

Postgraduate Diploma Marketing for Dental Clinics



Postgraduate Diploma Marketing for Dental Clinics

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

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-dental-clinics

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01 Welcome

The use of marketing techniques is indispensable in any company, since it is the best way to publicize products and services and, therefore, to reach potential customers in a professional manner. But, in order to know how to manage this type of actions in a specific way for dental clinics, it is necessary that business professionals specialize in the most appropriate tools for these companies. To this end, TECH provides the opportunity to acquire this much-needed training with this program, which includes a very well-structured and extensively updated syllabus. A fundamental program to reach positions of responsibility in the Marketing departments of the main clinics in the country.



Postgraduate Diploma in Marketing for Dental Clinics
TECH Global University



“

Apply the main marketing tools to publicize your dental clinic and, in a short time, you will notice great improvements in your business"

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

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

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





“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

The main objective of this program is to orient students towards specialized knowledge of the main Marketing techniques and tools that they will be able to put into practice in the dental clinics in which they work. Thus, they will be able to design and implement promotional campaigns that will allow them to achieve the company's goals. Thus, at the end of the course, they will be able to manage the Marketing departments of large dental businesses.



“

One of our fundamental objectives is to help you develop the essential competencies to strategically manage the activity of your center”

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

The **Postgraduate Diploma in Marketing for Dental Clinics** will enable students to:

01

Use theoretical, methodological and analytical tools to optimally manage and direct their own clinical-dental businesses, effectively differentiating themselves in a highly competitive environment

04

Professionalize the clinical-dental sector, through continuous and specific training in the field of business management and direction

02

Incorporate strategy and envisioning skills to facilitate the identification of new business opportunities

05

Describe the current situation and future trends of dental clinic management and administration , to be able to define objectives and differentiating successful strategies

03

Favor the acquisition of personal and professional skills that will encourage students to undertake their own business projects with greater confidence and determination, both in the case of initiating the creation of their clinical-dental business, as well as in the case of innovating in the management and direction model of the one they already have

06

Become familiar with the terminology and concepts specific to business management and administration to effectively apply them to dental clinics

07

Discover and analyze the key points of successful business models of leading dental clinics in order to increase the motivation, inspiration and strategic mindset of future managers

10

Describe the language, concepts, tools and logic of marketing as a key business activity for the growth and positioning of the clinical-dental business

08

Learn to effectively identify and describe the value proposition of the dental practice business, as a solid basis for establishing a subsequent marketing and sales strategy

11

Delve into the digital communication tools that are essential to master in this 20 era, in order to convey the value proposition of the dental clinic to the target patients through the most appropriate channels

09

Learn the most widely used validation method for the creation and innovation of business models in all business sectors, with practical and specific application in the clinical-dental sector

12

Design targeted marketing and communication campaigns, being able to measure their impact through easy-to-interpret metrics.

05

Structure and Content

The Postgraduate Diploma in Marketing for Dental Clinics is a tailor-made program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests. A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a dental clinic manager.



“

With this program you will be able to acquire the necessary skills for your professional future in the Marketing sector"

Syllabus

The Postgraduate Diploma in Marketing for Dental Clinics of TECH Global University has been designed to promote the knowledge of professionals in the sector, so that they are able to apply the main marketing strategies and techniques to achieve the momentum that their companies need, differentiate themselves from their competitors and achieve an increase in the number number of clients.

Throughout 450 hours of study, the students will analyze a multitude of practical cases through individual work, achieving a global and deep learning that they will be able to transfer, later, to their daily practice.

In this way, they will be introduced to real work situations through the contribution of simulated exercises.

This Postgraduate Diploma deals in depth with different areas of dental clinics, and is designed for managers to understand Marketing from a strategic, international and innovative perspective.

A syllabus that aims to offer effective learning, thanks to its innovative teaching methodology, and that will guide students towards a high quality academic path, thanks to which they will be able to learn the main techniques of Marketing, both traditional and digital. The ultimate goal of this program is to promote their personal and professional growth, providing them with the keys to achieve a boost in their careers.

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

Module 1

Designing Your Dental Clinic

Module 2

Introduction to Marketing

Module 3

Marketing 2.0



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.

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

Module 1. Designing Your Dental Clinic

1.1. Introduction and Objectives	1.2. Current Situation of the Clinical-Dental Sector 1.2.1. National Scope 1.2.2. International Scope	1.3. Evolution of the Clinical-Dental Sector and its Trends 1.3.1. National Scope 1.3.2. International Scope	1.4. Competitive Analysis 1.4.1. Price Analysis 1.4.2. Differentiation Analysis
1.5. SWOT Analysis	1.6. How Design the Canvas Model of Your Dental Clinic 1.6.1. Customer Segments 1.6.2. Requirements 1.6.3. Solutions 1.6.4. Channels 1.6.5. Value proposition 1.6.6. Income Structure 1.6.7. Cost Structure 1.6.8. Competitive Advantages 1.6.9. Key Metrics	1.7. Method to Validate Your Business Model: Lean Start-up Cycle 1.7.1. Case 1: Validation of Your Model at the Creation Stage 1.7.2. Case 2: Application of the Method to Innovate With Your Current Model	1.8. The Importance of Validating and Improving the Business Model of Your Dental Practice
1.9. How to Define the Value Proposition of Our Dental Clinic	1.10. Mission, Vision, and Values 1.10.1. Mission 1.10.2. Vision 1.10.3. Values	1.11. Defining the Target Patient	1.12. Optimal Location of My Clinic 1.12.1. Plant Layout
1.13. Optimal Staff Sizing	1.14. Importance of a Recruitment Model in Line With the Defined Strategy	1.15. Keys for Defining the Price Policy	1.16. External financing vs. Internal Financing
1.17. Strategy Analysis of a Dental Practice Success Story			

Module 2. Introduction to Marketing
2.1. Main Principles of Marketing

- 2.1.1. Basic Marketing Variables
- 2.1.2. The Evolution of the Concept of Marketing
- 2.1.3. Marketing as an Exchange System

2.2. New Trends in Marketing

- 2.2.1. Evolution and Future of Marketing

2.3. Emotional Intelligence Applied to Marketing

- 2.3.1. What is Emotional Intelligence?
- 2.3.2. How to Apply Emotional Intelligence in Your Marketing Strategy

2.4. Social Marketing and Corporate Social Liability
2.5. Internal Marketing

- 2.5.1. Traditional Marketing (Marketing Mix)
- 2.5.2. Referral Marketing
- 2.5.3. Content Marketing

2.6. External Marketing

- 2.6.1. Operational Marketing
- 2.6.2. Strategic Marketing
- 2.6.3. *Inbound Marketing*
- 2.6.4. *E-mail Marketing*
- 2.6.5. *Influencer Marketing*

2.7. Internal Marketing vs. External Marketing
2.8. Patient Loyalty Techniques

- 2.8.1. The Importance of Patient Loyalty
- 2.8.2. Digital Tools Applied to Patient Loyalty

Module 3. Marketing 2.0
3.1. The Importance of *Branding* for Differentiation

- 3.1.1. Visual Identity
- 3.1.2. The Stages of Branding
- 3.1.3. Branding as a Differentiation Strategy
- 3.1.4. Jung Archetypes to Give Your Brand Personality

3.2. The Dental Clinics Website and Corporate Blog

- 3.2.1. Keys for an Effective and Functional Website
- 3.2.2. Choice of the Tone of Voice for the Communication Channels
- 3.2.3. Advantages of Having a Corporate Blog

3.3. Effective Use of Social Networks

- 3.3.1. The Importance of Strategy in Social Networks
- 3.3.2. Automation Tools for Social Networks

3.4. Use of Instant Messaging

- 3.4.1. The Importance of Direct Communication With Your Patients
- 3.4.2. Channel for Personalized Promotions or Mass Messages

3.5. The Importance of Transmedia Storytelling in Communication 2.0
3.6. How to Create Databases Through Communication
3.7. Google Analytics to Measure the Impact of Your Communication 2.0
3.8. Analysis of the Situation

- 3.8.1. Analysis of the External Situation
- 3.8.2. Analysis of the Internal Situation

3.9. Establishing Goals

- 3.9.1. Key Points for Establishing Goals

3.10. Strategy Selection

- 3.10.1. Types of Strategies

3.11. Action Plan
3.12. Budgets

- 3.12.1. Budget Allocation
- 3.12.2. Forecast of Results

3.13. Control and Monitoring Methods

- 3.12.1. Budget Allocation
- 3.12.2. Forecast of Results

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.



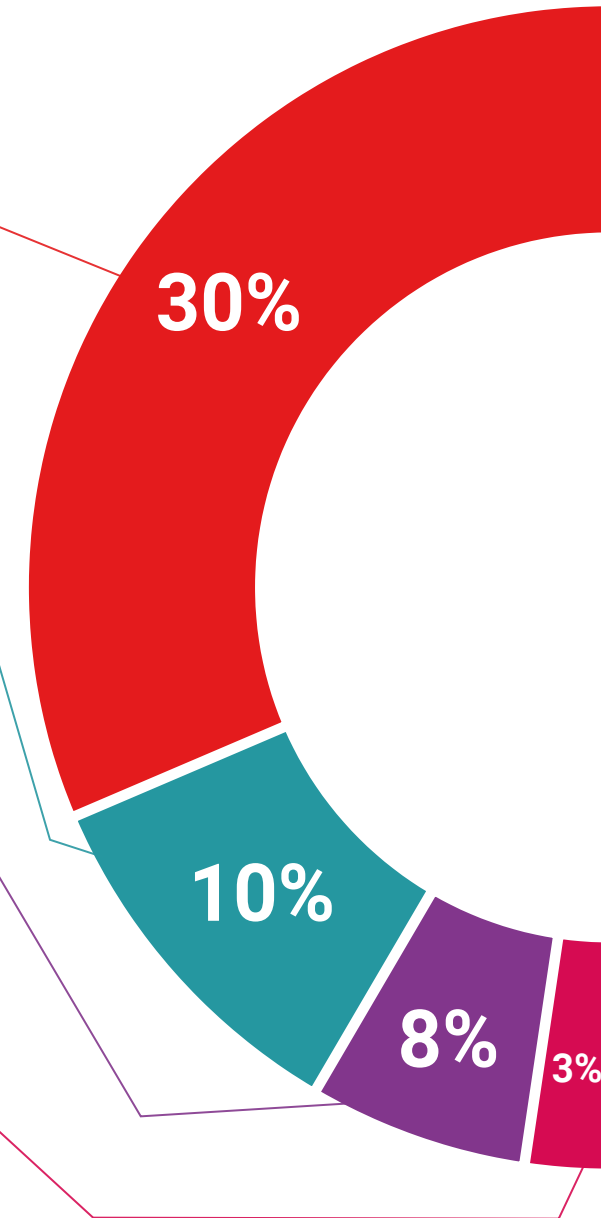
Management Skills Exercises

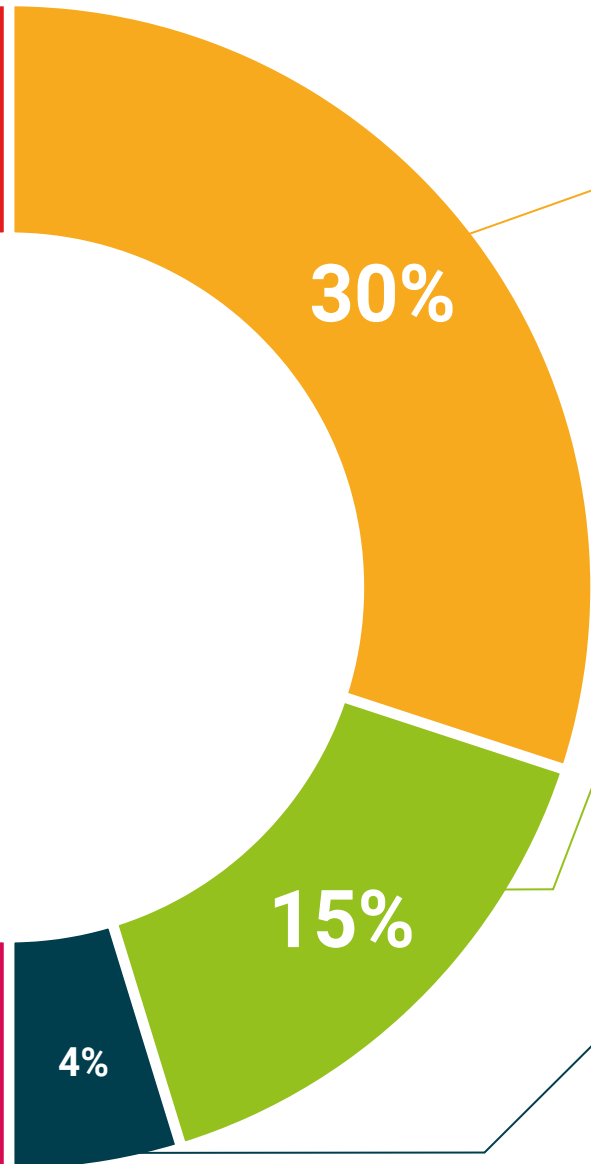
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 Marketing for Dental Clinics is aimed at business professionals seeking to broaden their working horizons. People who understand the importance of continuing education during the work aspect and, therefore, seek the best higher programs to acquire those skills with which to open new doors to their professional future. In addition, aware of the needs of the market, they bet on Marketing to develop professionally.





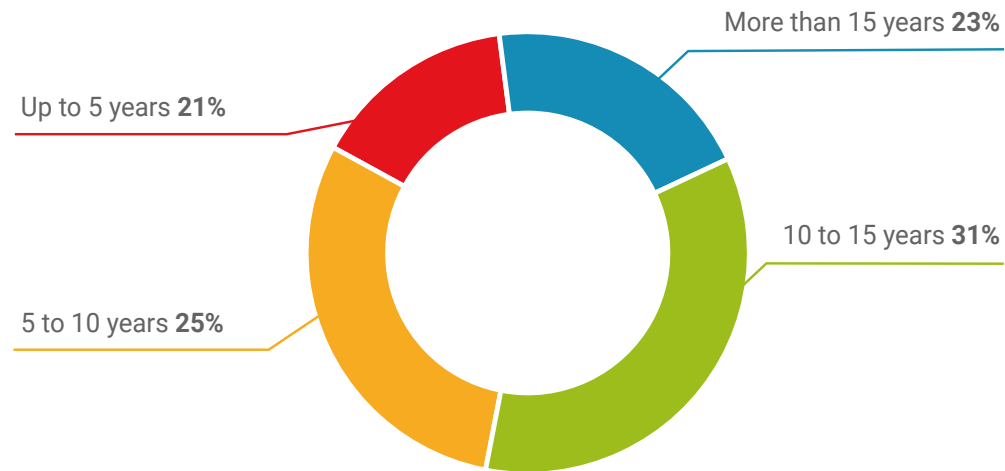
“

If you have experience in the dental sector and are looking for an interesting improvement in your career while continuing to work, this is the program for you”

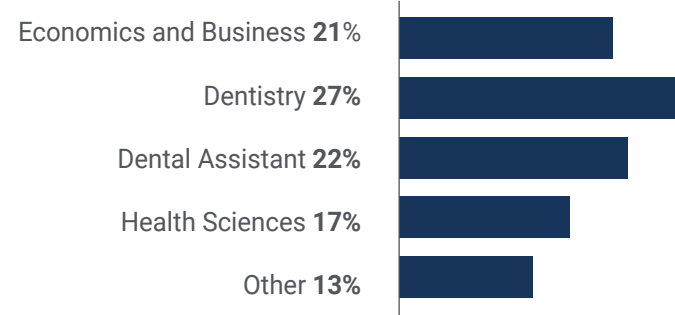
Average Age

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

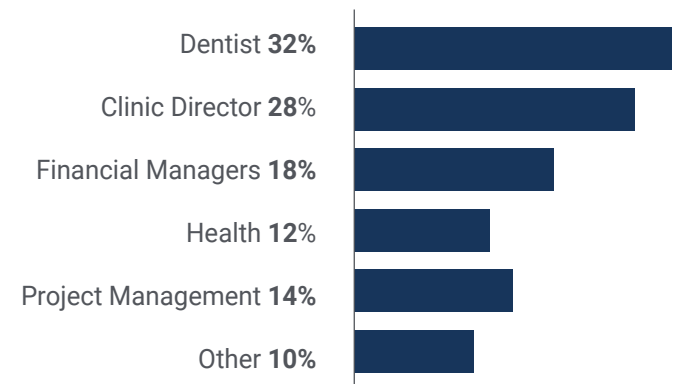
Years of Experience



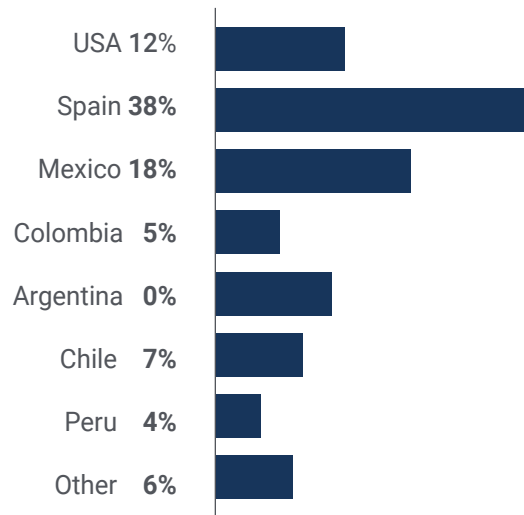
Training



Educational Profile



Geographical Distribution



Miguel Domínguez

Manager of a dental clinic

"The completion of this TECH Postgraduate Diploma has allowed me to obtain specific knowledge about Marketing of dental clinics, something essential to develop my daily work and, above all, to give a boost to the advertising of my business"

08

Course Management

Experts in this field, with extensive experience in online teaching will be your teachers in this program. Through their direct work in this field, they will provide students with direct knowledge and practical aspects of the way Industry 4.0 works, providing highly interesting sectorial solutions. In this way, TECH teachers have compiled the most updated information on this subject to offer it to their students in a faithful and didactic way.



“

You will study from the hand of specialists in this field, who provide not only the most innovative knowledge, but also the real and current vision of this type of work"

International Guest Director

Chyree Heirs-Alexandre is a **Public Health Management Specialist** with extensive experience in managing medical office operations. As **Director of the Worcester Family Medical Center** in the United States, she has worked to improve the health and well-being of Worcester residents. In particular, she has offered her assistance to culturally diverse populations by providing access to **social services** and **primary care**. Its goal is to ensure affordable, quality and comprehensive care, regardless of patients' ability to pay.

Her ongoing commitment to **Public Health** has led her to advocate that health services and policies are geared towards ensuring well-being and quality of life. Following this line, she held the position of **Assistant Director in Office Management at Brockton Neighborhood Health Center**. In this position, she furthered her skills in coordinating the activities carried out in medical centers.

As a specialist in this field, Heirs-Alexandre aims to provide efficient healthcare administration based on the latest organizational tools and strategies. In this regard, she has worked in a wide variety of areas to **promote health** and **prevent disease in communities**. In line with this, in 2020 he participated in the vaccination efforts during the COVID-19 pandemic, ensuring access for all people to immunization against this disease.

Some of her main functions have been to collaborate in **disease prevention** programs and **promotion of healthy habits**, among others. On the other hand, Chyree Heirs-Alexandre serves as **Associate Director and Chief Operating Officer** at Harvard School of Dental Medicine. In this position, she is responsible for managing the day-to-day activities and support staff of the center.



Ms. Heirs-Alexandre, Chyree

- Chief Operating Officer, Harvard School of Dental Medicine, Boston, United States
- Founder of Orchids in Bloom Credentialing company
- Director of Clinical Operations at the Family Health Center of Worcester, Worcester
- Assistant Director of Practice Management at the Brockton Neighborhood Health Center
- Credentialing Coordinator at Stamford Health
- Credentialing Specialist at NextGen Healthcare
- Healthcare Operations Coordinator at Vein Restoration Center - Corporate Medical Industry
- Clinical Assistant at Stamford Hospital
- Master's Degree in Public Health from Southern New Hampshire University
- Graduate in Healthcare Administration from Charter Oak State College



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

Management



D. Gil, Andrés

- ♦ Expert in Innovation and Strategic Management
- ♦ Director-Manager at Pilar Roig Odontology Clinic
- ♦ Co-founder and CEO at MedicalDays
- ♦ Diploma in Dental Management and Clinical Management. DentalDoctors Institute
- ♦ Diploma in Cost Accounting Valence Chamber of Commerce
- ♦ Agricultural Engineer UPV
- ♦ Master in Management and Direction. Michigan State University
- ♦ Course in Accounting. Centre for Financial Studies
- ♦ Course in Leadership and Team Management. César Piqueras



D. Guillot, Jaime

- ♦ Entrepreneur and Web3 Investor
- ♦ CEO Mergelina Investments
- ♦ Chief Operating Officer of Demium Startups
- ♦ Co-founder and Chief Strategy Officer of Hikaru VR Agency
- ♦ Co-founder and CEO of Drone Spain
- ♦ Co-Founder of IMBS Business School
- ♦ Founder of the Internet & Mobile Business School
- ♦ Founder and CEO of Fight Technologies
- ♦ Highly experienced in business creation
- ♦ Professor at Bankinter's Master's Degree in Innovation and Business Creation
- ♦ Executive Coach certified by the European School of Leaders (EEL)
- ♦ Operational Manager. BBVA
- ♦ Trainer in leadership and emotional management programs for companies
- ♦ Degree in Business Administration and Management UPV
- ♦ Industrial Specialization
- ♦ Trained in languages such as English, German and Chinese
- ♦ Volunteer for the Association of Educational Attention to People with Specific Needs

09

Impact on Your Career

The higher specialization of business professionals is the best method to achieve the desired positive impact on their careers. For this reason, there are many who continue with their academic studies during their working life in order to turn their professional future around and gain access to positions of high responsibility. In this particular case, this program will enable students to manage marketing departments in dental clinics, a booming sector due to the benefits it brings to companies to make themselves known among users.





“

The main challenge of this program is to help you make a positive change in your career”

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

The TECH Postgraduate Diploma in Marketing for Dental Clinics is an intensive program that has been designed with the main objective of offering professionals a unique study opportunity with which to train to face challenges and business decisions in the field of health marketing.

A program of great academic value that will help them to take a leap forward in their career.

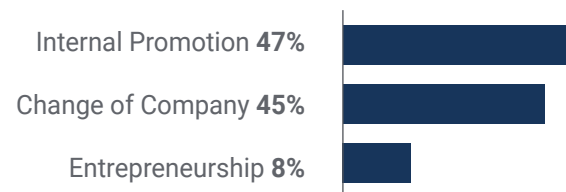
Specialization in Marketing is in high demand among today's professionals. This qualification will give you the keys to succeed in the sector.

Enroll in TECH and start on the road to professional success.

Time of Change



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Diploma in Marketing for Dental Clinics has been designed to promote the development of the management skills of the professionals who take it. Thus, they will be better able to apply those marketing strategies that allow a better positioning of their companies, which will undoubtedly result in a greater awareness among users and, finally, in the increase of profits, the primary objective of any business.





“

*Specializing in Marketing will
improve the positioning of your
dental practice in the market”*

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

11

Certificate

This Postgraduate Diploma in Marketing for Dental Clinics guarantees, 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 Marketing for Dental Clinics** endorsed by **TECH Global University**, the world's largest online university.

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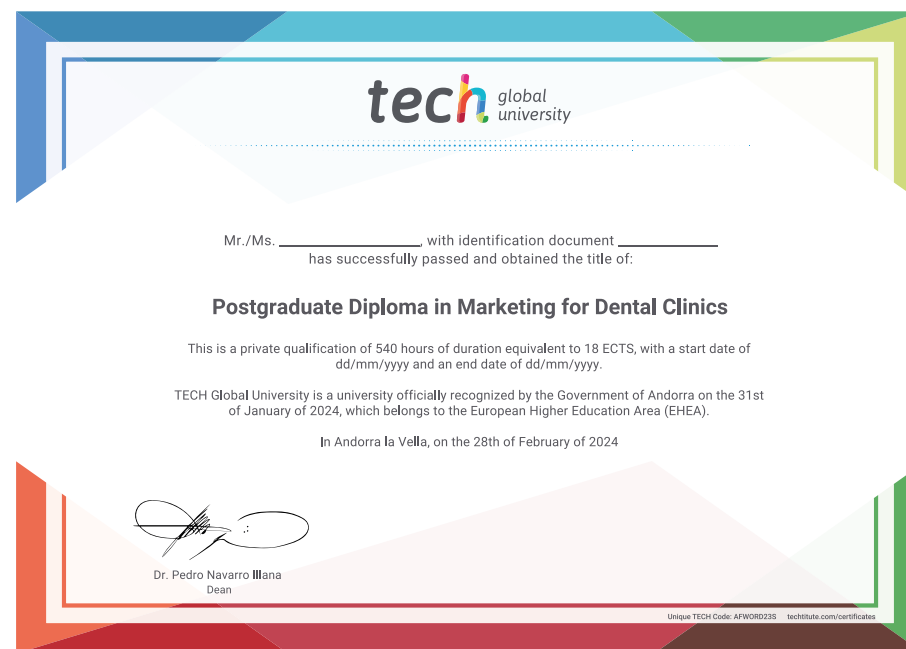
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Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**





Postgraduate Diploma Marketing for Dental Clinics

- » Modality: online
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- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Marketing for Dental Clinics

