

Executive Master's Degree MBA in Fashion and Luxury Sales Management

M B A F L S M



Executive Master's Degree MBA in Fashion and Luxury Sales Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: students and professionals in the fashion industry interested in the business interested in the business, management and digital transformation of the sector, management and digital transformation of the sector. As well as to all those who want to boost their professional career by acquiring new knowledge about the fashion business necessary to understand the inner workings of the sector, strategies and digital trends that move it today.

Website: www.techtute.com/us/school-of-business/executive-master-degree/master-mba-fashion-luxury-sales-management

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01 Welcome

In this hyper-connected society, fashion companies are being pulled by the increasingly fast, variable and demanding flows of new consumer habits. The multichannel strategy is an effective and key solution to improve sales and grow a fashion business. It also presents unique challenges for companies in the sector looking to grow their business using a strategy whose gears work seamlessly, and where technology and digitization has become a must in the buying processes. For this reason, TECH has created this program where the main challenges of the sector are addressed and all from the hand of a very complete teaching staff where a prestigious International Guest Director stands out.



MBA in Fashion and Luxury Sales Management
TECH Global University



“

Don't miss the opportunity to perfect your business leadership skills with an International Guest Director of the highest prestige in the fashion industry"

02

Why Study at TECH?

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



“

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

At TECH Global University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



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 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 education of the highest academic level”

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

The MBA in Fashion and Luxury Sales Management offers a way to improve the business strategy or create pathways between the physical and digital by incorporating omnichannel positioning. In this way, the pathways will focus on leveraging objective data to create a personalized experience based on customer preferences, controlling the brand message with a consistent style across all channels, and giving the customer more avenues to purchase. It is about learning more about digital transformation, e-commerce and new technologies, but without forgetting the physical point of sale, *Storytelling*, and the understanding of Fashion as an industry and as a social phenomenon, with an emphasis on the world of trends and sustainability. This holistic view will allow to implement an omnichannel strategy successfully and make everything revolve around customers and people.



“

The objective of this program is to learn how to design and implement an omnichannel strategy in a fashion retail brand. A goal you will achieve with the help of high-level specialization”

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

The MBA in Fashion and Luxury Sales Management will train the student to:

01

Be able to design and implement an omnichannel strategy in a Fashion Retail

04

Learn more about omnichannel e-commerce and all digital strategies

02

Know how to make a correct analysis of the *Fashion Retail*, sector, the company's business model and new consumer trends to facilitate decision-making



03

Know how to use data to create a personalized offer and experience for customers

05

Make everything about customers and people, build brand loyalty and generate more sales

06

Learn about *Fashion Tools* necessary for the omnichannel management of a fashion company and their application with real case examples

08

Learn about *Branding*, its evolution and application in today's world of luxury goods



09

Learn how Instagram is set up as a platform for this type of communication

07

Know the concept of Fashion, its origins and historical background in order to be able to synthesize and explain the key debates in the analytical and reflexive study of the first theories of fashion, the consumer society and cultural production and its evolution

10

Know the concept of Visual Merchandising from the Fashion field, which allows us to appreciate the complexity it presents and the disparity of approaches to the term that exist

11

Acquire the necessary skills to develop and implement commercial actions at the point of sale, improve professional skills, as well as technical and theoretical skills in visual selling

14

Learn how to use the most important metrics and analysis tools for online marketing

12

Understand and manage the principles of search engine optimization and search engine marketing



13

Develop skills for the realization of internet advertising campaigns

15

Know the environment and the new consumers of the Fashion Retail industry, in order to understand their needs and detect new opportunities in the market

16

Understand the concept of omni-channel and the effect it has on both customers and the value chain of a fashion company

18

Learn how the interest in sustainability arose from its origins to the present day



19

Learn more about the different types of e-Commerce, most used platforms and main characteristics according to brand or product

17

Learn why society, through social and cultural changes, modifies its fashion consumption, demanding a different way of doing things from the textile industry

20

Predict fashion trends by identifying behavioral patterns, constructing sequences of facts and translating them into a representation scheme

05 Skills

After passing the assessments of the MBA in Fashion and Luxury Sales Management, the professional will have acquired the necessary skills for a quality and up-to-date praxis based on the most innovative teaching methodology.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'profit trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

We give you the opportunity to learn in depth about the omnichannel fashion business to develop the necessary skills that will allow you to develop successfully in this sector”

01

Know, understand and analyze the Fashion Retail environment, both physical and digital

02

Implement an omnichannel strategy in a fashion business

03

Identify business opportunities and coordinate them in order to enhance exchanges at the point of sale

04

Develop technical knowledge of digital transformation and understanding of the main digital strategies today

05

Enhance omnichannel analysis and strategic planning capabilities



06

Understand, through research, current consumer behavior and its evolution, allowing to design new products and valuable experiences for them

08

Enhance the capacity for innovation and business creativity in order to optimize resources and decision making



09

Manage specialized technology in retail, operations and logistics

07

Structure the coordination and optimization of marketing and sales resources to obtain better results both at the physical and online points of sale

10

Understand the current and future market, as well as the relationship dynamics of consumers and brands to develop an appropriate and coherent brand identity and brand image Storytelling at all touch points

11

Manage an omnichannel-based organization

14

Know how to use data to create a personalized offer and experience for customers

12

Create a path between physical and digital and improving the relationship between online and offline



13

Perform a correct analysis of the *Fashion Retail* sector, the company's business model and new consumer trends to facilitate decision-making

15

Control the brand message and ensure that it is coherent and consistent in the same way across all channels

16

Give customers more ways to make a purchase

18

Make everything about customers and people, build brand loyalty and generate more sales



19

Understand sustainability and know how to manage it in all areas of a fashion business

17

Learn more about omnichannel e-commerce and all digital strategies

20

Learn about *Fashion Tools* necessary for the omnichannel management of a fashion company and their application with real case examples

06

Structure and Content

The contents of this program have been developed by different professors with a clear purpose: to ensure that students acquire each and every one of the skills necessary to become true experts in Fashion and Luxury Sales Management. The content of this MBA will allow you to learn all aspects of the different disciplines involved in this field. A comprehensive and well-structured program that will lead you to the highest standards of quality and success.



“

A comprehensive educational program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Syllabus

The MBA in Fashion and Luxury Sales Management at TECH Global University is an intensive program that will prepare you to design and implement the tools and strategies necessary in this form of sales and customer relations. Throughout 1,500 hours of study, they will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow them to acquire the necessary skills to develop successfully in the sector.

Throughout 2,700 hours of study, they will analyze a multitude of practical cases through individual work, achieving a deep learning that will allow them to acquire the necessary skills to develop successfully in the sector. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of fashion companies and is designed to specialize managers who understand this future development from a strategic, international and innovative perspective.

A plan designed for professionals in this field, focused on their professional improvement and that will prepare them to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations in a creative and efficient way.

This program takes place over 12 months and is divided into 15 modules:

Module 1	Sociology of Fashion and Trends
Module 2	Fashion and Luxury Branding and Storytelling
Module 3	Visual Merchandising and Retail Experience
Module 4	Digital Marketing for Fashion Brands
Module 5	Fashion Consumer Insights
Module 6	Omnichannel and Customer Experience. The Retail and Fashion Store Management
Module 7	Sustainability in Fashion
Module 8	Digital Transformation and Innovation in the Fashion Industry
Module 9	Fashion Digital Strategy
Module 10	Technology and digital management in fashion and luxury: tools
Module 11	Leadership, Ethics and Social Responsibility in Companies
Module 12	People and Talent Management
Module 13	Economic and Financial Management
Module 14	Commercial Management and Strategic Marketing
Module 15	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Fashion and Luxury Sales Management completely online. Over the course of the 12 months, the student 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. Sociology of Fashion and Trends

1.1. History and Sociology of Fashion	1.2. Semiotics, Cultural Aspects and Identity through Fashion	1.3. Social Movements and Urban Tribes	1.4. Social Change in Fashion Consumption: The Effects of "Neomania".
1.5. Liquid Fashion" and the New Millennial Culture	1.6. Digital Transformation and the Influencer Phenomenon	1.7. Reinventing Fashion Businesses and the New Consumer	1.8. Post-Luxury: New Typologies and Archetypes of Fashion Consumers
1.9. Drivers of Change and New Trends in the Post- COVID Fashion Sector	1.10. The Culture of Creativity and the Consumption of Exclusivity		

Module 2. Fashion Luxury Branding and Storytelling

2.1. Branding and Evolution	2.2. The Concept of Luxury and Its Evolution	2.3. The New Scenario and the Emergence of New Markets	2.4. Dimensions of Luxury Brands
2.5. Storytelling, Active Branding	2.6. Brand Building through Storytelling.	2.7. Dissemination of the Story	2.8. Brand Contact Points
2.9. Transmedia Storytelling	2.10. Instagram, Luxury Storytelling Platform		

Module 3. Visual Merchandising and Retail Experience

3.1. Architectural Analysis of Stores	3.2. Space Design Tools	3.3. Approach: Place, Background and Intention	3.4. Exterior: Facade
3.5. Showcase	3.6. Interior: Floor Plan Layout, Atmosphere, Furnishings, Signage and Materials	3.7. Space Design: The Store of the Future	3.8. From the Business Idea to the Store Experience

Module 4. Digital Marketing for Fashion Brands

4.1. Introduction and Basic Vocabulary	4.2. Online Sales Models	4.3. Types of Clients	4.4. Key e-Commerce Steps Associated with Digital Marketing
4.5. Social Media Marketing	4.6. E-Mail Marketing	4.7. Mobile Marketing	4.8. Viral Marketing and Influencer Marketing
4.9. Online Sales Promotion and Sponsorships	4.10. Future Tendencies		

Module 5. Fashion Consumer Insights

5.1. The Need to Know the Consumer in Today's Context	5.2. Human Strategy and Citizen Centricity	5.3. Key Features of a People-Centric Strategy and the Importance of Data	5.4. How to Adopt a Human Centric Strategy in a Fashion Company?
5.5. Human Centric Methodology	5.6. Design Thinking and Market Intelligence	5.7. Positioning and Perception of a Fashion Brand	5.8. Customer Insights and Customer Journey
5.9. Archetypes and Buyer Personas	5.10. Research Resources and Techniques		

Module 6. Omnichannel and Customer Experience. The Retail and Fashion Store Management

6.1. Omni-Channel Concept and Its Synergistic Effect: Convenience for the Customer and Value Chain	6.2. Teams and People, Capabilities and Flows in Fashion-Retailing	6.3. Objectives and Key Indicators in Fashion-Retail and Fashion-Store Management	6.4. The Fashion Retail Operation to Exceed Customer Expectations
6.5. Variety of Products and Services Offered: Flexibility in Volume and Requirements	6.6. Response Capacity	6.7. Cost of Seeking Profitability	6.8. Consistency
6.9. Adaptation	6.10. Services and Technologies for Fashion-Retail and Its Management		

Module 7. Sustainability in Fashion

7.1. From Consumption and Hyperconsumption to	Transformative Consumption	7.2. Paradigm Shift: From a Linear to a Circular System	7.3. New Sustainable Textiles and Textile Certifications
7.4. Textile Eco-Management	7.5. Logistics Optimization	7.6. Packaging	7.7. Recycling
7.8. The Point of Sale: From the Digitization of Spaces to the Eco-	Efficient System of the Greener Store Experience	7.9. New Business Models.	7.10. Brand Reputation, CSR and Greenwashing

Module 8. Digital Transformation and Innovation in the Fashion Industry

8.1. Digital Transformation in the Fashion Industry	8.2. 4.0 Industry	8.3. Digital Enablers	8.4. Data
8.5. AI, Digital Interaction, IoT and Robotics	8.6. Blockchain, Understanding the Technology and How It Brings Equal Value to the Industry	8.7. Omnichannel and Its Impact on the Retail Sector	8.8. Ecosystems Start-Up
8.9. Digital Business Models	8.10. Innovation Methodologies		

Module 9. Fashion Digital Strategy

9.1. Technology and the Consumer: Target Audience Typologies and Strategic Consumer Segmentation	9.2. Analytics Prior to Digital Strategy: Moment 0 and Strategic KPI's	9.3. E-commerce: Typologies and Platforms	9.4. Branding: Visual and Textual to Communicate
9.5. Positioning: Ideal Catalog	9.6. Social Ads Platforms	9.7. Social Selling and Inbound Marketing	9.8. Marketing Automation: Email Marketing and Bot Marketing
9.9. Role of CRM and Big Data in Business Strategy	9.10. ROI & Metrics		

Module 10. Technology and Digital Management in Fashion and Luxury: Tools

10.1. Introduction to the Technological Use of Fashion	10.2. Creation and Maintenance of Identity-Positioning	10.3. Google Analytics and Google Ads	10.4. Data Driven
10.5. Key Metrics Management and Pattern Sequence Creation-Excel	10.6. Simulation of Innovation Scenarios-Microsoft Power Bi	10.7. Customer Loyalty and Retention-Salesforce	10.8. Audience Segmentation-SQL Database Management
10.9. Creativity from the Use of Data-Python	10.10. Content Marketing		

Module 11. Leadership, Ethics and Social Responsibility in Companies

11.1. Globalization and Governance 11.1.1. Governance and Corporate Governance 11.1.2. The Fundamentals of Corporate Governance in Companies 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework	11.2. Leadership 11.2.1. Leadership. A Conceptual Approach 11.2.2. Leadership in Companies 11.2.3. The Importance of Leaders in Business Management	11.3. Cross-Cultural Management 11.3.1. Concept of Cross-Cultural Management 11.3.2. Contributions to the Knowledge of National Cultures 11.3.3. Diversity Management	11.4. Management and Leadership Development 11.4.1. Concept of Management Development 11.4.2. Concept of Leadership 11.4.3. Leadership Theories 11.4.4. Leadership Styles 11.4.5. Intelligence in Leadership 11.4.6. The Challenges of Today's Leader
11.5. Business Ethics 11.5.1. Ethics and Morality 11.5.2. Business Ethics 11.5.3. Leadership and Ethics in Companies	11.6. Sustainability 11.6.1. Sustainability and Sustainable Development 11.6.2. The 2030 Agenda 11.6.3. Sustainable Companies	11.7. Corporate Social Responsibility 11.7.1. International Dimensions of Corporate Social Responsibility 11.7.2. Implementing Corporate Social Responsibility 11.7.3. The Impact and Measurement of Corporate Social Responsibility	11.8. Responsible Management Systems and Tools 11.8.1. CSR: Corporate Social Responsibility 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System 11.8.4. Tools and Standards of CSR
11.9. Multinationals and Human Rights 11.9.1. Globalization, Multinational Corporations and Human Rights 11.9.2. Multinational Corporations and International Law 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights	11.10. Legal Environment and Corporate Governance 11.10.1. International Rules on Importation and Exportation 11.10.2. Intellectual and Industrial Property 11.10.3. International Labor Law		

Module 12. People and Talent Management

12.1. Strategic People Management

- 12.1.1. Strategic Human Resources Management
- 12.1.2. Strategic People Management

12.2. Human Resources Management by Competencies

- 12.2.1. Analysis of the Potential
- 12.2.2. Remuneration Policy
- 12.2.3. Career/Succession Planning

12.3. Performance Evaluation and Compliance Management

- 12.3.1. Performance Management
- 12.3.2. Performance Management: Objectives and Process

12.4. Innovation in Talent and People Management

- 12.4.1. Strategic Talent Management Models
- 12.4.2. Identification, Training and Development of Talent
- 12.4.3. Loyalty and Retention
- 12.4.4. Proactivity and Innovation

12.5. Motivation

- 12.5.1. The Nature of Motivation
- 12.5.2. Expectations Theory
- 12.5.3. Needs Theory
- 12.5.4. Motivation and Financial Compensation

12.6. Developing High Performance Teams

- 12.6.1. Developing High Performance Teams: Agile Teams
- 12.6.2. Methodologies for Managing High Performance Self-Managed Teams

12.7. Change Management

- 12.7.1. Change Management
- 12.7.2. Types of Change Management Processes
- 12.7.3. Stages or Phases in Change Management

12.8. Negotiation and Conflict Management

- 12.8.1 Negotiation
- 12.8.2 Conflict Management
- 12.8.3 Crisis Management

12.9. Executive Communication

- 12.9.1. Internal and External Communication in the Business Environment
- 12.9.2. Communication Departments
- 12.9.3. The Head of Communication of the Company. The Profile of the Dircom

12.10. Productivity, Attraction, Retention and Activation of Talent

- 12.10.1. Productivity
- 12.10.2. Talent Attraction and Retention Levers

Module 13. Economic and Financial Management
13.1. Economic Environment

- 13.1.1. Macroeconomic Environment and the National Financial System
- 13.1.2. Financial Institutions
- 13.1.3. Financial Markets
- 13.1.4. Financial Assets
- 13.1.5. Other Financial Sector Entities

13.2. Executive Accounting

- 13.2.1. Basic Concepts
- 13.2.2. The Company's Assets
- 13.2.3. The Company's Liabilities
- 13.2.4. The Company's Net Worth
- 13.2.5. The Income Statement

13.3. Information Systems and Business Intelligence

- 13.3.1. Fundamentals and Classification
- 13.3.2. Cost Allocation Phases and Methods
- 13.3.3. Choice of Cost Center and Impact

13.4. Budget and Management Control

- 13.4.1. The Budgetary Model
- 13.4.2. The Capital Budget
- 13.4.3. The Operating Budget
- 13.4.5. The Cash Budget
- 13.4.6. Budget Monitoring

13.5 Financial Management

- 13.5.1. The Company's Financial Decisions
- 13.5.2. The Financial Department
- 13.5.3. Cash Surpluses
- 13.5.4. Risks Associated with Financial Management
- 13.5.5. Risk Management of the Financial Management

13.6. Financial Planning

- 13.6.1. Definition of Financial Planning
- 13.6.2. Actions to Be Taken in Financial Planning
- 13.6.3. Creation and Establishment of the Business Strategy
- 13.6.4. The Cash Flow Chart
- 13.6.5. The Working Capital Chart

13.7. Corporate Financial Strategy

- 13.7.1. Corporate Strategy and Sources of Financing
- 13.7.2. Corporate Financing Financial Products

13.8. Strategic Financing

- 13.8.1. Self-financing
- 13.8.2. Increase in Shareholder's Equity
- 13.8.3. Hybrid Resources
- 13.8.4. Financing through Intermediaries

13.9. Financial Analysis and Planning

- 13.9.1. Analysis of the Balance Sheet
- 13.9.2. Analysis of the Income Statement
- 13.9.3. Profitability Analysis

13.10. Analyzing and Solving Cases/ Problems

- 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 14. Commercial Management and Strategic Marketing

14.1. Commercial Management

- 14.1.1. Conceptual Framework of Commercial Management
- 14.1.2. Commercial Strategy and Planning
- 14.1.3. The Role of Sales Managers

14.2. Marketing

- 14.2.1. The Concept of Marketing
- 14.2.2. The Basic Elements of Marketing
- 14.2.3. Marketing Activities in Companies

14.3. Strategic Marketing Management

- 14.3.1. The Concept of Strategic Marketing
- 14.3.2. Concept of Strategic Marketing Planning
- 14.3.3. Stages in the Process of Strategic Marketing Planning

14.4. Digital Marketing and e-Commerce

- 14.4.1. Objectives of Digital Marketing and e-Commerce
- 14.4.2. Digital Marketing and the Media It Uses
- 14.4.3. E-Commerce. General Context
- 14.4.4. Categories of e-Commerce
- 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce

14.5. Digital Marketing to Reinforce a Brand

- 14.5.1. Online Strategies to Improve Brand Reputation
- 14.5.2. Branded Content and Storytelling

14.6. Digital Marketing to Attract and Retain Customers

- 14.6.1. Loyalty and Engagement Strategies Using the Internet
- 14.6.2. Visitor Relationship Management
- 14.6.3. Hypersegmentation

14.7. Digital Campaign Management

- 14.7.1. What Is a Digital Advertising Campaign?
- 14.7.2. Steps to Launch an Online Marketing Campaign
- 14.7.3. Mistakes in Digital Advertising Campaigns

14.8. Sales Strategy

- 14.8.1. Sales Strategy
- 14.8.2. Sales Methods

14.9. Corporate Communication

- 14.9.1. Concept
- 14.9.2. The Importance of Communication in the Organization
- 14.9.3. Type of Communication in the Organization
- 14.9.4. Functions of Communication in the Organization
- 14.9.5. Elements of Communication
- 14.9.6. Problems of Communication
- 14.9.7. Communication Scenarios

14.10. Digital Communication and Reputation

- 14.10.1. Online Reputation
- 14.10.2. How to Measure Digital Reputation?
- 14.10.3. Online Reputation Tools
- 14.10.4. Online Reputation Report
- 14.10.5. Online Branding

Module 15. Executive Management

15.1. General Management

- 15.1.1. The Concept of General Management
- 15.1.2. The Role of the CEO
- 15.1.3. The CEO and their Responsibilities
- 15.1.4. Transforming the Work of Management

15.2. Manager Functions: Organizational Culture and Approaches

- 15.2.1. Manager Functions: Organizational Culture and Approaches

15.3. Operations Management

- 15.3.1. The Importance of Management
- 15.3.2. Value Chain
- 15.3.3. Quality Management

15.4. Public Speaking and Spokesperson Education

- 15.4.1. Interpersonal Communication
- 15.4.2. Communication Skills and Influence
- Communication Barriers

15.5. Personal and Organizational Communication Tools

- 15.5.1. Interpersonal Communication
- 15.5.2. Interpersonal Communication Tools
- 15.5.3. Communication in the Organization
- 15.5.4. Tools in the Organization

15.6. Communication in Crisis Situations

- 15.6.1. Crisis
- 15.6.2. Phases of the Crisis
- 15.6.3. Messages: Contents and Moments

15.7. Preparation of a Crisis Plan

- 15.7.1. Analysis of Possible Problems
- 15.7.2. Planning
- 15.7.3. Adequacy of Personnel

15.8. Emotional Intelligence

- 15.8.1. Emotional Intelligence and Communication
- 15.8.2. Assertiveness, Empathy, and Active Listening
- 15.8.3. Self- Esteem and Emotional Communication

15.9. Personal Branding

- 15.9.1. Strategies for Personal Brand Development
- 15.9.2. Personal Branding Laws
- 15.9.3. Tools for Creating Personal Brands

15.10. Leadership and Team Management

- 15.10.1. Leadership and Leadership Styles
- 15.10.2. Leadership Skills and Challenges
- 15.10.3. Managing Change Processes
- 15.10.4. Managing Multicultural Teams



A learning process so complete and exciting that it will become a unique experience of professional and personal growth"

07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



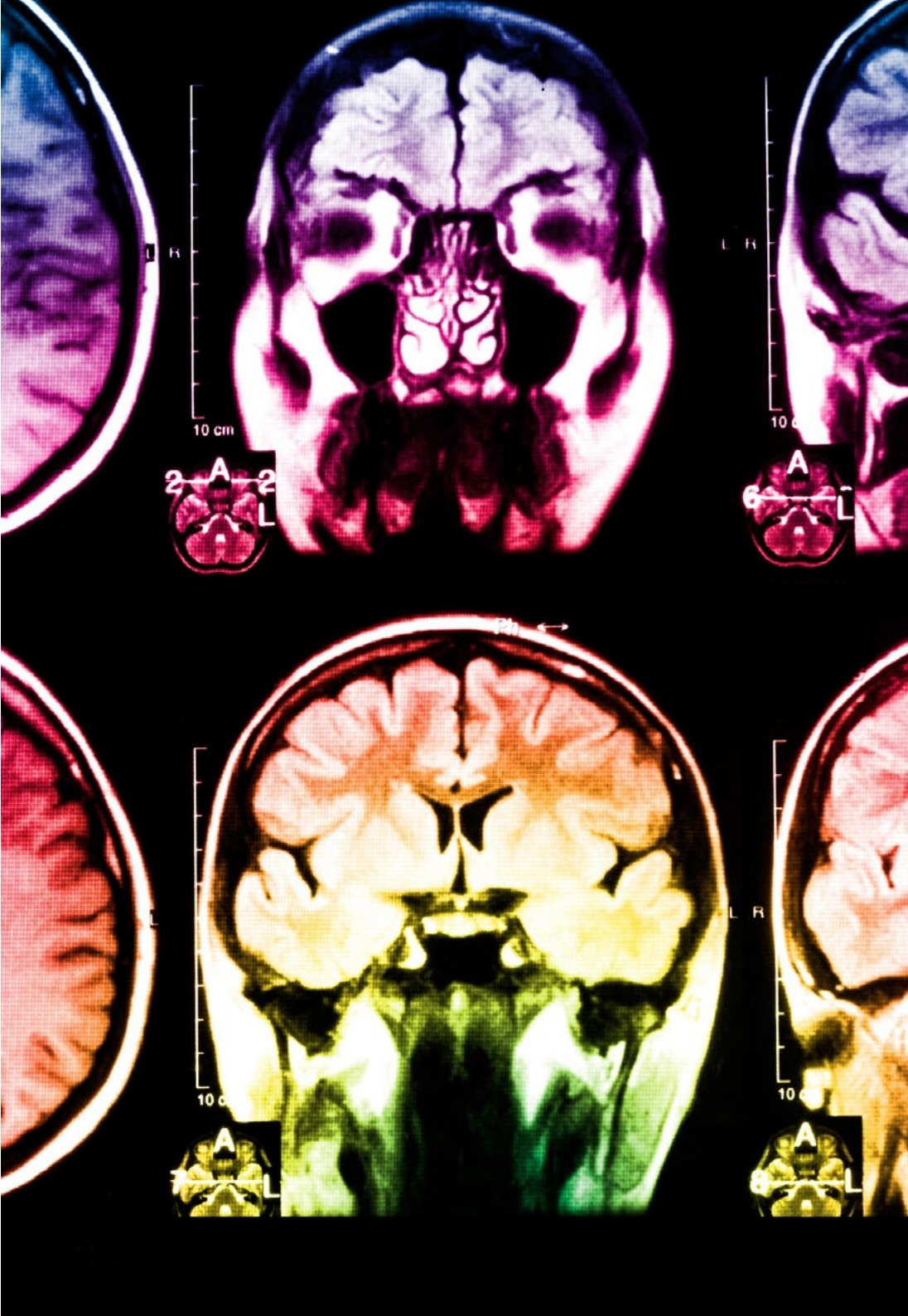
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



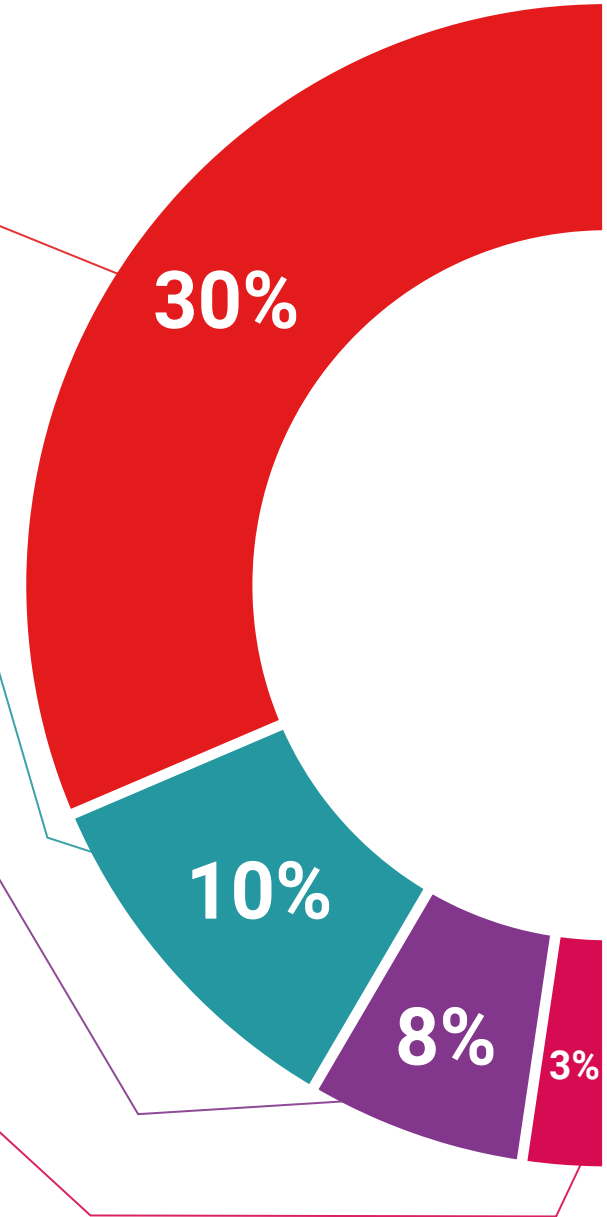
Management Skills Exercises

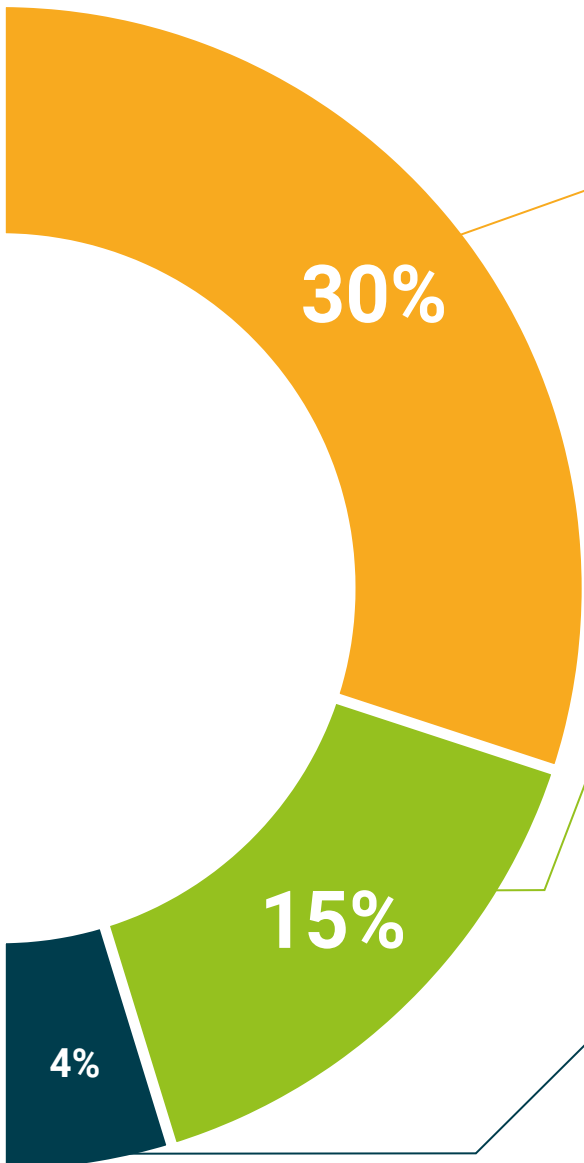
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The MBA in Fashion and Luxury Sales Management is a program aimed at professionals who want to update their knowledge, discover new ways to manage a innovate 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.





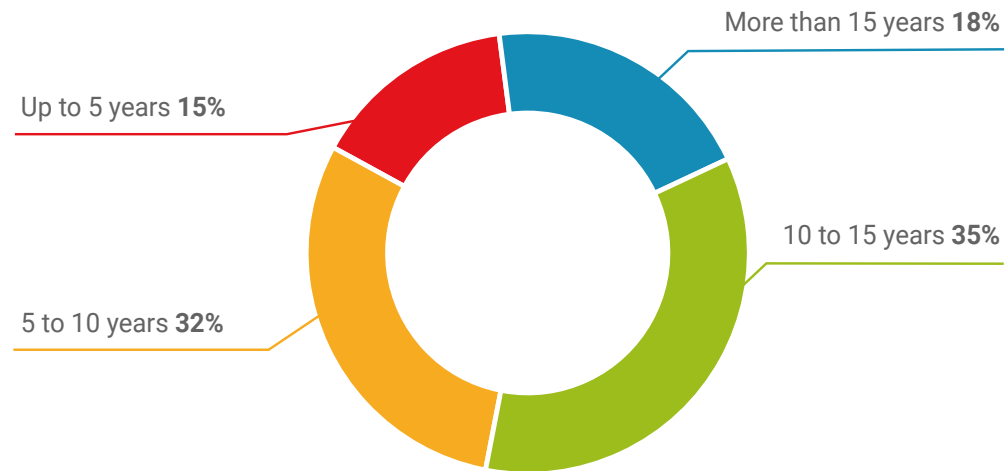
“

The elite is achieved through hard work and surrounding yourself with the best. We are expecting you!”

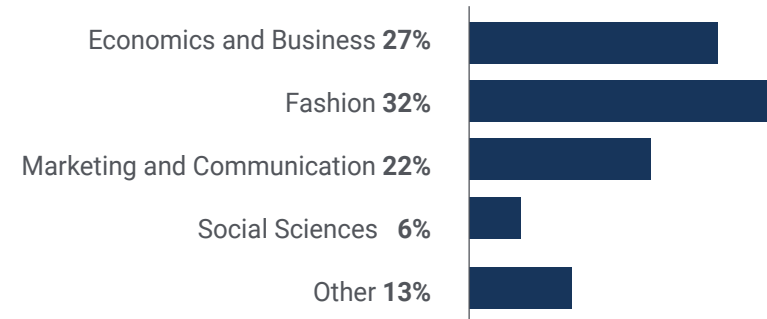
Average Age

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

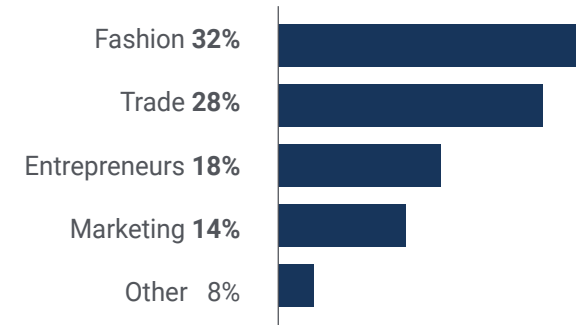
Years of Experience



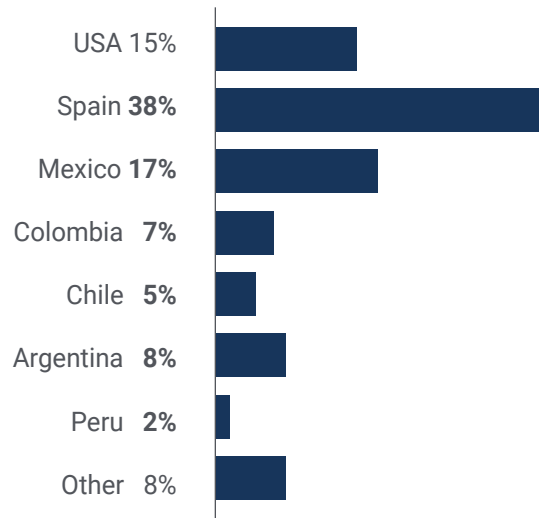
Training



Educational Profile



Geographical Distribution



María Lobezo

Entrepreneur

"Omnichannel was a challenge for me that I didn't feel qualified to take on with my fashion brand. After the MBA, I was able to implement the digital strategies I needed. And I did it just in time to be able to stay in the market in an increasingly demanding situation"

09

Course Management

The program includes in its teaching staff reference experts in the *Fashion Retail*, who pour into this program the experience of their years of work. In addition, other special of recognized prestige in related areas participate in its design and development completing the Executive Master's Degree in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an academic level for the student.





“

Our teaching team will help you to acquire the most relevant knowledge in this field, so that you can develop with total fluency in your daily practice”

International Guest Director

Alberto Festa is an international expert in the luxury goods industry, recognized for his executive achievements as **Commercial Director of Gemology and Watches** at the iconic fashion house Dolce&Gabbana, he has driven the growth and innovation of this brand through the most innovative Marketing and sales strategies.

This prestigious executive's professional career spans more than 25 years, in which he has held key roles in some of the world's most prominent companies, based in Europe and North America. His professional beginnings date back to the multinational Colgate-Palmolive, where he honed his skills before moving to Pepsi Co. At PepsiCo, he served as Director of Sales making a significant contribution to the company's expansion.

Another key period in his career as a corporate leader came after he assumed the position of **Director of Sales at Mattel**. In addition, he led Bristol-Myers Squibb's Matrix Division as CEO. However, the pinnacle of his career came during his tenure at BVLGARI for more than 15 years. There, he served as CEO and eventually rose to the position President of BVLGARI USA. His strategic vision and leadership were instrumental in enhancing the brand's global presence and achieving unprecedented success.

In these decades of working within the fashion industry, Festa has also been involved in education. His vast expertise through lectures at universities and business schools around the world, but primarily in the United States and Italy, has been instrumental in leading changes and initiatives in sales, marketing, strategy and operations. In turn, his contributions in sales, marketing, strategy and operations have been instrumental in leading changes and initiatives to rebuild the most cutting-edge and exclusive companies.



Mr. Festa, Alberto

- Commercial Director of Gemology and Watches at Dolce&Gabbana
- Academic Advisor at Luiss Guido Carli University
- Advisor at SAID DAL 1923 Brand Council
- Consultant to the Kering Group
- General Director of GM at Vhernier
- General Director of Loro Piana LVMH
- President of BVLGARI USA
- Chief Executive Officer of the Matrix Division of Bristol-Myers Squibb
- Director of Sales at Mattel
- Director of Sales at PepsiCo
- Senior Brand Manager at Colgate Palmolive
- Degree in Statistics and Economics from La Sapienza University of Rome

“

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-performing 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, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, 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

“

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

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.



Mr. Gauthier, Rick

- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, 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 in order 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

- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



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

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

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

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

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



Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - 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 teaching 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 accessories**. 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 **campaigns**. 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).



Mr. La Sala, Andrea

- Global Brand and Merchandising Director 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 the Università degli Studi del Piemonte Orientale

“

The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, 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 Luminare'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 Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

“

Study at the world's best online university 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

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

“

Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the 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, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



Thanks to this 100% online university degree, 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



Dr. Bravo Durán, Sandra

- ♦ CEO of UX at Myme
- ♦ CEO and founder of Ch2 Abroad & Events
- ♦ Sociologist at the Salamanca Tourist Observatory
- ♦ Digital consultant at Everis
- ♦ Researcher at Runroom
- ♦ Professor of the Master's Degree in Fashion and Luxury Marketing Management and the Master's Degree in Luxury Business Brand Management at MSMK - Madrid School of Marketing
- ♦ PhD in Applied Creativity from the University of Navarra
- ♦ Degree in Sociology from the University of Salamanca
- ♦ Degree in Economy from the University of Salamanca
- ♦ Executive Master's Degree in Fashion Business Management from the University of Navarra

Professors

Ms. Gárate, Mercedes

- ♦ Business Industry Director at NTT Data
- ♦ Senior Manager at Everis
- ♦ Strategy and Business Manager at Everis
- ♦ Degree in Industrial Engineering from the Polytechnic University of Madrid
- ♦ MBA from EOI Business School
- ♦ Certified in Customer Experience by the Customer Experience Development Association (DEC)

Mr. Sanjosé, Carlos

- ♦ Specialist in Digital Marketing
- ♦ Digital Marketing Manager at Designable
- ♦ Digital Marketing Manager at MURPH
- ♦ Digital Marketing Manager at 25 Gramos
- ♦ Content Manager at Unánime Creativos
- ♦ Degree in Advertising and Public Relations from CEU Cardenal Herrera University

Dr. Velar Lera, Margarita

- ◆ Communication Consultant and Fashion Expert
- ◆ CEO of Forefashion Lab
- ◆ Corporate Marketing Director at SGN Group
- ◆ Corporate Communications Consultant at LLYC
- ◆ Freelance Communication and Branding Consultant
- ◆ Head of Communication at Villanueva University
- ◆ Professor in university studies related to Marketing
- ◆ PhD in Communication from the Carlos III University of Madrid
- ◆ Degree in Audiovisual Communication from Complutense University of Madrid
- ◆ MBA in Fashion Business Management by ISEM Fashion Business School

Ms. Josa Martínez, María Eugenia

- ◆ Founder and Designer at Eugeniota Studio
- ◆ Professor in ESNE, CEDEU and ELLE Education
- ◆ Professor at ISEM Fashion Business School
- ◆ Professor in the Master of ISEM Fashion Business School
- ◆ Responsible for Programming Fashion and Creativity Management and Professor of Design Workshop IV in the Degree of Design at the University of Navarra
- ◆ PhD in Applied Creativity from the University of Navarra
- ◆ Degree in Architecture from the University of Navarra
- ◆ Specialized Architecture in Landscape and Environment by the University of Navarra
- ◆ Master's Degree from ISEM Fashion Business School

Dr. San Miguel Arregui, Patricia

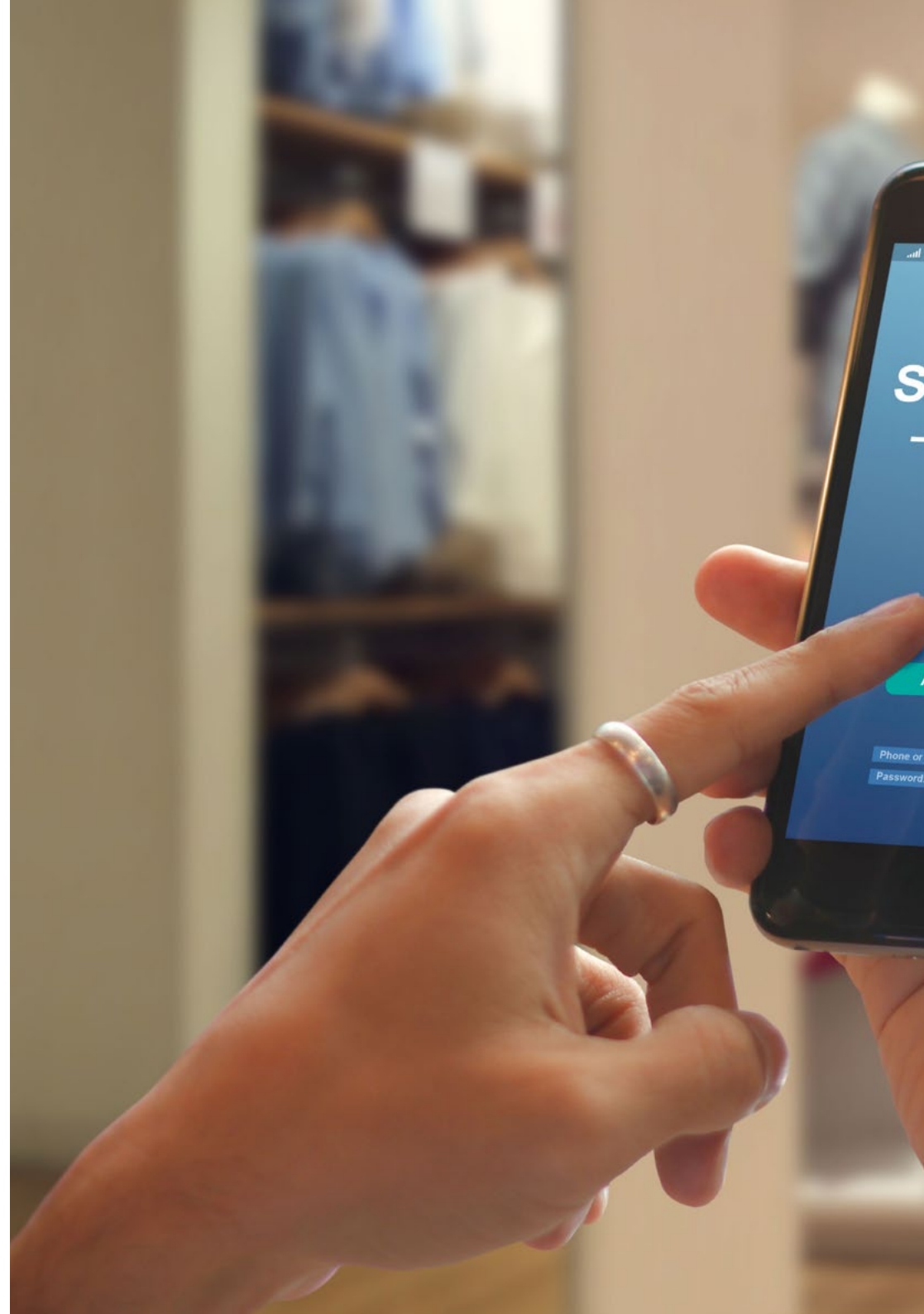
- ◆ Expert Researcher in Digital Marketing
- ◆ Founder and Director of Digital Fashion Brands
- ◆ Researcher and collaborator in Marketing studies
- ◆ Author of the book Influencer Marketing
- ◆ Author of academic publications in prestigious journals
- ◆ Regular speaker at national and international congresses and conferences on Communication and Marketing
- ◆ Professor in undergraduate and postgraduate university studies
- ◆ PhD in Digital Marketing for Fashion Companies by the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ MBA in Executive Fashion by ISEM

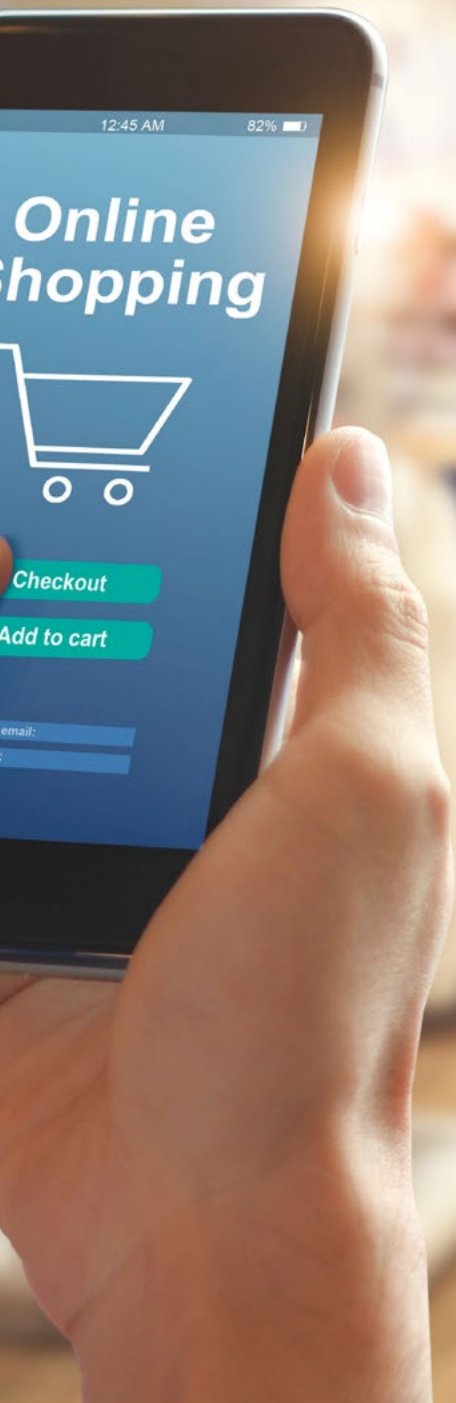
Ms. Opazo, Laura

- ◆ Director of Partnerships at The Confidential Lab
- ◆ Lifestyle Articles Writer in the Blog ElTiempo.es
- ◆ Fashion Section Announcer at EsRadio radio station
- ◆ Fashion Editorial Manager at AMC Networks International Southern Europe
- ◆ Author of the book Armario Sostenible: Learn to Buy Consciously and Intelligently
- ◆ Degree in Advertising and Public Relations from the University Rey Juan Carlos
- ◆ Specialist in Public Relations and Selling Your Own Brand at the School of Fashion of the University of the Arts London
- ◆ MBA in Business Management at ISEM
- ◆ Course in Textile and Sustainable Fashion given by REAS and the Madrid Social Market

Dr. García Barriga, María

- PhD in Design and Marketing Data
- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity, Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns, Heritage of Arts and Digital Marketing
- Editor in Chief of Chroma Press
- Marketing and Social Media Account Executive at Servicecom
- Web Content Editor at Premium Diffusion, Siglo XXI Newspaper and Managers Magazine
- Doctorate in Design and Marketing Data from the Polytechnic University of Madrid
- Degree in Information Sciences, Communications, Marketing and Advertising from the Complutense University of Madrid
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies from the Complutense University of Madrid
- Certificate in Data Analysis & Creativity with Python, China
- MBA Fashion Business School in the Fashion Business School of the University of Navarra





Mr. De Rivera Mendizábal, Javier

- ◆ Partner - Rivera Consulting & Support
- ◆ Transformation and High Performance Retail Consultant ActioGlobal
- ◆ Associate Member of Huete&Co
- ◆ Board member, CEO, general and financial director, consultant and advisor in companies such as Neck&Neck, Gocco, Textura, Tomblack, Ecoalf, Trucco, Intropia, Saga Furs, Lola Rey, Multiópticas, Silbon
- ◆ Degree in Economics and Business Administration from Pontificia de Comillas University (ICADE)
- ◆ MBA in Taxation and Tax Consultancy at Esine
- ◆ Deloitte and Spencer Stuart Advisor Program
- ◆ NTL Global Organization Development Certificate
- ◆ Senior Management Program in Internet Business at ISDI
- ◆ Certification Program in Dialogic Coaching and Team Coaching at UFV
- ◆ Professor at ISEM Fashion Business School
- ◆ Professor at Villanueva University
- ◆ Professor in executive programs at Esic, IE (Spain) and University of Piura (Peru)



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

10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, TECH has created this global system that favors the achievement of optimal results, giving them the facilities and stimuli that will keep them motivated throughout the specialization so that their career acquires the renovating impulse they are looking for.



“

We put all our resources at your disposal so that you can achieve the job improvement you desire"

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

The TECH MBA in Fashion and Luxury Sales Management is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

For students who want to excel, achieve a positive change at a professional level and interact with the best, this is the place for you.

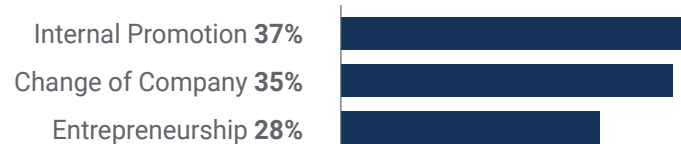
Enter the world of the MBA in Fashion and Luxury Sales Management thanks to this program of the highest academic level.

The market does not wait. Seize the moment and get on the front line of the fashion business with this program. Now or never.

Time of Change



Type of change



Salary increase

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



11

Benefits for Your Company

This MBA in Fashion and Luxury Sales Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this educational program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial 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.



“

You will learn how to be the driving force behind the transformation of your business or project by acquiring the skills to develop in the Omnichannel market"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

12 Certificate

The MBA in Fashion and Luxury Sales Management guarantees students, 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 Fashion and Luxury Sales Management** 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.

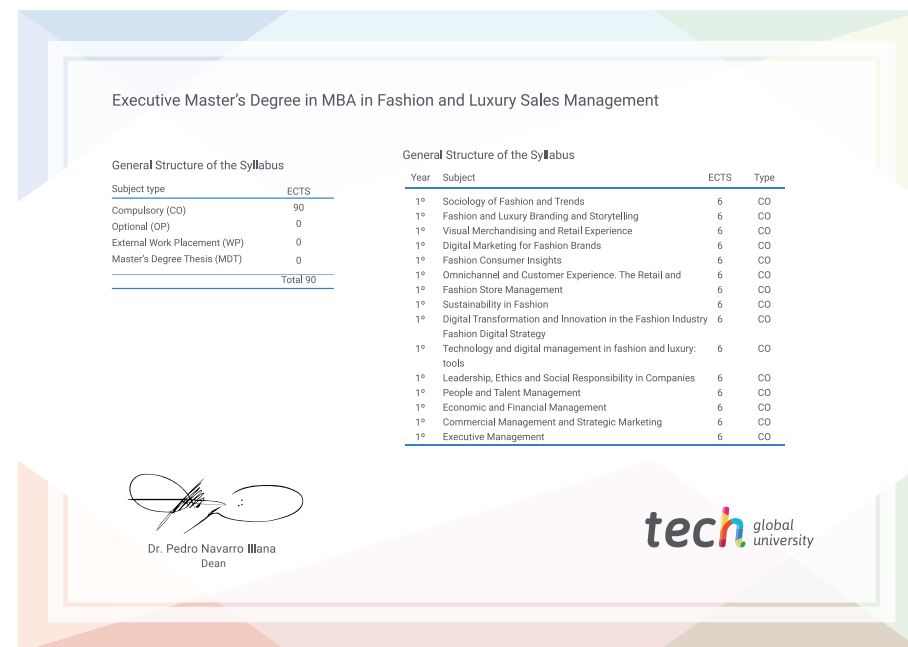
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Fashion and Luxury Sales Management**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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



Executive Master's Degree

MBA in Fashion and Luxury Sales Management

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

Executive Master's Degree MBA in Fashion and Luxury Sales Management

