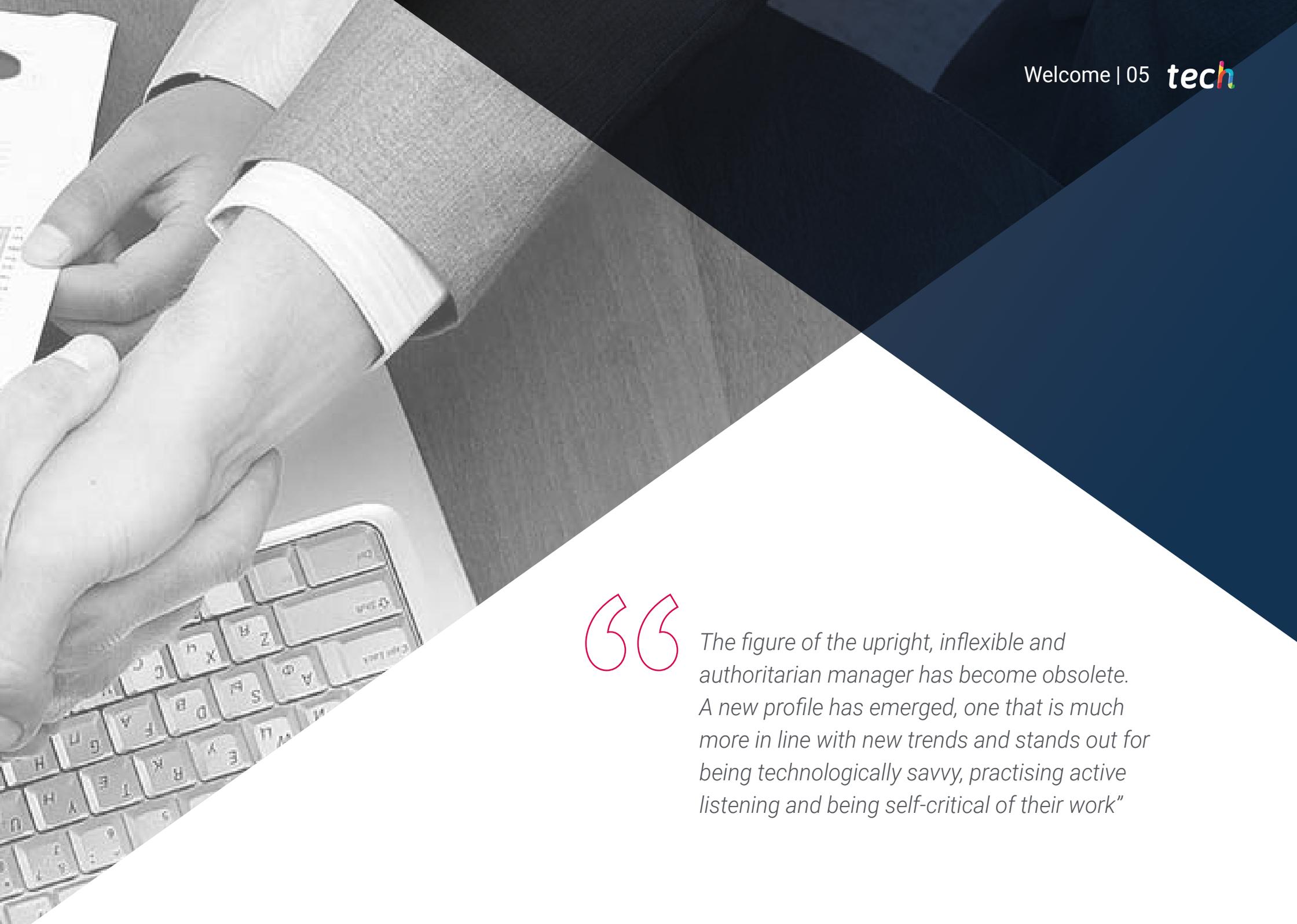
*p. 50*

# 01 Welcome

E-commerce has boosted the businesses of thousands of entrepreneurs around the world. A simple local neighborhood store, with good products and a good marketing strategy can even reach international markets and expand its frontiers in ways previously unimaginable. Faced with these new possibilities of international e-commerce, TECH Global University has prepared this complete program with which students can specialize in International Marketing and be able to manage the e-commerce of large and small companies. With this, the student can choose to improve their status as a professional Marketing, projecting their career even to international positions related to digital commerce.



Postgraduate Diploma in International Marketing and E-Commerce  
TECH Global University



“

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

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

**500+** | collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



### Analysis

---

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 Global University community.

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

# 04 Objectives

The objective of this program is to instruct the student in the most fundamental issues of International Marketing and E-Commerce. This is in order to take full advantage of the potential offered by the global market for marketing professionals, as it is an excellent opportunity to project the career globally and opt for a better job position in companies operating worldwide.



“

*Your main goal is to make the leap to business management in Marketing. This program is the perfect springboard to give your career an international and digital focus”*

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

The Postgraduate Diploma in International Marketing and E-Commerce qualifies 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

Foster a vision of International Marketing in the student, focused on the most recent e-businesses





04

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

05

Develop a solid and complete digital marketing plan for the organization

06

Develop marketing, market research, and communication projects

05

# Structure and Content

The Postgraduate Diploma in International Marketing and E-Commerce is a program adapted to the needs of the student, with a 100% online format that allows to balance it with other responsibilities and professional activities, so it is a great opportunity to obtain a relevant professional improvement without the need to attend physical classes or to stick to specific schedules. The content is written by a group of experts in International Marketing and E-Commerce, so the student is guaranteed access to top quality material.



“

*This is the professional opportunity you were looking for to significantly improve your chances of leading international marketing teams. Don't wait any longer and enroll today”*

## Syllabus

The Postgraduate Diploma in International Marketing and E-Commerce from TECH Global University contains all the necessary keys for its students to specialize with honors in the field of International Marketing and E-Commerce.

Being a new discipline so important for emerging or already established companies, in the 375 hours of duration the student will make a contextual review of the real situations they will have to face, motivating them to use the newly acquired marketing methodology.

Thanks to this complete and transversal program, the student will be able to be a candidate for relevant positions within their organization, being able to bring a much more international and strategic vision to their work.

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

### Module 1

International Marketing

### Module 2

International Operations Application of Lean Logistics

### Module 3

Integrating Digital Channels into the Commercial Strategy



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

TECH offers the possibility of developing this Postgraduate Diploma in International Marketing and E-Commerce completely online. Over the course of 6 months, 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. International Marketing**

**1.1. International Market Research**

- 1.1.1. Emerging Markets Marketing
- 1.1.2. PESTLE Analysis
- 1.1.3. What, How and Where to Export
- 1.1.4. International Marketing-Mix Strategies

**1.2. International Segmentation**

- 1.2.1. Criteria for Market Segmentation at the International Level
- 1.2.2. Market Niches
- 1.2.3. International Segmentation Strategies

**1.3. International Positioning**

- 1.3.1. Branding in International Markets
- 1.3.2. Positioning Strategies in International Markets
- 1.3.3. Global, Regional and Local Brands

**1.4. Product Strategies in International Markets**

- 1.4.1. Product Modification, Adaptation and Diversification
- 1.4.2. Global Standardized Products
- 1.4.3. The Product Portfolio

**1.5. Prices and Exports**

- 1.5.1. Export Prices Calculation
- 1.5.2. Incoterms
- 1.5.3. International Price Strategy

**1.6. Quality in International Marketing**

- 1.6.1. Quality and International Marketing
- 1.6.2. Standards and Certifications
- 1.6.3. CE Marking

**1.7. International Promotion**

- 1.7.1. The International Promotion Mix
- 1.7.2. Advertising and Publicity
- 1.7.3. International Fairs
- 1.7.4. Country Branding

**1.8. Distribution through International Channels**

- 1.8.1. Channel and Trade Marketing
- 1.8.2. Export Consortia
- 1.8.3. Types of Exports and Foreign Trade

**1.9. Integral Communication Plans**

- 1.9.1. Audit and Diagnosis
- 1.9.2. Elaboration of Communication Plan
- 1.9.3. Measuring results: KPIs and ROI

**1.10. Press Offices and Their Relationship with Communication Media**

- 1.10.1. Identifying Opportunities and Information Needs
- 1.10.2. Management of Reports and Interviews with Spokespersons
- 1.10.3. Virtual Press Room and E-Communication
- 1.10.4. Buying Advertising Space

**1.11. International Public Relations**

- 1.11.1. PR Strategy and Practice
- 1.11.2. Protocol and Ceremonial Rules
- 1.11.3. Event Organization and Creative Management

**1.12. Lobbies and Pressure Groups**

- 1.12.1. Opinion Groups and Their Actions in Businesses and Institutions
- 1.12.2. Institutional Relations and Lobbying
- 1.12.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

**Module 2. International Operations Application of Lean Logistics**

**2.1. Global Supply Chain**

- 2.1.1. Global Supply Chain Planning
- 2.1.2. Global Supply Chain Management: Logistics and International Markets
- 2.1.3. The Triple Axis of the Supply Chain

**2.2. Import Management**

- 2.2.1. Customs, Export and Import processes
- 2.2.2. International Commerce Institutions and Agreements
- 2.2.3. Plant Management and International Purchasing

**2.3. International Logistics Distribution**

- 2.3.1. International Logistics Platforms
- 2.3.2. International Transport Operator
- 2.3.3. Hubs and Distribution

**2.4. Incoterms and International Document Management**

- 2.4.1. Exportation or Implantation
- 2.4.2. Agency, Distribution and International Sales and Purchase Agreements
- 2.4.3. Industrial and Intellectual Property
- 2.4.4. Taxes and Tariffs Classification

**2.5. Methods and Means of International Payment**

- 2.5.1. Payment Method Selection
- 2.5.2. Documentary Credit
- 2.5.3. Bank Guarantee and Documentary Credit

**2.6. International Lean Logistics**

- 2.6.1. Lean Principles with Application in International Logistics
- 2.6.2. Logistics Waste Elimination Strategies
- 2.6.3. Main Implications and Requirements
- 2.6.4. Other Methodologies to Improve the Process

**2.7. Lean Operational**

- 2.7.1. Lean Decisions
- 2.7.2. Lean Tools
- 2.7.3. Lean and Continued Improvement in SCM

**2.8. Creating Value**

- 2.8.1. Definition of International Logistics Strategies
- 2.8.2. Economic Value Added
- 2.8.3. International Projects

**Module 3. Integrating Digital Channels into the Commercial Strategy****3.1. Digital Marketing Strategy**

- 3.1.1. Segmentation and Positioning in the Competitive Context
- 3.1.2. New Marketing Strategies for Products and Services
- 3.1.3. From Innovation to Cash Flow

**3.2. Technology Strategy**

- 3.2.1. Basic Concepts of Web Development
- 3.2.2. Hosting and Cloud Computing
- 3.2.3. Content Management Systems (CMS)
- 3.2.4. Formats and Digital Media
- 3.2.5. Technological E-Commerce Platforms

**3.3. Digital Regulation**

- 3.3.1. Privacy Policy and Personal Data Protection Act
- 3.3.2. Fake Profiles and Fake Followers
- 3.3.3. Legal Aspects of Marketing, Advertising, and Digital Content

**3.4. Online Market Research**

- 3.4.1. Quantitative Research Tools in Online Markets
- 3.4.2. Dynamic Qualitative Customer Research Tools

**3.5. Digital E-Commerce Management**

- 3.5.1. New E-Commerce Business Models
- 3.5.2. Planning and Developing an E-Commerce Strategic Plan
- 3.5.3. Technological Structure in E-Commerce

**3.6. Implementing E-Commerce Techniques**

- 3.6.1. Introduction
- 3.6.2. Implementation



*This knowledge is the key that will open the doors to the highest level of international marketing management"*

# 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.

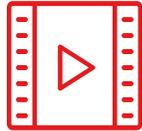
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



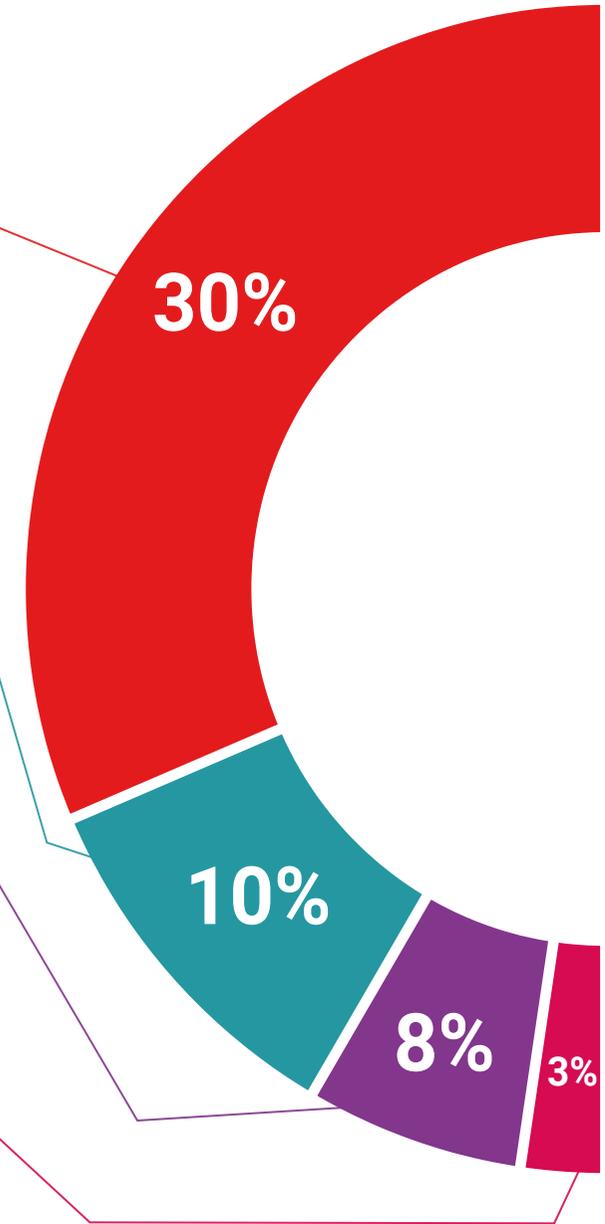
### Management Skills Exercises

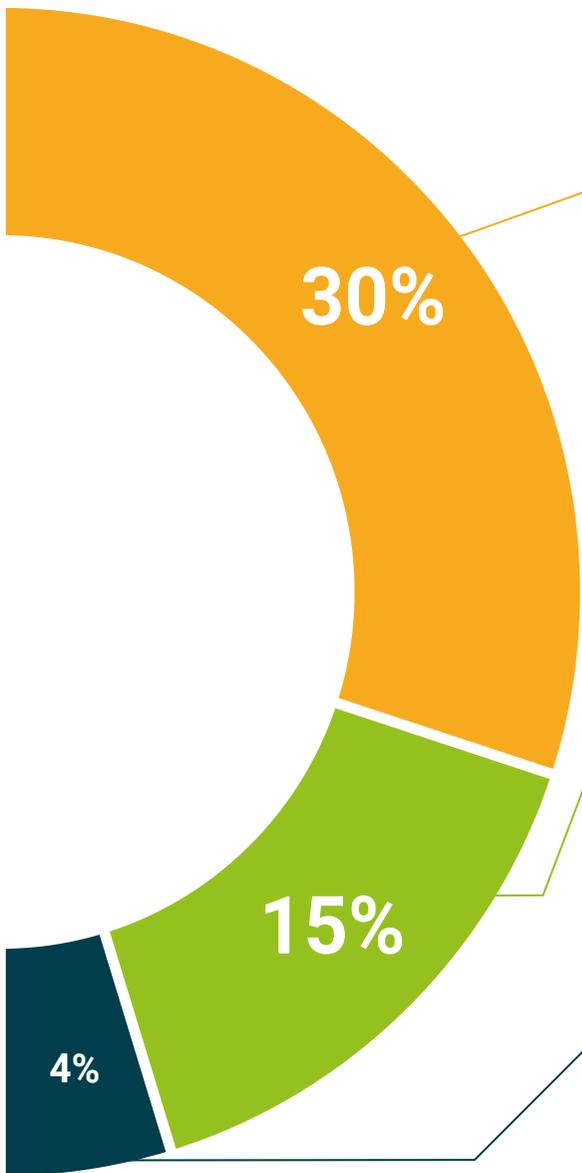
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 International Marketing and E-Commerce is a program aimed at professionals related to sales and commerce who want to update their knowledge, discover new ways of managing sales plans and advance in their professional career towards new goals that were previously unattainable.





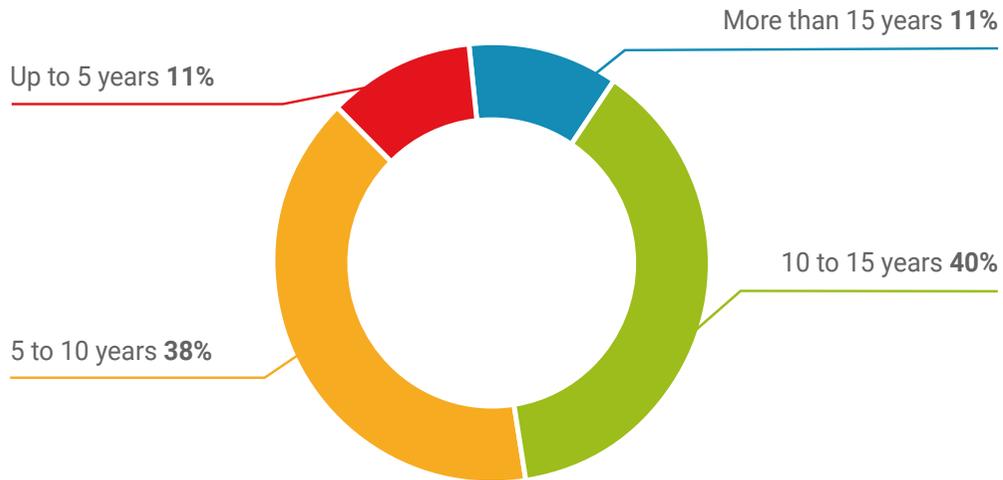
“

*If you think your career in Marketing needs a new boost, join the team of winners at TECH Global University”*

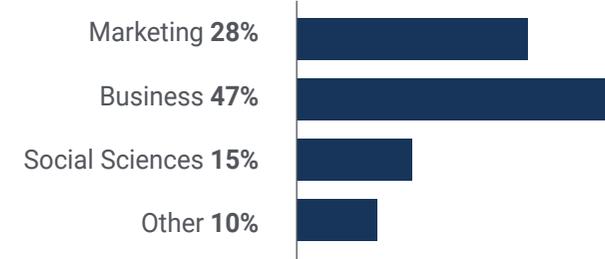
### Average Age

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

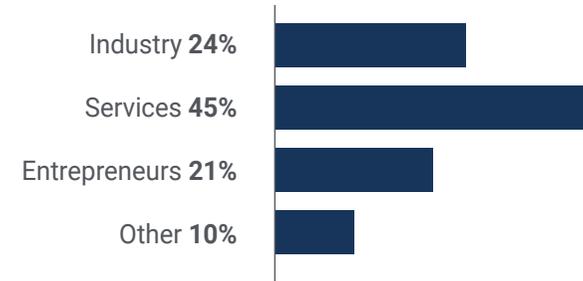
### Years of Experience



### Training

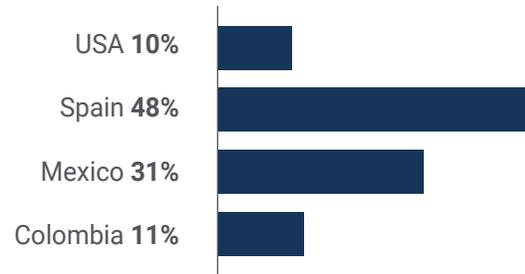


### Academic Profile



## Geographical Distribution

---



## Sara María Urquiza

---

Marketing Director

*"I knew right away that my career needed a new international approach in e-commerce. Thanks to this Postgraduate Diploma I was able to steer myself towards the management position I wanted, proving to my superiors that I was capable of taking care of the administration of my entire department"*

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.



A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape in the top right and a white diagonal shape in the bottom right.

“

*Our teaching team, experts in International Marketing and E-Commerce, will help you achieve success in your profession”*

## Director Invitado Internacional

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

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

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

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by building valuable customer relationships and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## D. Arens, Manuel

---

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

“

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

## Management



### **Mr. Larrosa Guirao, Salvador**

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

## Professors

### **Ms. Gomis Noriega, Silvia**

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

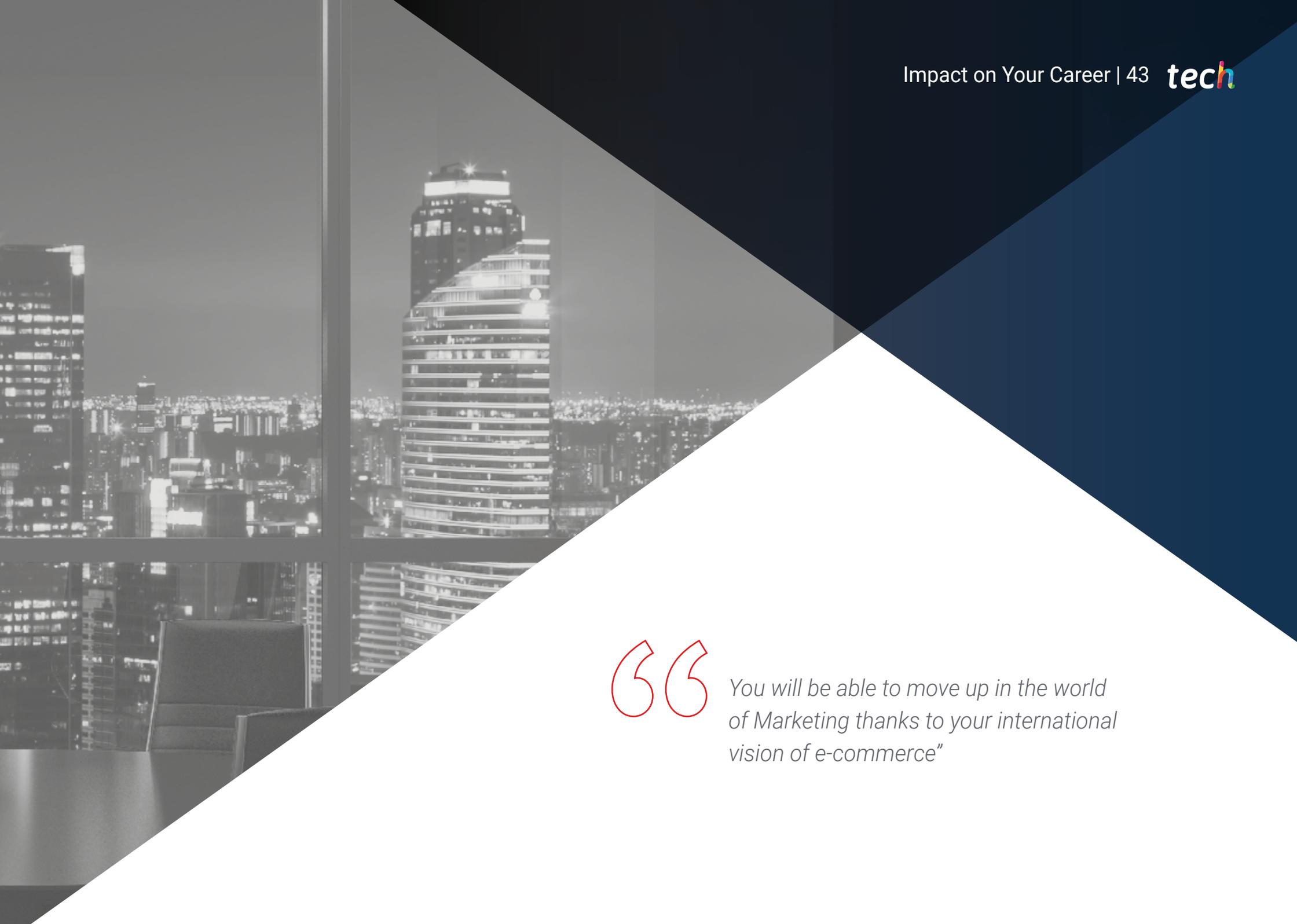


09

# Impact on Your Career

The students who pursue this program have varied profiles, but they share a common goal: to obtain the salary and professional improvement that the investment, effort and trust placed in the program deserves. That is why TECH Global University provides all the most advanced resources in International Marketing and E-Commerce, facilitating its students the ascent towards the prestige they desire.





“

*You will be able to move up in the world of Marketing thanks to your international vision of e-commerce”*

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

This program is an excellent opportunity for all Marketing professionals to polish their skills and get the best out of themselves, facing real business situations in which to use all the knowledge acquired in e-commerce. Thanks to this, they will be able to have the necessary skills to effectively manage entire International Marketing teams.

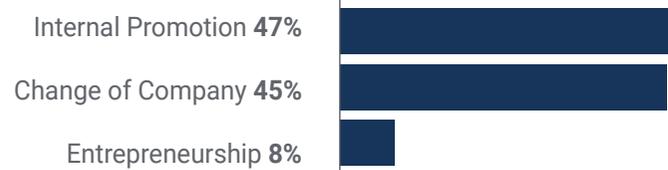
*Do not miss the opportunity to specialize in TECH and you will notice how you will get the improvement you were looking for.*

*If you want to make a positive change in your profession, this Postgraduate Diploma will help you achieve it.*

#### When the change occurs



#### Type of change



## Salary increase

---

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



10

# Benefits for Your Company

Companies participating in this program also gain a quality benefit, as their international e-commerce-oriented marketing campaigns will see improved results. This comes from the professional experience of the teaching staff, who through diligent trial-and-error methods know what their students need to succeed and raise the level of their own organization.



“

*Your new strategic vision in the field of International Marketing will eventually lead you to the top of your own professional career”*

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

01

### **Intellectual Capital and Talent Growth**

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

---

06

### **Increased competitiveness**

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

11

# Certificate

The Postgraduate Diploma in International Marketing and E-Commerce guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma issued by TECH Global University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in International Marketing and E-Commerce** 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 International Marketing and E-Commerce**

Modality: **online**

Duration: **6 months**

Accreditation: **15 ECTS**



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



## Postgraduate Diploma International Marketing and E-Commerce

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **15 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma International Marketing and E-Commerce

