

# Postgraduate Diploma Strategy in Marketing Management



## Postgraduate Diploma Strategy in Marketing Management

Language: English

Course Modality: Online

Duration: 6 months

Certificate: TECH Technological University

Teaching Hours: 375 h.

Website: [www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-strategy-marketing-management](http://www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-strategy-marketing-management)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Impact on Your Career

---

*p. 36*

09

Benefits for Your Company

---

*p. 40*

10

Certificate

---

*p. 44*

# 01 Welcome

Strategy in the field of Marketing is fundamental. Without a good communication plan, all the investment and work hours spent on a campaign can be compromised, so it is essential to have professionals who coordinate all the efforts of the department towards a common goal. It is in this field that TECH Technological University has developed this program, designed for Marketing professionals who want to focus their career towards leadership through an innovative and effective strategy. Students will be able to obtain a substantial salary improvement by contributing valuable knowledge to their current jobs, while at the same time increasing their chances for promotion and access to managerial positions in Marketing.



Postgraduate Diploma in Strategy in Marketing Management.  
TECH Technological University



“

*You will be a key player in every Marketing department thanks to your management, leadership and work organization skills"*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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 Harvard Business School case studies"*



### Analysis

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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 groundbreaking 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 staff and with the most flexible and innovative educational methodology.



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

04

# Objectives

The objective of this program is to provide quality knowledge to its students, which will help them to strengthen their chances of success and triumph within the Marketing field. With a unique set of skills in the market, the graduate will have more options to increase their professional reputation and salary remuneration.



“

*Enroll today in the Postgraduate Diploma in Strategy in Marketing Management and don't wait for that bright future at the head of your own communication department"*

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

The **Postgraduate Diploma in Strategy in Marketing Management** will enable students to:

01

Define the elements of strategy as the main foundation of Strategic Marketing Management

02

Analyze the strategic behavior of operations at different levels

03

Describe the logic of the strategic management process and the meaning of each of its phases







04

Define the basic relationships of the company with its environment

05

Analyze the influence of stakeholders on the company

06

Identify the different growth paths that companies can choose to pursue

05

# Structure and Content

This program has been developed by a team of experts with extensive experience in the field of marketing and team management. This guarantees that the student is accessing a teaching material that meets the demands of the current market and prepares the student for the most complex challenges when it comes to assuming positions of responsibility related to marketing strategy.



“

*Enroll now in this Postgraduate Diploma and start building your leadership with the knowledge and skills necessary for any professional business marketing manager”*

## Syllabus

The Postgraduate Diploma in Strategy in Marketing Management prepares students for the main challenges and difficulties that may be encountered in the field of leadership, within the context of marketing team management.

In this way, the syllabus reviews the most important managerial skills that the student must have, the main methodologies of management strategy and the specific planning in leadership that the student must adopt in the field of Marketing. All this is divided into 3 modules of convenient study for the student, as they are in turn divided into several clear and specific subtopics.

In addition, during the 375 hours of teaching, the student will also study real practical cases proposed by the professors in which the student will see the authentic application of all the methodology and strategies learned throughout the program.

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

<b>Module 1.</b>	Managerial Skills
<b>Module 2.</b>	Management and Strategy
<b>Module 3</b>	Strategy in Marketing



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

TECH offers the possibility of developing this Postgraduate Diploma in Strategy in Marketing Management 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. Managerial Skills**

**1.1. Public Speaking and Spokesperson Education**

- 1.1.1. Interpersonal Communication
- 1.1.2. Communication Skills and Influence
- 1.1.3. Communication Barriers

**1.2. Communication and Leadership**

- 1.2.1. Leadership and Leadership Styles
- 1.2.2. Motivation
- 1.2.3. Skills and Abilities of the Leader 2.0

**1.3. Personal Branding**

- 1.3.1. Strategies for Personal Brand Development
- 1.3.2. Personal Branding Laws
- 1.3.3. Tools for Creating Personal Brands

**1.4. Team Management**

- 1.4.1. Work Teams and Management Meetings
- 1.4.2. Managing Change Processes
- 1.4.3. Managing Multicultural Teams
- 1.4.4. Coaching

**1.5. Negotiation and Conflict Resolution**

- 1.5.1. Effective Negotiation Techniques
- 1.5.2. Interpersonal Conflicts
- 1.5.3. Intercultural Negotiation

**1.6. Emotional Intelligence**

- 1.6.1. Emotional Intelligence and Communication
- 1.6.2. Assertiveness, Empathy, and Active Listening
- 1.6.3. Self-Esteem and Emotional Language

**1.7. Relational Capital: Coworking**

- 1.7.1. Managing Human Capital
- 1.7.2. Performance Analysis
- 1.7.3. Managing Equality and Diversity
- 1.7.4. Innovation in People Management

**1.8. Time Management**

- 1.8.1. Planning, Organisation and Control
- 1.8.2. The Methodology of Time Management
- 1.8.3. Action Plans
- 1.8.4. Tools for Efficient Time Management

**Module 2. Management and Strategy**

**2.1. Strategic Thinking**

- 2.1.1. The Strategy and its Purpose
- 2.1.2. Strategic Thinking and Strategist Skills
- 2.1.3. Lateral Thinking and Blue Ocean Strategy
- 2.1.4. Neuroscience Applied to Strategy

**2.2. Strategic Decisions and Decision Makers**

- 2.2.1. Corporate Governance
- 2.2.2. Management Teams
- 2.2.3. Creating Value

**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

**2.6. Strategy Implementation**

- 2.6.1. Indicator Systems and Process Approach
- 2.6.2. Strategic Map
- 2.6.3. Differentiation and Alignment

**2.7. Strategic Analysis Models**

- 2.7.1. Internal Analysis
- 2.7.2. External Analysis
  - 2.7.2.1. Sources of Competitive Advantage in the Sector
  - 2.7.2.2. Advantages, Disadvantages and Effectiveness of Strategic Analysis

**2.8. Total Quality Management and Advanced Project Management**

- 2.8.1. TQM (Total Quality Management)
- 2.8.2. Six Sigma as a Business Management System
- 2.8.3. EFQM Model

**2.9. Lean Management**

- 2.9.1. The Basic Principles of Lean Management
- 2.9.2. Improvement and Problem-Solving Groups
- 2.9.3. New Forms of Maintenance and Quality Management

**2.10. Ethics and Strategic Management**

- 2.10.1. Integration of Ethics and Strategy
- 2.10.2. Human Motivation and Ethics
- 2.10.3. Ethical Quality of Organizations

**Module 3. Strategy in Marketing Management**

**3.1. Marketing Management**

- 3.1.1. Positioning and Value Creation
- 3.1.2. Company's Marketing Orientation and Positioning
- 3.1.3. Strategic Marketing Operational Marketing
- 3.1.4. Objectives in Marketing Management
- 3.1.5. Integrated Marketing Communications

**3.2. The Function of Strategic Marketing**

- 3.2.1. Main Marketing Strategies
- 3.2.2. Segmentation, Targeting and Positioning
- 3.2.3. Managing Strategic Marketing

**3.3. Marketing Strategy Dimensions**

- 3.3.1. Necessary Resources and Investments
- 3.3.2. Fundamentals of Competitive Advantage
- 3.3.3. The Company's Competitive Behavior
- 3.3.4. Focus Marketing

**3.4. New Product Strategy Development**

- 3.4.1. Creativity and Innovation in Marketing
- 3.4.2. Generation and Filtering of Ideas
- 3.4.3. Commercial Viability Analysis
- 3.4.4. Development, Market Testing, and Commercialization

**3.5. Pricing Policies**

- 3.5.1. Short and Long-Term Aims
- 3.5.2. Types of Pricing
- 3.5.3. Factors that Affect Pricing

**3.6. Promotion and Merchandising Strategies**

- 3.6.1. Advertising Management
- 3.6.2. Communication and Media Plan
- 3.6.3. Merchandising as a Marketing Technique
- 3.6.4. Visual Merchandising

**3.7. Distribution, Expansion, and Intermediation Strategies**

- 3.7.1. Outsourcing of Sales Force and Customer Service
- 3.7.2. Commercial Logistics in Product and Service Sales Management
- 3.7.3. Sales Cycle Management

**3.8. Developing the Marketing Plan**

- 3.8.1. Analysis and Diagnosis
- 3.8.2. Strategic Decisions
- 3.8.3. Operational Decisions



*An educational experience that will be a before and after in your career towards Strategic 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.*



## 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 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

This program is mainly aimed at professionals in the Marketing field who are looking for a job improvement or promotion, although it can also be taken by any person related to communication or leadership areas who wants to obtain specialized and expert knowledge in the different strategies used by Marketing managers at the highest level.







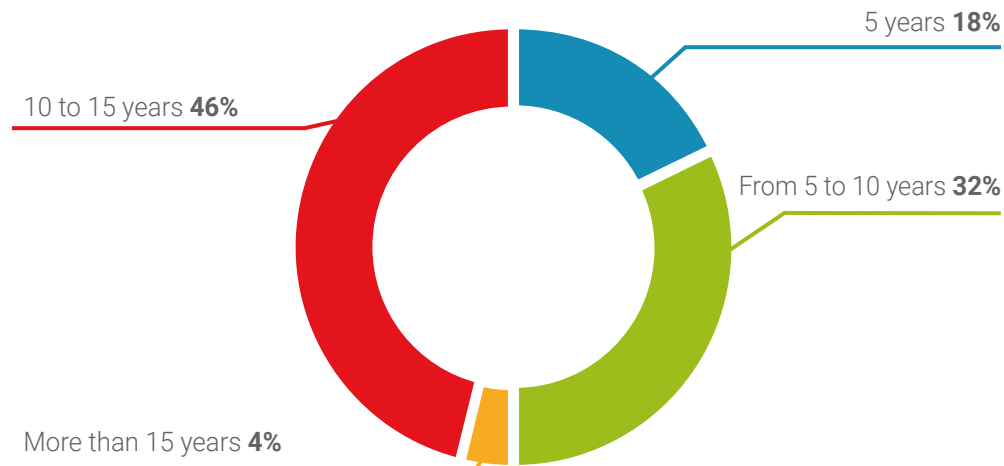
“

*If you have experience in Marketing and are looking for a substantial improvement for your job, look no further. You've come to the right place"*

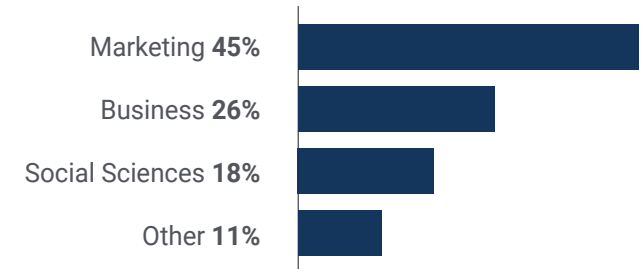
### Average Age

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

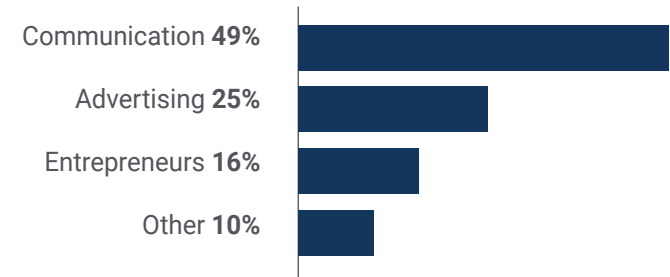
### Years of Experience



### Training

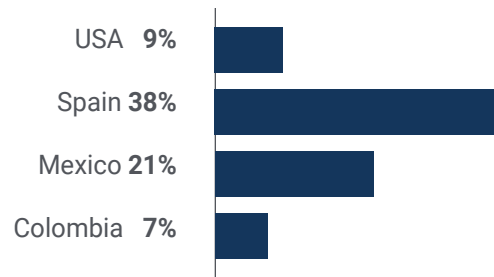


### Educational Profile



## Geographical Distribution

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## Manuel Francisco Crespo

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Marketing and Strategy Director

*"The combination of content both in leadership skills and specifically in marketing strategies has given me a better understanding of the roles I have to assume as a leader of my department, which has undoubtedly brought me better results in all the projects I am in charge of"*

08

# Impact on Your Career

The impact that this program should have on the student is positive, not only at a professional level but also at a personal level, as this is a great opportunity to improve communication skills and build a networking network with professionals related to the student's interests. TECH Technological University, being aware of the difficulty of pursuing a program of this characteristics, puts all its efforts so that the results are almost immediate, getting the student to apply the advanced knowledge of Marketing strategy even before completing the program.



“

*The main challenge at TECH is to help you generate a positive change in your career. That's why you will have at your disposal an expert Marketing teaching staff that makes use of the most advanced and modern educational methodologies"*

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

The Postgraduate Diploma in Strategy in Marketing Management of TECH Technological University prepares its students to face the challenges they have to overcome to become true leaders in strategic Marketing. To do so, they must give their best and demonstrate that they are capable of managing multidisciplinary work teams, making the most of the talent of all staff.

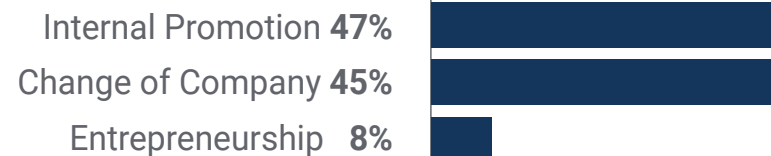
*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

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

#### Time of change



#### Type of change



## Salary increase

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



09

# Benefits for Your Company

With the growing importance of a good marketing strategy to succeed in advertising campaigns, it is clear that the benefits of incorporating an expert in this kind of issues are multiple. The company's communicative actions will benefit from being more focused and directed towards the specific public, which will end up improving the company's own business results.







“

*A Strategy in Marketing Management specialist can make the difference in standing out from the competition and reaching even more audiences"*

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 manager and opens new avenues for professional growth within the company.

03

### Building agents of change

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

---

04

### Increased international expansion possibilities

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



05

### **Project Development**

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

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06

### **Increased competitiveness**

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

# 10 Certificate

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



“

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

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

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

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

Title: **Postgraduate Diploma in Strategy in Marketing Management**

Official N° of Hours: **375 h.**



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



## Postgraduate Diploma Strategy in Marketing Management

Language: **English**

Course Modality: **Online**

Duration: **6 months**

Certificate: **TECH Technological University**

Teaching Hours: **375 h.**

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