Executive Master's Degree

MBA in Marketing Management and Political Communication

M B A M M P C

tech global university

Executive Master's Degree
MBA in Marketing Management and Political Communication

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/school-of-business/professional-master-degree/master-mba-marketing-management-political-communication**

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01
Welcome

Political communication is probably one of the most complex and transcendent areas of human social life. It moves in specific and highly structured territories, combining ideological transmission, persuasion and transmission of specific values. Total and absolute control of all the verbal and non-verbal resources that build the political message is the totem of success. A mastery that involves controlling all aspects of marketing and communication strategies. With this program created by the best in the field, you will be able to include all this knowledge in your competencies. You will also have 10 Masterclasses taught by a political advisor of the highest prestige and with excellent results in his communication campaigns on an international scale.

MBA in Marketing Management and Political Communication
TECH Global University

This academic itinerary offers you 10 exclusive Masterclasses taught by an international expert who has participated in U.S. presidential campaigns and other political consultancies"

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:

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"

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

03
Why Our Program?

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

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

Our objective is to specialize highly qualified professionals for their professional development and career advancement. An objective that is complemented in a global manner, with the promotion of human development that lays the foundations for a more responsible and committed society, a better society. In this program, this objective is materialized by providing the necessary tools to be able to face the challenge of creating a strategic marketing and political communication planning that includes ethical propositions in the political proposal. A goal that, in only twelve months, you will be able to achieve, with a high intensity and precision.

"*Analyze in depth all the factors involved in the creation of an effective marketing and communication strategy in the political sphere*"

TECH makes the goals of their students their own goals too
Working together to achieve them
The **MBA in Marketing Management and Political Communication** will enable you to:

01 Know the fundamentals of management, strategy, marketing and communication

04 Know how to apply marketing and communication tools according to , the political product: program, party and candidate

02 Understand the functioning of political institutions and organizations

03 Know the objectives and tools of Marketing and Political Communication

05 Know the stages and development of a political and electoral campaign

06 Develop the concepts of citizenship and society, and recognize their rights and duties

08 Study citizen participation and the concept of public opinion

09 Develop aspects of politics and ideologies

07 Analyze the development of social changes

10 Analyze the different concepts of democracy

11 Analyze the current international political scenarios

14 Know the basics of marketing and marketing management

12 Describe the elaboration and development of a strategic plan

13 Review the characteristics and peculiarities of digital strategy, corporate strategy and technology strategy

15 Know the functions of Strategic Marketing

16 Learn the dimensions of the Marketing strategy

18 Develop a Marketing Plan

19 Learn how communication works and is managed in organizations

17 Understand how the Marketing mix works

20 Analyze trends in business communication

05
Skills

After passing the evaluations of the MBA in Marketing Management and Political Communication, professionals will have acquired the necessary skills for a quality and updated praxis based on the most innovative teaching methodology.

"

Learn the ins and outs of political communication and stand out in the development of your profession"

01 Better coordinate and organize the tasks and functions of the political organization, identify processes, develop procedures and technical instructions and conduct follow-up audits

02 Establish a Social Media Plan to be applied in the digital environment

03 Applying the most dynamic techniques and tools of political coaching

04 Learn about the benefits of Social Marketing

05 Understand the latest trends and methodology to know more and better the electoral market

06 Know how to communicate better verbally and non-verbally

08 Learn about the main platforms for citizen interaction, as well as the most relevant tools to work on Digital Political Marketing

09 Understand how to perform web analytics and digital metrics

07 Innovate in the creation of content to inform the electorate, through the development of the political content plan

10 Analyze the electoral debate and meetings with voters

11 Determine the action plan for an election and post-election campaign

12 Analyze communication in democracies and to know what digital democracy is

13 Develop institutional communication strategies

06
Structure and Content

The MBA in Marketing Management and Political Communication is a program that is taught in a 100% online format. This way, you can choose the time and place that best suits your availability, schedule, and interests, achieving the most effective learning for you.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your professional success as a political communication campaign manager.

"

Develop the necessary skills to succeed in political communication"

Syllabus

This intensive program from TECH Global University prepares you to face challenges and decisions in the field of marketing management and political communication. The content is designed to promote the development of professional competencies that allow for more rigorous decision making in uncertain environments.

Throughout 2,700 hours of study, students will analyze a multitude of practical cases through individual work, achieving a contextual learning that allows them to perfectly understand possible situations they will face in their daily practice. It is, therefore, an authentic immersion in real business situations.

This MBA deals in depth with the management of marketing and political communication from a strategic, international and innovative perspective.

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence. A program that understands your needs and those of your organization through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations creatively and efficiently.

This program is developed over 12 months and is divided into 16 modules.

Module 1	Society, Citizenship and Politics
Module 2	Management and Strategy of Companies and Organizations
Module 3	Strategic and Operational Marketing
Module 4	Corporate Communication
Module 5	Organizations: Crisis Management and Social Responsibility
Module 6	Marketing and Institutional Communication
Module 7	Political Marketing
Module 8	Electoral Marketing
Module 9	Leadership and Personal Communication
Module 10	Construction of the Political and Electoral Strategy
Module 11	The Electoral Campaign: Conventional Tools for Action

Module 12	The Election Campaign: Online Tools for Action
Module 13	Leadership, Ethics and Social Responsibility in Companies
Module 14	People and Talent Management
Module 15	Economic and Financial Management
Module 16	Executive Management

Where, When and How is it Taught?

TECH offers you the possibility to study this MBA in Marketing Management and Political Communication completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1- Society, Citizenship and Politics

1.1. Citizens and Society
1.1.1. Concept of Society
1.1.2. Types of Citizens

1.2. Social Change
1.2.1. Concept of Social Change
1.2.2. Factors of Social Change
1.2.3. Social Change Transformation

1.3. Citizen Participation
1.3.1. Social and Citizen Participation
1.3.2. Collective Decision Making
1.3.3. Forms of Citizen Participation

1.4. Public Opinion
1.4.1. Forms of Public Opinion
1.4.2. Pressure Groups
1.4.3. Population Groups in Public Opinion

1.5. Society, Politics and Power
1.5.1. Power in Society
1.5.2. Reality of Politics
1.5.3. Political Behavioral Factors

1.6. Ideologies and Political Action
1.6.1. Concept and Dimensions of Ideology
1.6.2. Ideological Groups
1.6.3. Manifestations of Ideology

1.7. Dimensions of Politics
1.7.1. Political Regimes
1.7.2. Political Systems
1.7.3. Public Policy Factors

1.8. Political Systems
1.8.1. Concept and Characteristics
1.8.2. Types of Policy Systems

1.9. Democracy: Representation and Participation
1.9.1. Definition of Democracy
1.9.2. Types of Democracy
1.9.3. Levels of Citizen Participation

1.10. International Political Scenarios
1.10.1. Policy Scenarios in Europe
1.10.2. Policy Scenarios in North America
1.10.3. Policy Scenarios in Central America
1.10.4. Policy Scenarios in Latin America

Module 2. Management and Strategy of Companies and Organizations

2.1. *General Management*
2.1.1. The Concept of General Management
2.1.2. The General Manager's Action
2.1.3. The General Manager and its Functions
2.1.4. Transforming the Work of Management

2.2. Management and Leadership Development
2.2.1. Concept of Management Development
2.2.2. Concept of Leadership
2.2.3. Leadership Theories

2.2.4. Leadership Styles
2.2.5. Intelligence in Leadership
2.2.6. The Challenges of Today's Leader

2.3. Planning and Strategy
2.3.1. The Plan in a Strategy
2.3.2. Strategic Positioning
2.3.3. Strategy in Companies
2.3.4. Planning

2.4. Strategic Management
2.4.1. The Concept of Strategy
2.4.2. The Process of Strategic Management
2.4.3. Approaches in Strategic Management

2.5. Digital Strategy
2.5.1. Technology Strategy and its Impact on Digital Innovation
2.5.2. Strategic Planning of Information Technologies
2.5.3. Strategy and The Internet

2.6. Corporate Strategy
2.6.1. The Concept of Corporate Strategy
2.6.2. Types of Corporate Strategies
2.6.3. Corporate Strategy Definition Tools

2.7. Corporate Strategy and Technology Strategy
2.7.1. Creating Value for Customers and Shareholders
2.7.2. Strategic IS/IT Decisions
2.7.3. Corporate Strategy Vs. Technology and Digital Strategy

2.8. Strategy Implementation
2.8.1. Indicator Systems and Process Approach
2.8.2. Strategic Map
2.8.3. Differentiation and Alignment

2.9. Financial Management
2.9.1. Sector Opportunities and Threats
2.9.2. The Concept of Value and Value Chain
2.9.3. Scenario Analysis, Decision-Making and Contingency Planning

2.10. Strategic Human Resources Management
2.10.1. Job Design, Recruitment and Selection
2.10.2. Training and Career Development
2.10.3. Strategic Approach to People Management
2.10.4. Design and Implementation of Personnel Policies and Practices

Module 3. Strategic and Operational Marketing

3.1. Fundamentals of Marketing
3.1.1. The Concept of Marketing
3.1.2. The Basic Elements of Marketing
3.1.3. Marketing Activities in Companies

3.2. Marketing *Management*
3.2.1. The Concept of Marketing Management
3.2.2. New Trends in Marketing
3.2.3. A New Marketplace: Consumer and Business Capabilities
3.2.4. Holistic MK Orientation
3.2.5. Update on the 4 Ps of Marketing
3.2.6. Marketing Management Tasks

3.3. The Function of Strategic Marketing
3.3.1. The Concept of Marketing Strategic
3.3.2. Concept of Strategic Marketing Planning
3.3.3. Stages in the Process of Strategic Marketing Planning

3.4. Marketing Strategy Dimensions
3.4.1. Marketing Strategies
3.4.2. Types of Marketing Strategies

3.5. Marketing Mix
3.5.1. Marketing Mix Concept
3.5.2. Product Strategies
3.5.3. Pricing Strategies
3.5.4. Distribution Strategies
3.5.5. Communication Strategies

3.6. Digital Marketing
3.6.1. Digital Marketing Concept
3.6.2. Marketing Strategies in Digital Marketing

3.7. Inbound Marketing
3.7.1. Effective Inbound Marketing
3.7.2. The Benefits of Inbound Marketing
3.7.3. Measuring the Success of Inbound Marketing

3.8. Developing the Marketing Plan
3.8.1. Marketing Plan Concept
3.8.2. Situation Analysis and Diagnosis
3.8.3. Strategic Marketing Decisions
3.8.4. Operating Marketing Decisions

3.9. Managing Marketing Groups
3.9.1. Marketing Groups
3.9.2. The Creation of Marketing Groups
3.9.3. Guidelines for Managing a Marketing Group
3.9.4. The Future of Marketing Groups

3.10. *Social Business*
3.10.1. Web 2.0 Strategic Vision and its Challenges
3.10.2. Convergence Opportunities and ICT Trends
3.10.3. How to Monetize Web 2.0 and Social Media?
3.10.4. Mobility and Digital Business

Module 4. Corporate Communication

4.1. Communication in Organizations
4.1.1. Organizations, People and Society
4.1.2. Historical Evolution of Organizational Behavior
4.1.3. Bidirectional Communication

4.2. Trends in Business Communication
4.2.1. Generation and Distribution of Corporate Content
4.2.2. Business Communication on the Web 2.0
4.2.3. Implementation of Metrics in the Communication Process

4.3. Advertising Communication
4.3.1. Integrated Marketing Communication
4.3.2. Advertising Communication Plan
4.3.3. Merchandising as a Communication Technique

4.4. Effects of the Media
4.4.1. Efficiency of Commercial and Advertising Communication
4.4.2. Theories on the Effects of the Media
4.4.3. Social and Co-Creation Models

4.5. Online Agencies, Media and Channels
4.5.1. Integral, Creative and Online Agencies
4.5.2. Traditional and New Media
4.5.3. Online Channels
4.5.4. Other Digital Players

4.6. Communication in Crisis Situations
4.6.1. Definition and Types of Crisis
4.6.2. Phases of the Crisis
4.6.3. Messages: Contents and Moments

4.7. Digital Communication and Reputation
4.7.1. Online Reputation Report
4.7.2. Netiquette and Good Practices on Social Media
4.7.3. Branding and Networking 2.0

4.8. Internal Communication
4.8.1. Motivational Programs, Social Action, Participation and Training with HR
4.8.2. Internal Communication Tools and Supports
4.8.3. Internal Communication Plan

4.9. *Branding*
4.9.1. The Brand and Their Functions
4.9.2. Brand Creation (Branding)
4.9.3. Brand Architecture

4.10. Integral Communication Plans
4.10.1. Audit and Diagnosis
4.10.2. Elaboration of Communication Plan
4.10.3. Measuring Results: KPIs and ROI

Module 5. Organizations: Crisis Management and Social Responsibility

5.1. Organizational Design
5.1.1. Organizational Design Concept
5.1.2. Organizational Structure
5.1.3. Types of Organizational Designs

5.2. Organizational Structure
5.2.1. Main Coordination Mechanisms
5.2.2. Departments and Organization Charts
5.2.3. Authority and Responsibility
5.2.4. Empowerment

5.3. Corporate Social Responsibility
5.3.1. Social Commitment
5.3.2. Sustainable Organizations
5.3.3. Business Ethics

5.4. Social Responsibility in Organizations
5.4.1. CSR Management in Organizations
5.4.2. CSR Towards Employees
5.4.3. Sustainable Action

5.5. Reputation Management
5.5.1. Corporative Reputation Management
5.5.2. Focus on Brand Reputation
5.5.3. Leadership Reputation Management

5.6. Reputation Risk and Crisis Management
5.6.1. Listening to and Managing Feedback
5.6.2. Procedures, Crisis Manual and Contingency Plans
5.6.3. Spokesperson Training in Emergency Situations

5.7. Conflicts in Organizations
5.7.1. Interpersonal Conflicts
5.7.2. Conflict Conditions
5.7.3. Consequences of Conflicts

5.8. *Lobbies* and Pressure Groups
5.8.1. Opinion Groups and Their Actions in Businesses and Institutions
5.8.2. Institutional Relations and Lobbying
5.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

5.9. Negotiation
5.9.1. Intercultural Negotiation
5.9.2. Negotiation Focuses
5.9.3. Effective Negotiation Techniques
5.9.4. Restructuring

5.10. Corporate Brand Strategy
5.10.1. Public Image and Stakeholders
5.10.2. Corporate Branding Strategy and Management
5.10.3. Corporate Communication Strategy in Line with Brand Identity

Module 6. Marketing and Institutional Communication

6.1. Political Action in Institutions
6.1.1. Concept of Institution
6.1.2. Types of Institutions and Social Groups
6.1.3. Institutional Actions

6.2. Institutional Marketing
6.2.1. Institutional Markets: Citizens and Entities
6.2.2. Institutional Offer
6.2.3. Citizen Satisfaction

6.3. Marketing Plans in the Institutions
6.3.1. Institutional Environment Analysis
6.3.2. Objectives of the Institution
6.3.3. Strategic and Operational Actions

6.4. Public Communication
6.4.1. Political Communication Agents
6.4.2. Formal Media: Press and Institutions
6.4.3. Informal Media: Networks and Opinion Makers

6.5. Institutional Communication Strategies
6.5.1. Institutional Information Content
6.5.2. Institutional Communication Objectives
6.5.3. Main Communication Strategies

6.6. Institutional Policy Agenda Planning
6.6.1. Development of the Institutional Agenda
6.6.2. Design of Institutional Campaigns
6.6.3. Target Groups of the Campaigns

6.7. Government Communication: Open Government
6.7.1. Open Government Concept
6.7.2. Media
6.7.3. Types of Messages

6.8. Political Communication in Democracies
6.8.1. Demand for Information in Democratic Societies
6.8.2. Institutions as Sources of Information
6.8.3. The Media

6.9. Digital Democracy
6.9.1. Concept of Digital Democracy
6.9.2. Social Dialogue on the Internet
6.9.3. Elements of Use on the Internet

6.10. Social Responsibility in Institutions
6.10.1. Human Rights and Social Responsibility
6.10.2. Climate Change and Social Responsibility
6.10.3. Institutional Ethics

Module 7. Political Marketing

7.1. Social Marketing
7.1.1. Social Marketing
7.1.2. Socially Responsible Marketing
7.1.3. Social Cause Marketing

7.2. Introduction to Political and Electoral Marketing
7.2.1. Political Marketing
7.2.2. Electoral Marketing
7.2.3. Political Market Components

7.3. Citizens
7.3.1. Social Organizations
7.3.2. Organizations and Parties
7.3.3. Affiliates and Supporters

7.4. Social and Political Research
7.4.1. Contents of Social and Political Research
7.4.2. Social Research Techniques
7.4.3. Results of Social and Political Research

7.5. Diagnosis of the Social and Political Situation
7.5.1. Analysis of Social and Political Demand
7.5.2. Analysis of Political Offers
7.5.3. Social and Political Expectations

7.6. Political Marketing Plan
7.6.1. Introduction
7.6.2. Advantages of the Political Marketing Plan
7.6.3. Stages of the Political Marketing Plan

7.7. Analysis of the Political Organization
7.7.1. Internal Analysis of the Political Organization
7.7.2. Analysis of Political Competition
7.7.3. Analysis of the Social and Political Environment
7.7.4. SWOT Political Organization

7.8. Objectives and Strategies of the Political Marketing Plan
7.8.1. Definition of Objectives
7.8.2. Determination of Strategies

7.9. Political Strategy Action Plan
7.9.1. Contents of the Action Plan
7.9.2. Action Measurement Criteria
7.9.3. Monitoring Indicators

7.10. Implementation of the Political Marketing Plan
7.10.1. Management Committee Tasks
7.10.2. Execution of the Action Plan
7.10.3. Plan Contingencies

Module 8. Electoral Marketing

8.1. Electoral Market Components
8.1.1. Introduction to the Electoral Market
8.1.2. Electoral Roll
8.1.3. The Electoral Offer: Parties and Coalitions

8.2. Electoral Behavior
8.2.1. Introduction
8.2.2. Voting Trends
8.2.3. Voting Motivations

8.3. Electoral Market Research
8.3.1. Research Contents
8.3.2. Qualitative Techniques
8.3.3. Quantitative Techniques

8.4. Voting Intention Studies
8.4.1. Pre-Election Studies
8.4.2. Exit Polls
8.4.3. Vote Estimates

8.5. Diagnosis of the Electoral Situation
8.5.1. Electoral Demand Analysis
8.5.2. Parties Offer Analysis
8.5.3. Candidates Offer Analysis

8.6. Election Campaign Plan
8.6.1. Introduction
8.6.2. Stages of the Electoral Campaign
8.6.3. Election Campaign Deadlines

8.7. Electoral Product
8.7.1. Electoral Program
8.7.2. Candidates
8.7.3. Political Brands

8.8. Election Campaign Organization
8.8.1. Election Campaign Committee
8.8.2. Work Teams

8.9. Election Campaign Action Plan
8.9.1. Personal Actions
8.9.2. Virtual Actions
8.9.3. Electoral Publicity Actions
8.9.4. Follow-Up of Electoral Actions

8.10. Electoral Results
8.10.1. Post-election Analysis
8.10.2. Interpretation of Electoral Results
8.10.3. Political and Electoral Consequences of the Result

Module 9. Leadership and Personal Communication

9.1. Communication and Leadership
9.1.1. Leadership and Leadership Styles
9.1.2. Motivation
9.1.3. Skills and Abilities of the Leader 2.0

9.2. Interpersonal Communication
9.2.1. Body Language
9.2.2. Assertive Communication
9.2.3. Interviews

9.3. Personal and Influential Skills
9.3.1. Impact and Influence
9.3.2. Stress Mastery
9.3.3. Time Management

9.4. Strategic Leadership
9.4.1. Leadership Models
9.4.2. *Coaching*
9.4.3. *Mentoring*
9.4.4. Transformational Leadership

9.5. Public Speaking and Spokesperson Education
9.5.1. Interpersonal Communication
9.5.2. Communication Skills and Influence
9.5.3. Barriers to Personal Communication

9.6. Power in the Organization
9.6.1. Power within Organizations
9.6.2. Structural Power Sources
9.6.3. Political Tactics

9.7. The Managerial Role and CSR
9.7.1. Strategic Vision and Corporate Social Responsibility
9.7.2. Systems and Models for Implementing CSR
9.7.3. Organization of CSR Roles and Responsibilities

9.8. Emotional Intelligence
9.8.1. Emotional Intelligence and Communication
9.8.2. Assertiveness, Empathy, and Active Listening
9.8.3. Self-Esteem and Emotional Language

9.9. Psychological Profile of the Candidate
9.9.1. Psychology of Leadership
9.9.2. Politicians' Personality Typology
9.9.3. Expectations About the Ideal Candidate

9.10. Personal Branding
9.10.1. Strategies to Develop Personal Branding
9.10.2. Personal Branding Laws
9.10.3. Tools for Creating Personal Brands

Module 10. Construction of the Political and Electoral Strategy

10.1. Electoral Systems
10.1.1. Electoral Regulations

10.2. *Data Science and Big Data*
10.2.1. *Business Intelligence*
10.2.2. Methodology and Analysis of Large Volumes of Data
10.2.3. Data Extraction, Processing, and Loading.

10.3. Political *Coaching*
10.3.1. Coaching Concept
10.3.2. Political Coaching Methodologies
10.3.3. Advantages of Political Coaching

10.4. Political Innovation
10.4.1. Benefits of Innovation
10.4.2. Sources of Idea Generation
10.4.3. Innovative Ideas and Supports

10.5. Voter Behavior
10.5.1. Political Information Processing
10.5.2. Message Evaluation
10.5.3. Voting Decision Models
10.5.4. Voting Decision Times

10.6. Voter Segmentation
10.6.1. Voter Characteristics
10.6.2. Mobilized Voters: Loyal and Volatile
10.6.3. Targeting & Microtargeting

10.7. Political Branding
10.7.1. Political Brand Building
10.7.2. Political Brand Importance
10.7.3. Political Branding and Candidate Branding

10.8. Political Leadership
10.8.1. Definition
10.8.2. Leadership Styles in Politics
10.8.3. Candidate Positioning

10.9. Political Messages
10.9.1. Creative Process in Electoral Campaigns
10.9.2. Core Message: Positioning of the Organization
10.9.3. Tactical Messages: Positive and Negative

10.10. Content and *Storytelling* Strategy
10.10.1. Corporate *Blogging*
10.10.2. Content Marketing Strategy
10.10.3. Creating a Content Plan
10.10.4. Content Curation Strategy

Module 11. The Electoral Campaign: Conventional Tools for Action

11.1. Electoral Communication
11.1.1. Image in Electoral Campaigns
11.1.2. Political Advertising
11.1.3. Electoral Communication Plan
11.1.4. Electoral Communication Audits

11.2. Communication Offices
11.2.1. Identifying Opportunities and Information Needs
11.2.2. Management of Reports and Spokesperson Interviews
11.2.3. Virtual Press Room and e-Communication
11.2.4. Buying Advertising Space

11.3. Public Relations
11.3.1. PR Strategy and Practice
11.3.2. Event Organization and Creative Management

11.4. Political Discourse
11.4.1. Narrative Structure
11.4.2. NLP-Based Storytelling
11.4.3. Political Oratory

11.5. Electoral Debates
11.5.1. Preparation: Topics, Interventions and Reactions
11.5.2. The Candidate's Image
11.5.3. Verbal and Non-Verbal Communication

11.6. Meetings with Voters
11.6.1. Central Campaign Meeting
11.6.2. Sectoral Events
11.6.3. Segmented Meetings

11.7. Election Advertising: 360º Campaigns
11.7.1. Claim Central and Campaign Complementary
11.7.2. Election Photos and Videos
11.7.3. Media Outlets

11.8. Campaign Logistics
11.8.1. Organization of Events
11.8.2. Physical Distribution of Content
11.8.3. Human Resources in Electoral Logistics

11.9. Electoral Propaganda and *Merchandising*
11.9.1. Institutional Announcements
11.9.2. Election Canvassing
11.9.3. Gift Material

11.10. Campaign Fundraising and Fund Management
11.10.1. Arguments for Collection
11.10.2. Collection Activities
11.10.3. Crowdfunding Platforms
11.10.4. Ethical Management of Funds

Module 12. The Election Campaign: Online Tools for Action

12.1. Social Media Platforms
12.1.1. General, Professional, and *Microblogging* Platforms
12.1.2. Video, Image, and Mobility Platforms

12.2. Social Media Strategies
12.2.1. Corporate PR and Social Media
12.2.2. Defining the Strategy to Be Followed in Each Medium
12.2.3. Analysis and Evaluation of Results

12.3. Social Web
12.3.1. Organization in the Age of Conversation
12.3.2. Web 2.0 is all about People
12.3.3. Digital Environment and New Communication Formats

12.4. *E-Mail* Campaigns Develop
12.4.1. Lists of Subscribers, Leads, and Customers
12.4.2. E-Mail Marketing Tools and Resources
12.4.3. Online Writing for E-Mail Marketing Campaigns

12.5. *Mobile* Marketing
12.5.1. New Consumption and Mobility Habits
12.5.2. The SoLoMo Model
12.5.3. The 4 S of the Marketing Mix in Mobility

12.6. Trends in *Mobile* Marketing
12.6.1. *Mobile Publishing*
12.6.2. Advergaming and Gamification
12.6.3. *Mobile Geolocalization*
12.6.4. Augmented Reality

12.7. Counter-Communication: *Fake News*
12.7.1. Targets of Fake News in Campaigns
12.7.2. Creation of Fake News
12.7.3. Spreading of Fake News

12.8. Inbound Political Marketing
12.8.1. How Inbound Political Marketing Works
12.8.2. Attraction of Traffic to Political Brand
12.8.3. Content Marketing
12.8.4. Conversion of Leads to Voters or Constituents

12.9. Web Analysis
12.9.1. The Fundamentals of Web Analytics
12.9.2. Classical media vs. Digital Media
12.9.3. The Web Analyst's Basic Methodology

12.10. Digital Metrics
12.10.1. Basic Metrics
12.10.2. Ratios
12.10.3. Setting Objectives and KPIs

Module 13. Leadership, Ethics and Social Responsibility in Companies

13.1. Globalization and Governance
13.1.1. Governance and Corporate Governance
13.1.2. The Fundamentals of Corporate Governance in Companies
13.1.3. The Role of the Board of Directors in the Corporate Governance Framework

13.2. *Cross Cultural Management*
13.2.1. Cross Cultural Management Concept
13.2.2. Contributions to Knowledge of National Cultures
13.2.3. Diversity Management

13.3. Business Ethics
13.3.1. Ethics and Morality
13.3.2. Business Ethics
13.3.3. Leadership and Ethics in Companies

13.4. Sustainability
13.4.1. Sustainability and Sustainable Development
13.4.2. The 2030 Agenda
13.4.3. Sustainable Companies

13.5. Corporate Social Responsibility
13.5.1. International Dimensions of Corporate Social Responsibility
13.5.2. Implementing Corporate Social Responsibility
13.5.3. The Impact and Measurement of Corporate Social Responsibility

13.6. Multinationals and Human Rights
13.6.1. Globalization, Multinational Companies and Human Rights
13.6.2. Multinational Corporations and International Law
13.6.3. Legal Instruments for Multinationals in the Area of Human Rights

13.7. Legal Environment and Corporate Governance
13.7.1. International Rules on Importation and Exportation
13.7.2. Intellectual and Industrial Property
13.7.3. International Labor Law

Module 14. People and Talent Management

14.1. Strategic People Management
14.1.1. Strategic Management and Human Resources
14.1.2. Strategic People Management

14.2. Human Resources Management by Competencies
14.2.1. Analysis of the Potential
14.2.2. Remuneration Policy
14.2.3. Career/Succession Planning

14.3. Performance Evaluation and Compliance Management
14.3.1. Performance Management
14.3.2. Performance Management: Objectives and Process

14.4. Innovation in Talent and People Management
14.4.1. Strategic Talent Management Models
14.4.2. Identification, Training and Development of Talent
14.4.3. Loyalty and Retention
14.4.4. Proactivity and Innovation

14.5. Motivation
14.5.1. The Nature of Motivation
14.5.2. Expectations Theory
14.5.3. Needs Theory
14.5.4. Motivation and Financial Compensation

14.6. Developing High Performance Teams
14.6.1. High Performance Teams: Self-Managed Teams
14.6.2. Methodologies for the Management of High Performance Self-Managed Teams

14.7. Change Management
14.7.1. Change Management
14.7.2. Type of Change Management Processes
14.7.3. Stages or Phases in the Change Management Process

14.8. Productivity, Attraction, Retention and Activation of Talent
14.8.1. Productivity
14.8.2. Talent Attraction and Retention Levers

Module 15. Economic and Financial Management

15.1. Economic Environment
15.1.1. Macroeconomic Environment and the National Financial System
15.1.2. Financial Institutions
15.1.3. Financial Markets
15.1.4. Financial Assets
15.1.5. Other Financial Sector Entities

15.2. Executive Accounting
15.2.1. Basic Concepts
15.2.2. The Company's Assets
15.2.3. The Company's Liabilities
15.2.4. The Company's Net Worth
15.2.5. The Income Statement

15.3. Information Systems and *Business Intelligence*
15.3.1. Fundamentals and Classification
15.3.2. Cost Allocation Phases and Methods
15.3.3. Choice of Cost Center and Impact

15.4. Budget and Management Control
15.4.1. The Budget Model
15.4.2. The Capital Budget
15.4.3. The Operating Budget
15.4.5. Treasury Budget
15.4.6. Budget Monitoring

15.5. Financial Planning
15.5.1. Definition of Financial Planning
15.5.2. Actions to be Taken in Financial Planning
15.5.3. Creation and Establishment of the Business Strategy
15.5.4. The Cash Flow Table
15.5.5. The Working Capital Table

15.6. Corporate Financial Strategy
15.6.1. Corporate Strategy and Sources of Financing
15.6.2. Financial Products for Corporate Financing

15.7. Strategic Financing
15.7.1. Self-Financing
15.7.2. Increase in Equity
15.7.3. Hybrid Resources
15.7.4. Financing Through Intermediaries

15.8. Financial Analysis and Planning
15.8.1. Analysis of the Balance Sheet
15.8.2. Analysis of the Income Statement
15.8.3. Profitability Analysis

15.9. Analyzing and Solving Cases/Problems
15.9.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 16. *Executive* Management

16.1. *General Management*
16.1.1. The Concept of General Management
16.1.2. The Role of the CEO
16.1.3. The CEO and their Responsibilities
16.1.4. Transforming the Work of Management

16.2. Manager Functions: Organizational Culture and Approaches
16.2.1. Manager Functions: Organizational Culture and Approaches

16.3. Operations Management
16.3.1. The Importance of Management
16.3.2. Value Chain
16.3.3. Quality Management

16.4. Personal and Organizational Communications Tools
16.4.1. Interpersonal Communication
16.4.2. Interpersonal Communication Tools
16.4.3. Communication in the Organization
16.4.4. Tools in the Organization

16.5. Preparation of a Crisis Plan
16.5.1. Analysis of Possible Problems
16.5.2. Planning
16.5.3. Adequacy of Personnel

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%
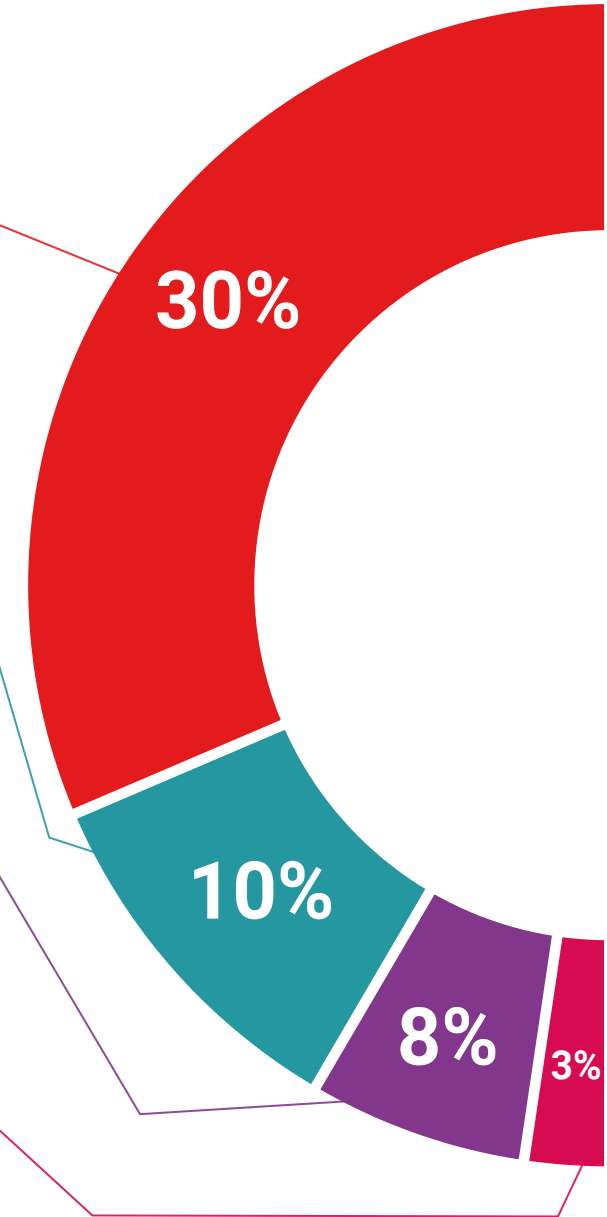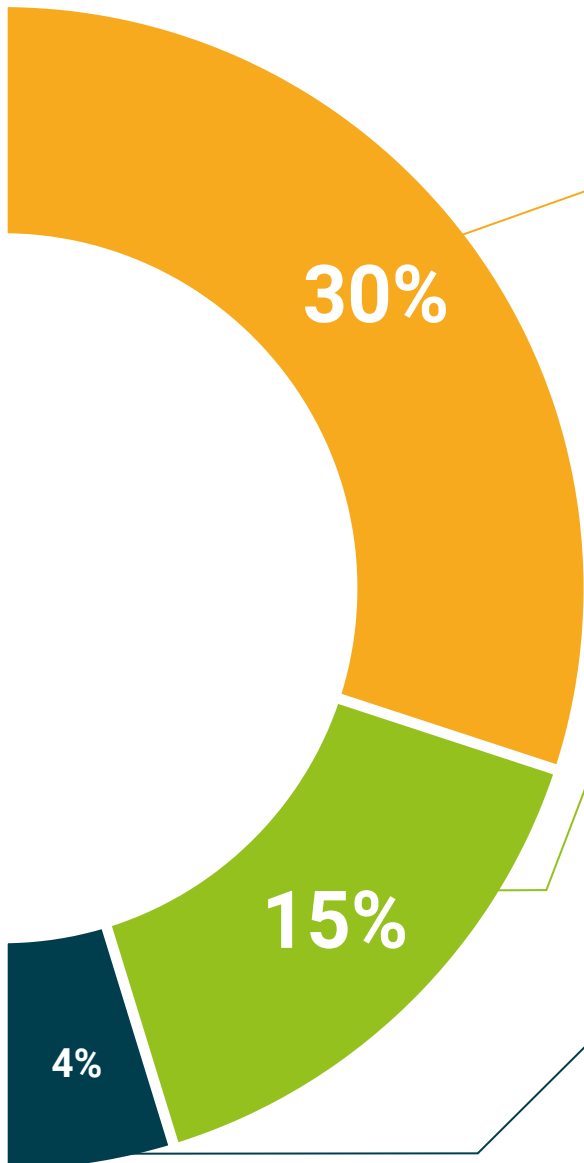
Case Studies

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.

Our Students' Profiles

This MBA in Marketing and Political Communication Management is a program aimed at professionals specialized in journalism and communication, who want to update their knowledge and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

After completing our program you will have new career opportunities"

Average Age

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

Years of Experience

Up to 5 years **23%**

5 to 10 years **32%**

10 to 15 years **18%**

More than 15 years **27%**

Training

Economics and Business	**18%**
Journalism and Communication	**42%**
Marketing	**29%**
Social Sciences	**6%**
Other	**5%**

Educational Profile

Journalists	**32%**
Marketing professionals	**28%**
Politicians	**5%**
Advisory Services	**8%**
Other	**7%**
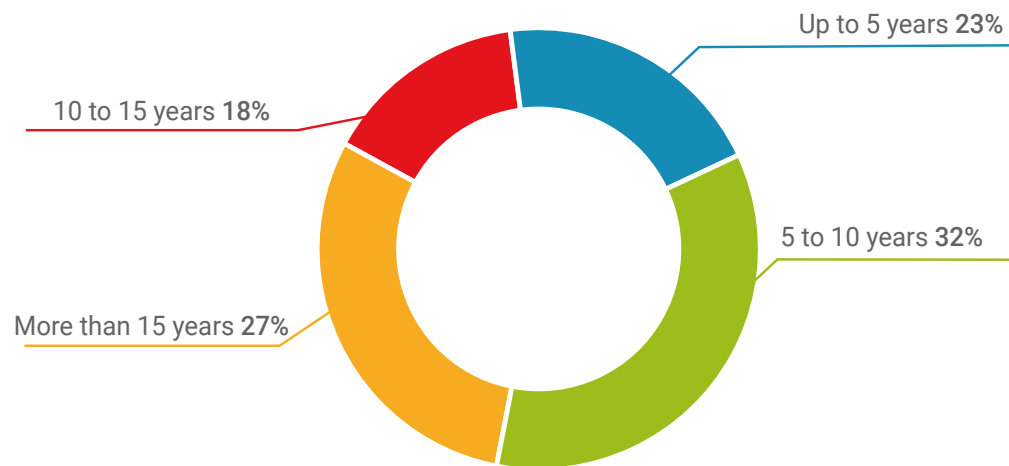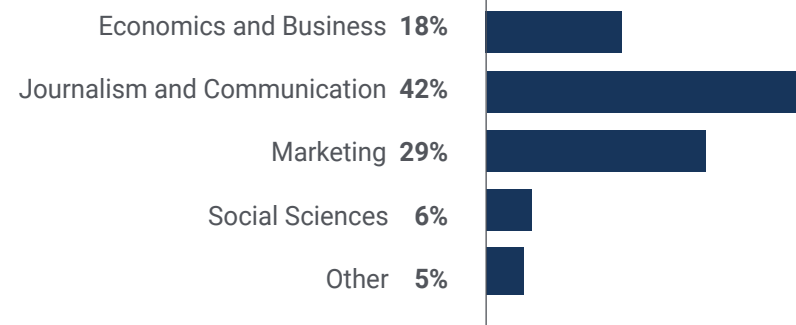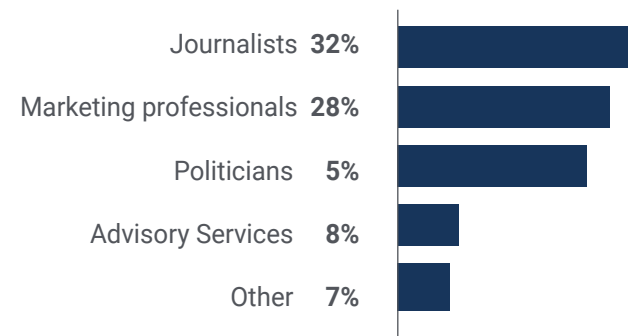
Geographical Distribution

Country	Percentage
USA	11%
Spain	35%
Mexico	21%
Colombia	9%
Argentina	10%
Chile	5%
Peru	3%
Other	6%
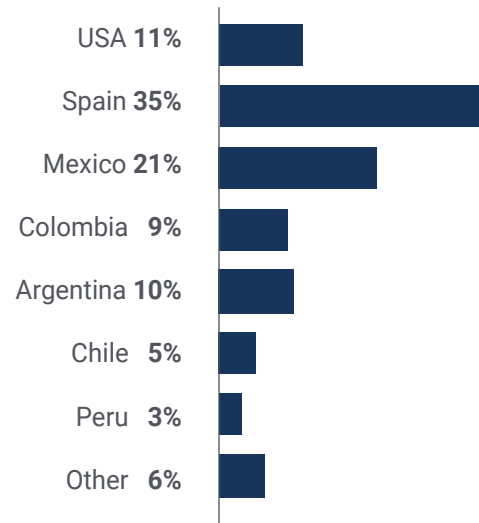
Rubén Muñoz

Head of Political Communication

"For this reason, I had been looking for a specialization program for some time to learn about the main trends and innovations in the sector"

Course Management

Furthermore, the business professional will have access to the professors to resolve their concerns and solve any problems that may arise in the development of the program.

Learn from the best and boost your career with this program in Political Marketing"

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the print media, Jess McIntosh is considered one of the most prestigious political communications strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as **Director of Communication for candidate Hillary Clinton**.

In addition to this professional achievement, McIntosh has been **Deputy Communications Director of EMILY's List,** a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an Advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. **Senate as his Secretary and later Press Secretary**. She has also served as Spokesperson of the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for several television and cable news networks across North America such as CBS, CNN and MSNBC.

He has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet. American news media.

Ms. McIntoch, Jess

- Political Advisor and Former Communications Director for Hillary Clinton, New York, USA
- Host of the multi-award winning SiriusXM radio show Signal Boost
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokesperson for Minnesota's Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

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

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment** and **strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market"

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

"

Take the opportunity to learn about the latest advances in this field to apply it to your daily practice"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a **"cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

"Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"

International Guest Director

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Mr. Arens, Manuel

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

"

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein,** among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani,** he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin,** he has undertaken projects to boost the **structure,** and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms, costs, processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Dataanalysis**. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

"

Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media,** resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

" *Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"*

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York as a senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

"

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

Management

Mr. López Rausell, Adolfo

- Independent consultant in KMC
- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager at Innovation Club of the Valencian Community
- Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of: AECTA (member of the Board of Directors), AINACE (member of the Board of Directors) and Club Marketing Valencia (former president)

10
Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

"
We are fully committed to helping you achieve the professional change you want"

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

This intensive TECH program prepares you to face challenges and decisions in the field of political communication. The main objective is to promote your personal and professional growth. Helping them achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Specialize with us and increase your skills in the design and management of political campaigns.

If you want to make a positive change in your profession, this is your opportunity.

Time of Change

During the program	During the first year	After 2 years
15%	**38%**	**47%**

Type of change

Internal Promotion **53%**

Change of Company **26%**

Entrepreneurship **21%**
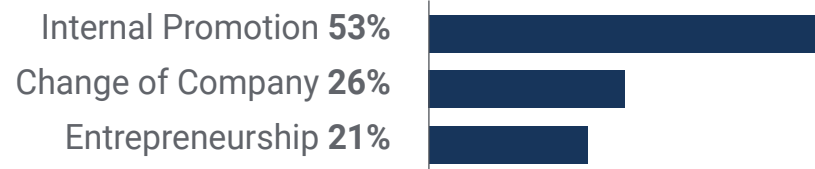
Salary increase

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

Salary before	A salary increase of	Salary after
€ 57,900	**25.22%**	**€ 72,500**

11

Benefits for Your Company

The Executive Master's Degree in Marketing and Political Communications Management contributes to elevate the talent of professionals to their maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will improve not only at a personal level, but above all, at a professional level, increasing their specialization and improving their management and communication skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

After studying with us, you will be able to contribute new approaches and strategies which will be a plus in the design of political communication campaigns"

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.

12

Certificate

The MBA in Marketing Management and Political Communication guarantees, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain an **MBA in Marketing Management and Political** 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.
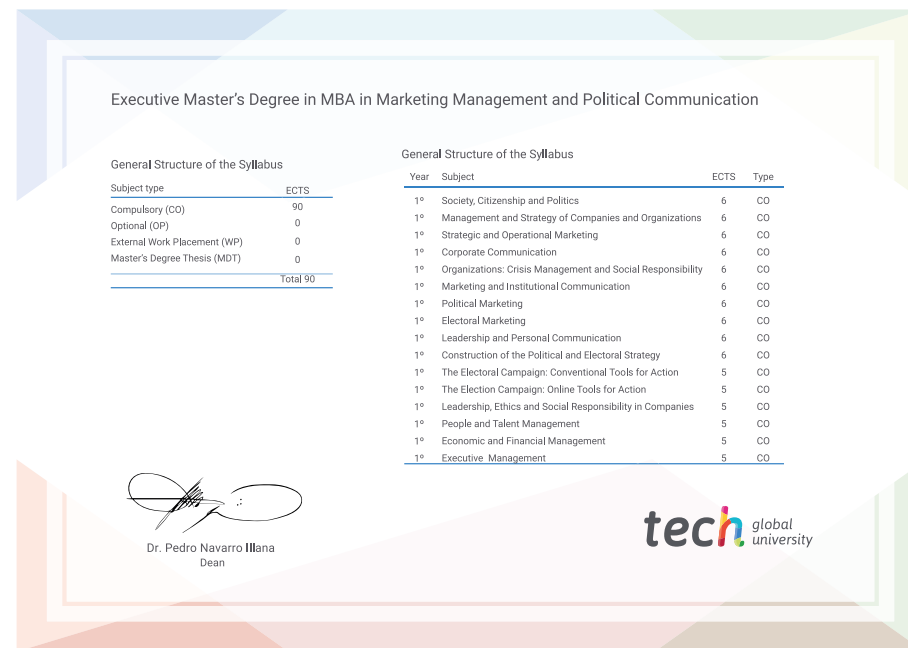
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Marketing Management and Political Communication**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Executive Master's Degree in MBA in Marketing Management and Political Communication

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

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Executive Master's Degree in MBA in Marketing Management and Political Communication

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	90

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Society, Citizenship and Politics	6	CO
1º	Management and Strategy of Companies and Organizations	6	CO
1º	Strategic and Operational Marketing	6	CO
1º	Corporate Communication	6	CO
1º	Organizations: Crisis Management and Social Responsibility	6	CO
1º	Marketing and Institutional Communication	6	CO
1º	Political Marketing	6	CO
1º	Electoral Marketing	6	CO
1º	Leadership and Personal Communication	6	CO
1º	Construction of the Political and Electoral Strategy	6	CO
1º	The Electoral Campaign: Conventional Tools for Action	5	CO
1º	The Election Campaign: Online Tools for Action	5	CO
1º	Leadership, Ethics and Social Responsibility in Companies	5	CO
1º	People and Talent Management	5	CO
1º	Economic and Financial Management	5	CO
1º	Executive Management	5	CO

Dr. Pedro Navarro Illana
Dean

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*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.

Executive Master's Degree
MBA in Marketing Management and Political Communication

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Credits: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
MBA in Marketing Management and Political Communication

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