

# Executive Master's Degree

## MBA in Marketing Management (CMO, Chief Marketing Officer)



## Executive Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer)

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

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-mba-marketing-management-cmo-chief-marketing-officer](http://www.techtute.com/us/school-of-business/executive-master-degree/master-mba-marketing-management-cmo-chief-marketing-officer)

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# 01

# Introduction

Marketing is a fundamental pillar in business strategy, as it directly impacts the visibility, positioning and growth of any company. In an increasingly digitalized and competitive environment, professionals in the sector must be prepared to integrate advanced tools, take advantage of data analytics and lead strategies that generate value. This TECH university program offers a unique opportunity to develop management skills and hone knowledge in branding, digital marketing, customer experience and team management. All in a convenient online format.





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*A 100% online program, designed to enhance your skills in strategic marketing and business leadership”*

Marketing is one of the fundamental pillars in business strategy, as it allows companies to position themselves in the market, attract and retain customers, and develop sustainable competitive advantages. In an increasingly digitalized and globalized environment, companies need leaders capable of managing brands, interpreting market trends and optimizing communication strategies. In addition, the advance of digital transformation has led to the need for marketing managers to master innovative tools such as data analytics, automation and artificial intelligence to maximize the impact of their campaigns and improve strategic decision making.

Against this backdrop, marketing professionals face the challenge of updating their skills and developing more versatile profiles that allow them to take on responsibilities in highly competitive markets. In response to these needs arises TECH's MBA in Marketing Management (CMO, Chief Marketing Officer), a program designed to provide advanced knowledge in strategic management, digital marketing and business leadership. This comprehensive program delves into the latest trends, methodologies and tools that Marketing managers must manage to achieve sustained growth in their organizations.

The curriculum covers key aspects such as brand management, strategic planning, customer experience and advertising campaign optimization.

This program has a 100% online methodology, which allows students to organize their learning without interfering with their work or personal responsibilities. The contents are available 24 hours a day, 7 days a week, accessible from any device with an Internet connection and can be downloaded. In addition, the Relearning method facilitates the assimilation of key concepts through progressive repetition, ensuring effective learning applied to the real work environment.

This **Executive Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Marketing
- ♦ The graphic, schematic and eminently practical content of the book provides scientific and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the process of self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Thanks to the Relearning methodology you will be able to study all the contents of this program from the comfort of your home and without the need to move to a learning center"*

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*You will optimize the profitability of brands through the effective management of resources, budgets and campaigns to improve the customer experience”*

Its teaching staff includes professionals from the field of Marketing Management, who contribute their work experience to this program, as well as renowned specialists from prestigious companies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will design and implement marketing plans aligned with the global objectives of companies.*

*You will have access to the most advanced teaching methodology, optimized for strategic learning in dynamic business environments.*



02

# Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.





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*Study at the largest online university in the world and ensure your professional success. The future begins at TECH”*

**The world's best online university, according to FORBES**

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future"

**Forbes**  
Mejor universidad  
online del mundo

**Plan**  
de estudios  
más completo

**The most complete syllabuses on the university scene**

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills, and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

**The best top international faculty**

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

Profesorado  
**TOP**  
Internacional



La metodología  
más eficaz

**A unique learning method**

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

**The world's largest online university**

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

**nº1**  
**Mundial**  
Mayor universidad  
online del mundo

**The official online university of the NBA**

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

**Leaders in employability**

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



**Google Premier Partner**

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



**The top-rated university by its students**

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model." These figures place TECH as the absolute international university reference.



**Leaders in employability**

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

# 03 Syllabus

The teaching materials that make up this MBA in Marketing Management (CMO, Chief Marketing Officer) have been designed by a team of experts in strategic management and digital marketing. Thanks to this, the curriculum delves into the most innovative trends in the sector, allowing graduates to develop high-impact strategies in highly competitive business environments.





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*You will lead your company's marketing strategy with an innovative and results-oriented approach”*

## Module 1. Market Research

- 1.1. Fundamentals of Marketing
  - 1.1.1. Main Definitions
  - 1.1.2. Basic Concepts
  - 1.1.3. The Evolution of the Concept of Marketing
- 1.2. Marketing: From the Idea to the Market
  - 1.2.1. Concept and Scope of Marketing
  - 1.2.2. Marketing Dimensions
  - 1.2.3. Marketing 3.0
- 1.3. New Competitive Environment
  - 1.3.1. Technological Innovation and Economic Impact
  - 1.3.2. Knowledge Society
  - 1.3.3. The New Consumer Profile
- 1.4. Quantitative Research Methods and Techniques
  - 1.4.1. Variables and Measurement Scales
  - 1.4.2. Information Sources
  - 1.4.3. Sampling Techniques
  - 1.4.4. The Treatment and Analysis of Data
- 1.5. Qualitative Research Methods and Techniques
  - 1.5.1. Direct Techniques: Focus Group
  - 1.5.2. Anthropological Techniques
  - 1.5.3. Indirect Techniques
  - 1.5.4. The Two Face Mirror and the Delphi Method
- 1.6. Market Segmentation
  - 1.6.1. Market Typologies
  - 1.6.2. Concept and Analysis of the Demand
  - 1.6.3. Segmentation and Criteria
  - 1.6.4. Defining the Target Audience





- 1.7. Types of Buying Behavior
  - 1.7.1. Complex Behavior
  - 1.7.2. Dissonance Reducing Behavior
  - 1.7.3. Variety Seeking Behavior
  - 1.7.4. Habitual Purchasing Behavior
- 1.8. Marketing Information Systems
  - 1.8.1. Conceptual Approaches to Marketing Information Systems
  - 1.8.2. *Data Warehouse and Datamining*
  - 1.8.3. Geographical Information Systems
- 1.9. Research Project Management
  - 1.9.1. Information Analysis Tools
  - 1.9.2. Developing an Expectation Management Plan
  - 1.9.3. Assessing the Feasibility of Projects
- 1.10. Marketing Intelligence
  - 1.10.1. Big Data
  - 1.10.2. User Experience
  - 1.10.3. Applying Techniques

## Module 2. Management and Leadership

- 2.1. General Management
  - 2.1.1. Integrating Functional Strategies into the Global Business Strategies
  - 2.1.2. Management Policy and Processes
  - 2.1.3. *Society and Enterprise*
- 2.2. Strategic Management
  - 2.2.1. Establishing the Strategic Position: Mission, Vision, and Values
  - 2.2.2. Developing New Businesses
  - 2.2.3. Growing and Consolidating Companies
- 2.3. Competitive Strategy
  - 2.3.1. Market Analysis
  - 2.3.2. Sustainable Competitive Advantage
  - 2.3.3. Return on Investment

- 2.4. Corporate Strategy
  - 2.4.1. *Driving Corporate Strategy*
  - 2.4.2. *Pacing Corporate Strategy*
  - 2.4.3. *Framing Corporate Strategy*
- 2.5. Planning and Strategy
  - 2.5.1. The Relevance of Strategic Direction in the Management Control Process
  - 2.5.2. Analysis of the Environment and the Organization
  - 2.5.3. *Lean Management*
- 2.6. Talent Management
  - 2.6.1. Managing Human Capital
  - 2.6.2. Environment, Strategy and Metrics
  - 2.6.3. Innovation in People Management
- 2.7. Management and Leadership Development
  - 2.7.1. Leadership and Leadership Styles
  - 2.7.2. Motivation
  - 2.7.3. Emotional Intelligence
  - 2.7.4. Skills and Abilities of the Leader 2.0
  - 2.7.5. Efficient Meetings
- 2.8. Change Management
  - 2.8.1. Performance Analysis
  - 2.8.2. Leading Change. Resistance to Change
  - 2.8.3. Managing Change Processes
  - 2.8.4. Managing Multicultural Teams

### Module 3. Logistics and Economic Management

- 3.1. Financial Diagnosis
  - 3.1.1. Indicators for Analyzing Financial Statements
  - 3.1.2. Profitability Analysis
  - 3.1.3. Economic and Financial Profitability of a Company
- 3.2. Economic Analysis of Decisions
  - 3.2.1. Budget Control
  - 3.2.2. Competitive Analysis. Comparative Analysis
  - 3.2.3. Decision-Making. Business Investment or Divestment

- 3.3. Investment Valuation and Portfolio Management
  - 3.3.1. Profitability of Investment Projects and Value Creation
  - 3.3.2. Models for Evaluating Investment Projects
  - 3.3.3. Sensitivity Analysis, Scenario Development and Decision Trees
- 3.4. Purchasing Logistics Management
  - 3.4.1. Stock Management
  - 3.4.2. Warehouse Management
  - 3.4.3. Purchasing and Procurement Management
- 3.5. *Supply Chain Management*
  - 3.5.1. Costs and Efficiency of the Operations Chain
  - 3.5.2. Change in Demand Patterns
  - 3.5.3. Change in Operations Strategy
- 3.6. Logistical Processes
  - 3.6.1. Organization and Management by Processes
  - 3.6.2. Procurement, Production, Distribution
  - 3.6.3. Quality, Quality Costs and Tools
  - 3.6.4. After-Sales Service
- 3.7. Logistics and Customers
  - 3.7.1. Demand Analysis and Forecasting
  - 3.7.2. Sales Forecasting and Planning
  - 3.7.3. *Collaborative Planning, Forecasting, and Replacement*
- 3.8. International Logistics
  - 3.8.1. Customs, Export and Import Processes
  - 3.8.2. Methods and Means of International Payment
  - 3.8.3. International Logistics Platforms

### Module 4. Strategy in Marketing Management

- 4.1. Marketing Management
  - 4.1.1. *Positioning and Value Creation*
  - 4.1.2. Company's Marketing Orientation and Positioning
  - 4.1.3. Strategic vs. Operational Marketing
  - 4.1.4. Objectives in Marketing Management
  - 4.1.5. Integrated Marketing Communications



- 4.2. The Function of Strategic Marketing
  - 4.2.1. Main Marketing Strategies
  - 4.2.2. Segmentation, Targeting and Positioning
  - 4.2.3. Managing Strategic Marketing
- 4.3. Marketing Strategy Dimensions
  - 4.3.1. Necessary Resources and Investments
  - 4.3.2. Fundamentals of Competitive Advantage
  - 4.3.3. The Company's Competitive Behavior
  - 4.3.4. Focus Marketing
- 4.4. New Product Strategy Development
  - 4.4.1. Creativity and Innovation in Marketing
  - 4.4.2. Generation and Filtering of Ideas
  - 4.4.3. Commercial Viability Analysis
  - 4.4.4. Development, Market Testing and Commercialization
- 4.5. Pricing Policies
  - 4.5.1. Short and Long-Term Aims
  - 4.5.2. Types of Pricing
  - 4.5.3. Factors that Affect Pricing
- 4.6. Promotion and **Merchandising** Strategies
  - 4.6.1. Advertising Management
  - 4.6.2. Communication and Media Plan
  - 4.6.3. Merchandising as a Marketing Technique
  - 4.6.4. Visual Merchandising
- 4.7. Distribution, Expansion and Intermediation Strategies
  - 4.7.1. Outsourcing of Sales Force and Customer Service
  - 4.7.2. Commercial Logistics in Product and Service Sales Management
  - 4.7.3. Sales Cycle Management
- 4.8. Developing the Marketing Plan
  - 4.8.1. Analysis and Diagnosis
  - 4.8.2. Strategic Decisions
  - 4.8.3. Operational Decisions

## Module 5. Operational Marketing

- 5.1. Marketing Mix
  - 5.1.1. The Marketing Value Proposition
  - 5.1.2. Marketing Mix Policies, Strategies and Tactics
  - 5.1.3. Elements of Marketing Mix
  - 5.1.4. Customer Satisfaction and Marketing Mix
- 5.2. Product Management
  - 5.2.1. Consumption Distribution and Product Life Cycle
  - 5.2.2. Obsolescence, Expiration, Periodic Campaigns
  - 5.2.3. Order Management and Inventory Control Ratios
- 5.3. Pricing Principles
  - 5.3.1. Analysis of the Environment
  - 5.3.2. Production Costs and Discount Margins
  - 5.3.3. Final Price and Positioning Map
- 5.4. Distribution Channel Management
  - 5.4.1. Trade Marketing
  - 5.4.2. Distribution Culture and Competition
  - 5.4.3. *Designing and Managing Channels*
  - 5.4.4. Functions of Distribution Channels
  - 5.4.5. *Route to Market*
- 5.5. Promotion and Sales Channels
  - 5.5.1. Corporate Branding
  - 5.5.2. Publicity
  - 5.5.3. Sales Promotion
  - 5.5.4. Public Relations and Personal Selling
  - 5.5.5. Street Marketing
- 5.6. *Branding*
  - 5.6.1. *Brand Evolution*
  - 5.6.2. Creating and Developing a Successful Brand
  - 5.6.3. *Brand Equity*
  - 5.6.4. *Category Management*

- 5.7. Managing Marketing Groups
  - 5.7.1. Work Teams and Meeting Management
  - 5.7.2. Coaching and Team Management
  - 5.7.3. Managing Equality and Diversity
- 5.8. Communication and Marketing
  - 5.8.1. Communication Integrated into Marketing
  - 5.8.2. Designing a Marketing Communication Program
  - 5.8.3. Communication Skills and Influence
  - 5.8.4. Barriers to Business Communication

### Module 6. Customer Relationship Management

- 6.1. Knowing the Market and the Consumer
  - 6.1.1. *Open Innovation*
  - 6.1.2. Competitive Intelligence
  - 6.1.3. *Sharing Economy*
- 6.2. CRM and Business Philosophy
  - 6.2.1. Business Philosophy or Strategic Orientation
  - 6.2.2. Customer Identification and Differentiation
  - 6.2.3. The Company and Its Stakeholders
  - 6.2.4. *Clienting*
- 6.3. Database Marketing and Customer Relationship Management
  - 6.3.1. Database Marketing Applications
  - 6.3.2. Information Sources, Storage, and Processing
- 6.4. Consumer Psychology and Behavior
  - 6.4.1. The Study of Consumer Behavior
  - 6.4.2. Internal and External Consumer Factors
  - 6.4.3. Consumer Decision Process
  - 6.4.4. Consumerism, Society, Marketing, and Ethics
- 6.5. Areas of CRM Management
  - 6.5.1. *Customer Service*
  - 6.5.2. Managing the Sales Force
  - 6.5.3. Customer Service

- 6.6. Consumer Centric Marketing
  - 6.6.1. Segmentation
  - 6.6.2. Profitability Analysis
  - 6.6.3. Customer Loyalty Strategies
- 6.7. CRM Management Techniques
  - 6.7.1. Direct Marketing
  - 6.7.2. Multichannel Integration
  - 6.7.3. Viral Marketing
- 6.8. Advantages and Risks of Implementing CRM
  - 6.8.1. CRM, Sales and Costs
  - 6.8.2. Customer Satisfaction and Loyalty
  - 6.8.3. Technology Implementation
  - 6.8.4. Strategic and Management Errors

### Module 7. Sectorial Marketing

- 7.1. Services Marketing
  - 7.1.1. Evolution and Growth of the Service Sector
  - 7.1.2. Function of Services Marketing
  - 7.1.3. Marketing Strategy in the Service Sector
- 7.2. Touristic Marketing
  - 7.2.1. Features of the Tourism Sector
  - 7.2.2. Tourist Product
  - 7.2.3. The Customer in Tourism Marketing
- 7.3. Political and Electoral Marketing
  - 7.3.1. Political vs. Electoral Marketing
  - 7.3.2. Political Market Segmentation
  - 7.3.3. Electoral Campaign
- 7.4. Social Marketing and Responsible Marketing
  - 7.4.1. Social Cause Marketing and CSR
  - 7.4.2. Environmental Marketing
  - 7.4.3. Segmentation in Social Marketing

- 7.5. Retail Management
  - 7.5.1. Relevance
  - 7.5.2. Reward
  - 7.5.3. Cost Reduction
  - 7.5.4. Relationship with the Customer
- 7.6. Banking Marketing
  - 7.6.1. State Regulation
  - 7.6.2. Branches and Segmentation
  - 7.6.3. Inbound Marketing in the Banking Sector
- 7.7. Health Services Marketing
  - 7.7.1. Internal Marketing
  - 7.7.2. User Satisfaction Studies
  - 7.7.3. Market-Oriented Quality Management
- 7.8. Sensory Marketing
  - 7.8.1. Shopping Experience as a Sensory Experience
  - 7.8.2. Neuromarketing and Sensory Marketing
  - 7.8.3. Arrangement and Presentation of the Point of Sale

## Module 8. International Marketing

- 8.1. International Market Research
  - 8.1.1. Emerging Markets Marketing
  - 8.1.2. PES Analysis
  - 8.1.3. What, How and Where to Export
  - 8.1.4. International Marketing-Mix Strategies
- 8.2. International Segmentation
  - 8.2.1. Criteria for Market Segmentation at the International Level
  - 8.2.2. Market Niches
  - 8.2.3. International Segmentation Strategies
- 8.3. International Positioning
  - 8.3.1. Branding in International Markets
  - 8.3.2. Positioning Strategies in International Markets

- 8.4. Product Strategies in International Markets
  - 8.4.1. Product Modification, Adaptation and Diversification
  - 8.4.2. Global Standardized Products
  - 8.4.3. The Product Portfolio
- 8.5. Prices and Exports
  - 8.5.1. Export Prices Calculation
  - 8.5.2. Incoterms
  - 8.5.3. International Price Strategy
- 8.6. Quality in International Marketing
  - 8.6.1. Quality and International Marketing
  - 8.6.2. Standards and Certifications
  - 8.6.3. CE Marking
- 8.7. International Promotion
  - 8.7.1. The International Promotion MIX
  - 8.7.2. Advertising and Publicity
  - 8.7.3. International Fairs
  - 8.7.4. Country Branding
- 8.8. Distribution through International Channels
  - 8.8.1. Channel and Trade Marketing
  - 8.8.2. Export Consortiums
  - 8.8.3. Types of Exports and Foreign Trade

## Module 9. Digital Marketing and E-Commerce

- 9.1. Digital Marketing and E-Commerce
  - 9.1.1. The Digital Economy and the Sharing Economy
  - 9.1.2. Trends and Social Changes in Consumers
  - 9.1.3. Digital Transformation of Traditional Companies
  - 9.1.4. The Roles of the Chief Digital Officer
- 9.2. Digital Strategy
  - 9.2.1. Segmentation and Positioning in the Competitive Context
  - 9.2.2. New Marketing Strategies for Products and Services
  - 9.2.3. *From Innovation to Cash Flow*

- 9.3. Technology Strategy
  - 9.3.1. Web Development
  - 9.3.2. Hosting and Cloud Computing
  - 9.3.3. Content Management Systems (CMS)
  - 9.3.4. Formats and Digital Media
  - 9.3.5. Technological e-Commerce Platforms
- 9.4. Digital Regulation
  - 9.4.1. Privacy Policy and Personal Data Protection Act
  - 9.4.2. Fake Profiles and Fake Followers
- 9.5. Online Market Research
  - 9.5.1. Quantitative Research Tools in Online Markets
  - 9.5.2. Dynamic Qualitative Customer Research Tools
- 9.6. Online Agencies, Media and Channels
  - 9.6.1. Integral, Creative and Online Agencies
  - 9.6.2. Traditional and New Media
  - 9.6.3. Online Channels
  - 9.6.4. Other Digital Players

## Module 10. e-Commerce and Shopify

- 10.1. Digital e-Commerce Management
  - 10.1.1. New e-Commerce Business Models
  - 10.1.2. Planning and Developing an e-Commerce Strategic Plan
  - 10.1.3. Technological Structure in e-Commerce
- 10.2. e-Commerce Operations and Logistics
  - 10.2.1. How to Manage Fulfillment
  - 10.2.2. Digital Point-of-Sale Management
  - 10.2.3. *Contact Center Management*
  - 10.2.4. Automation in Management and Monitoring Processes
- 10.3. Implementing **e-Commerce** Techniques
  - 10.3.1. Social Media and Integration in the E-Commerce Plan
  - 10.3.2. Multichannel Strategy
  - 10.3.3. Personalizing Dashboards

- 10.4. Digital Pricing
  - 10.4.1. Online Payment Methods and Payment Gateways
  - 10.4.2. Electronic Promotions
  - 10.4.3. Digital Price Timing
  - 10.4.4. e-Auctions
- 10.5. From e-Commerce to m-Commerce and s-Commerce
  - 10.5.1. e-Marketplace Business Models
  - 10.5.2. s-Commerce and Brand Experience
  - 10.5.3. Purchase via Mobile Devices
- 10.6. Customer Intelligence: from e-CRM to s-CRM
  - 10.6.1. Integrating the Consumer in the Value Chain
  - 10.6.2. Online Research and Loyalty Techniques
  - 10.6.3. Planning a Customer Relationship Management Strategy
- 10.7. Digital Marketing Trade
  - 10.7.1. *Cross Merchandising*
  - 10.7.2. Designing and Managing Facebook Ads Campaigns
  - 10.7.3. Designing and Managing Google Ad Campaigns
- 10.8. Online Marketing for e-Commerce
  - 10.8.1. Inbound Marketing
  - 10.8.2. Display and Programmatic Purchasing
  - 10.8.3. Communication Plan

## Module 11. Social Media and Community Management

- 11.1. Web 2.0 or the Social Web
  - 11.1.1. Organization in the Age of Conversation
  - 11.1.2. Web 2.0 Is All About People
  - 11.1.3. New Environments, New Content
- 11.2. Digital Communication and Reputation
  - 11.2.1. Crisis Management and Online Corporate Reputation
  - 11.2.2. Online Reputation Report
  - 11.2.3. Etiquette and Good Practices on Social Networks
  - 11.2.4. Branding and Networking 2.0

- 11.3. General, Professional and Microblogging Platforms
  - 11.3.1. Facebook
  - 11.3.2. LinkedIn
  - 11.3.3. Google+
  - 11.3.4. Twitter
- 11.4. Video, Image and Mobility Platforms
  - 11.4.1. YouTube
  - 11.4.2. Instagram
  - 11.4.3. Flickr
  - 11.4.4. Vimeo
  - 11.4.5. Pinterest
- 11.5. Corporate ***Blogging***
  - 11.5.1. How to Create a Blog
  - 11.5.2. Content Marketing Strategy
  - 11.5.3. How to Create a Content Plan for Your Blog
  - 11.5.4. Content Curation Strategy
- 11.6. Social Media Strategies
  - 11.6.1. Corporate Communication Plan 2.0
  - 11.6.2. Corporate PR and Social Media
  - 11.6.3. Analysis and Evaluation of Results
- 11.7. *Community Management*
  - 11.7.1. Functions, Duties, and Responsibilities of the Community Manager
  - 11.7.2. *Social Media Manager*
  - 11.7.3. *Social Media Strategist*
- 11.8. *Social Media Plan*
  - 11.8.1. Designing a Social Media Plan
  - 11.8.2. Defining the Strategy to Be Followed in Each Medium
  - 11.8.3. Contingency Protocol in Case of Crisis

## Module 12. Leadership, Ethics and Social Responsibility in Companies

- 12.1. Globalization and Governance
  - 12.1.1. Governance and Corporate Governance
  - 12.1.2. The Fundamentals of Corporate Governance in Companies
  - 12.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 12.2. *Cross Cultural Management*
  - 12.2.1. Cross Cultural Management Concept
  - 12.2.2. Contributions to Knowledge of National Cultures
  - 12.2.3. Diversity Management
- 12.3. Business Ethics
  - 12.3.1. Ethics and Morality
  - 12.3.2. Business Ethics
  - 12.3.3. Leadership and Ethics in Companies
- 12.4. Sustainability
  - 12.4.1. Sustainability and Sustainable Development
  - 12.4.2. The 2030 Agenda
  - 12.4.3. Sustainable Companies
- 12.5. Corporate Social Responsibility
  - 12.5.1. International Dimensions of Corporate Social Responsibility
  - 12.5.2. Implementing Corporate Social Responsibility
  - 12.5.3. The Impact and Measurement of Corporate Social Responsibility
- 12.6. Responsible Management Systems and Tools
  - 12.6.1. CSR: Corporate Social Responsibility
  - 12.6.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 12.6.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 12.6.4. CSR Tools and Standards
- 12.7. Multinationals and Human Rights
  - 12.7.1. Globalization, Multinational Corporations and Human Rights
  - 12.7.2. Multinational Corporations and International Law
  - 12.7.3. Legal Instruments for Multinationals in the Area of Human Rights
- 12.8. Legal Environment and Corporate Governance
  - 12.8.1. International Rules on Importation and Exportation
  - 12.8.2. Intellectual and Industrial Property
  - 12.8.3. International Labor Law

## Module 13. People and Talent Management

- 13.1. Strategic People Management
  - 13.1.1. Strategic Human Resources Management
  - 13.1.2. Strategic People Management
- 13.2. Human Resources Management by Competencies
  - 13.2.1. Analysis of the Potential
  - 13.2.2. Remuneration Policy
  - 13.2.3. Career/Succession Planning
- 13.3. Performance Evaluation and Performance Management
  - 13.3.1. Performance Management
  - 13.3.2. Performance Management: Objectives and Process
- 13.4. Innovation in Talent and People Management
  - 13.4.1. Strategic Talent Management Models
  - 13.4.2. Identification, Training and Development of Talent
  - 13.4.3. Loyalty and Retention
  - 13.4.4. Proactivity and Innovation
- 13.5. Motivation
  - 13.5.1. The Nature of Motivation
  - 13.5.2. Expectations Theory
  - 13.5.3. Needs Theory
  - 13.5.4. Motivation and Financial Compensation
- 13.6. Developing High-Performance Teams
  - 13.6.1. High-Performance Teams: Self-Managed Teams
  - 13.6.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 13.7. Negotiation and Conflict Management
  - 13.7.1. Negotiation
  - 13.7.2. Conflict Management
  - 13.7.3. Crisis Management
- 13.8. Executive Communication
  - 13.8.1. Internal and External Communication in the Corporate Environment
  - 13.8.2. Communication Departments
  - 13.8.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 13.9. Productivity, Attraction, Retention and Activation of Talent
  - 13.9.1. Productivity
  - 13.9.2. Talent Attraction and Retention Levers

## Module 14. Economic and Financial Management

- 14.1. Economic Environment
  - 14.1.1. Macroeconomic Environment and the National Financial System
  - 14.1.2. Financial Institutions
  - 14.1.3. Financial Markets
  - 14.1.4. Financial Assets
  - 14.1.5. Other Financial Sector Entities
- 14.2. Executive Accounting
  - 14.2.1. Basic Concepts
  - 14.2.2. The Company's Assets
  - 14.2.3. The Company's Liabilities
  - 14.2.4. The Company's Net Worth
  - 14.2.5. The Income Statement
- 14.3. Information Systems and Business Intelligence
  - 14.3.1. Fundamentals and Classification
  - 14.3.2. Cost Allocation Phases and Methods
  - 14.3.3. Choice of Cost Center and Impact
- 14.4. Budget and Management Control
  - 14.4.1. The Budget Model
  - 14.4.2. The Capital Budget
  - 14.4.3. The Operating Budget
  - 14.4.5. Treasury Budget
  - 14.4.6. Budget Monitoring
- 14.5. Financial Management
  - 14.5.1. The Company's Financial Decisions
  - 14.5.2. Financial Department
  - 14.5.3. Cash Surpluses
  - 14.5.4. Risks Associated with Financial Management
  - 14.5.5. Financial Administration Risk Management
- 14.6. Financial Planning
  - 14.6.1. Definition of Financial Planning
  - 14.6.2. Actions to Be Taken in Financial Planning
  - 14.6.3. Creation and Establishment of the Business Strategy
  - 14.6.4. The Cash Flow Table
  - 14.6.5. The Working Capital Table

- 14.7. Corporate Financial Strategy
  - 14.7.1. Corporate Strategy and Sources of Financing
  - 14.7.2. Financial Products for Corporate Financing
- 14.8. Strategic Financing
  - 14.8.1. Self-Financing
  - 14.8.2. Increase in Equity
  - 14.8.3. Hybrid Resources
  - 14.8.4. Financing Through Intermediaries
- 14.9. Financial Analysis and Planning
  - 14.9.1. Analysis of the Balance Sheet
  - 14.9.2. Analysis of the Income Statement
  - 14.9.3. Profitability Analysis
- 14.10. Analyzing and Solving Cases/Problems
  - 14.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 15. Executive Management

- 15.1. Manager Functions: Organizational Culture and Approaches
  - 15.1.1. Manager Functions: Organizational Culture and Approaches
- 15.2. Operations Management
  - 15.2.1. Management Objectives
  - 15.2.2. Value Chain
  - 15.2.3. Quality Management
- 15.3. Public Speaking and Spokesperson Education
  - 15.3.1. Interpersonal Communication
  - 15.3.2. Communication Skills and Influence
  - 15.3.3. Communication Barriers
- 15.4. Personal and Organizational Communications Tools
  - 15.4.1. Interpersonal Communication
  - 15.4.2. Interpersonal Communication Tools
  - 15.4.3. Communication in the Organization
  - 15.4.4. Tools in the Organization

- 15.5. Communication in Crisis Situations
  - 15.5.1. Crisis
  - 15.5.2. Phases of the Crisis
  - 15.5.3. Messages: Contents and Moments
- 15.6. Preparation of a Crisis Plan
  - 15.6.1. Analysis of Possible Problems
  - 15.6.2. Planning
  - 15.6.3. Adequacy of Personnel
- 15.7. Emotional Intelligence
  - 15.7.1. Emotional Intelligence and Communication
  - 15.7.2. Assertiveness, Empathy and Active Listening
  - 15.7.3. Self-Esteem and Emotional Communication
- 15.8. Personal Branding
  - 15.8.1. Strategies for Personal Brand Development
  - 15.8.2. Personal Branding Laws
  - 15.8.3. Tools for Creating Personal Brands



*You will make strategic decisions informed by data, using analytics tools to maximize customer conversion”*

# 04

# Teaching Objectives

This TECH MBA is designed to provide marketing and business management professionals with the necessary tools to lead innovative business strategies and manage high-performance teams. To do so, the program addresses everything from advanced data management and market analysis to implementing digital strategies and optimizing the customer experience.







“

*You will lead Marketing strategies and business positioning from an innovative and global vision”*



## General Objectives

- Train professionals to lead teams, manage high impact projects and make key decisions in dynamic environments
- Integrate digital tools, data analysis and technological strategies to optimize marketing performance in global companies
- Strengthen the ability to design expansion strategies, enhance brand identity and manage international markets successfully
- Apply advanced methodologies to understand consumer behavior, personalize campaigns, and increase customer retention



*With TECH's Relearning system you will not have to invest a great amount of study hours, focusing on the most relevant concepts"*





## Specific Objectives

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### Module 1. Market Research

- ♦ Understand marketing fundamentals and research techniques for analyzing consumer behavior and market segmentation
- ♦ Apply qualitative and quantitative research methods for data-driven decision making and marketing intelligence

### Module 2. Management and Leadership

- ♦ Integrate business strategies and develop management and leadership skills in competitive environments
- ♦ Develop managerial skills to manage change, innovation and human talent

### Module 3. Logistics and Economic Management

- ♦ Analyze financial decisions and evaluate investments to improve business profitability
- ♦ Optimize supply chain management and logistics processes to improve efficiency and customer satisfaction

### Module 4. Strategy in Marketing Management

- ♦ Develop marketing strategies that integrate positioning, segmentation and product development
- ♦ Apply pricing, promotion and distribution techniques to effectively implement strategic marketing plan

### Module 5. Operational Marketing

- ♦ Manage the marketing mix to optimize customer satisfaction through effective products, pricing, distribution, and promotion
- ♦ Develop skills to manage marketing teams, build successful brands, and effectively communicate marketing strategies

### Module 6. Customer Relationship Management

- ♦ Implement customer-centric CRM strategies to improve customer loyalty and customer service
- ♦ Apply direct and multichannel marketing tools to manage customer relationships and optimize profitability

### Module 7. Sectorial Marketing

- ♦ Analyze specific marketing strategies applied to sectors such as services, tourism, politics, and retail to adapt to their particularities
- ♦ Acquire responsible strategies in sectors such as social, banking, health and sensory marketing, promoting customer satisfaction and ethics

### Module 8. International Marketing

- ♦ Apply international marketing strategies to expand effectively in global markets
- ♦ Manage key aspects of international trade such as pricing, distribution, promotion and regulation

### Module 9. Digital Marketing and e-Commerce

- ♦ Design and implement digital marketing strategies adapted to emerging trends and social shifts in consumption, with a focus on the digital economy
- ♦ Manage digital regulation and online market research to create an optimized user experience and comply with legal regulations

### Module 10. e-Commerce and Shopify

- ♦ Develop a strategic e-Commerce plan and optimize logistics and digital operations in e-Commerce
- ♦ Implement advanced e-Commerce and digital marketing techniques, such as multi-channel strategies and personalization, to increase sales and customer loyalty

### Module 11. Social Media and Community Management

- ♦ Develop effective digital communication strategies, managing online reputation and using social platforms to improve visibility and relationships with users
- ♦ Manage online communities, creating social media plans adapted to each platform and addressing crises efficiently

### Module 12. Leadership, Ethics and Social Responsibility in Companies

- ♦ Understand and apply the principles of corporate governance, ethical leadership and corporate social responsibility to promote sustainable and responsible business practices
- ♦ Implement CSR and sustainability strategies, managing cultural diversity and human rights within a global environment

### Module 13. People and Talent Management

- ♦ Apply people management strategies aligned with the company's strategic objectives, improving talent management and organizational performance
- ♦ Promote innovation in talent management, motivation and the development of high performance teams, as well as effectively manage conflicts and crises in the work environment





#### **Module 14. Economic and Financial Management**

- ♦ Understand the fundamental principles of management accounting, financial information systems and financial planning strategies for business decision making
- ♦ Develop skills in financial management, budgeting and risk control to optimize the profitability and financial sustainability of the company

#### **Module 15. Executive Management**

- ♦ Develop management and leadership skills that favor effective management of teams and organizations
- ♦ Apply communication, emotional intelligence and crisis management tools to improve interpersonal and organizational relationships

05

# Career Opportunities

This TECH program represents a unique opportunity for marketing and business management professionals who wish to enhance their skills and master the most advanced strategic tools in the digital and corporate environment. Through this cutting-edge knowledge, graduates of this university program will significantly expand their job opportunities and access leadership positions in companies in various sectors.





“

*You will apply innovative strategies in Marketing and develop a high-impact management profile, with a global and results-oriented vision”*

### Graduate Profile

The graduate of this MBA in Marketing Management (CMO, Chief Marketing Officer) will be a professional trained to lead marketing strategies in highly competitive environments. They will have the skills to design, implement and evaluate high-performance campaigns, optimize customer acquisition and loyalty processes, and take advantage of artificial intelligence and data analysis in decision-making. In addition, they will be prepared to manage corporate communication, develop innovative digital marketing plans and lead multidisciplinary teams in the company. In addition, you will be able to interpret market trends and adapt strategies to different environments.

*You will be able to work with excellence as CMO in any company, applying innovative strategies and digital tools to lead business growth.*

- ♦ **Digital Transformation in Marketing:** Ability to integrate technological tools into Marketing strategies, maximizing the efficiency and profitability of commercial actions
- ♦ **Strategic Management and Decision Making:** Ability to analyze data and apply advanced methodologies that enable effective decision making in dynamic and highly competitive environments
- ♦ **Leadership in Business Environments:** Ability to lead Marketing and Sales teams, fostering innovation, creativity and collaborative work in the organization
- ♦ **International Brand Positioning:** Mastery of global Marketing strategies, allowing to expand the company's presence in international markets with approaches adapted to each context







After completing the program, you will be able to use your knowledge and skills in the following positions:

1. **Chief Marketing Officer:** Responsible for the global direction of the Marketing area, managing growth strategies, innovation and brand positioning.
2. **Digital Marketing Manager:** Specialist in the implementation of online strategies, social media advertising, SEO, SEM and marketing automation.
3. **Strategy and Branding Manager:** In charge of developing brand identity, improving corporate reputation and strengthening the company's presence in the market.
4. **Leader of Digital Transformation in Marketing:** Responsible for integrating emerging technologies such as artificial intelligence and data analytics into strategic decision making.
5. **Marketing and Business Strategy Consultant:** Specialist in advising companies in optimizing their business strategies and expanding their presence in new markets.
6. **Customer Experience Director:** Focused on improving the customer experience and developing loyalty strategies through innovative methodologies.
7. **Marketing Innovation Project Manager:** Responsible for leading growth initiatives based on new trends, agile methodologies and business process optimization
8. **Responsible for Internationalization of Companies:** In charge of expanding business to global markets, adapting Marketing and communication strategies to different cultural and economic contexts.
9. **Business Intelligence Director:** Specialist in market data analysis, profitability optimization and design of strategies based on Business Intelligence.

06

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

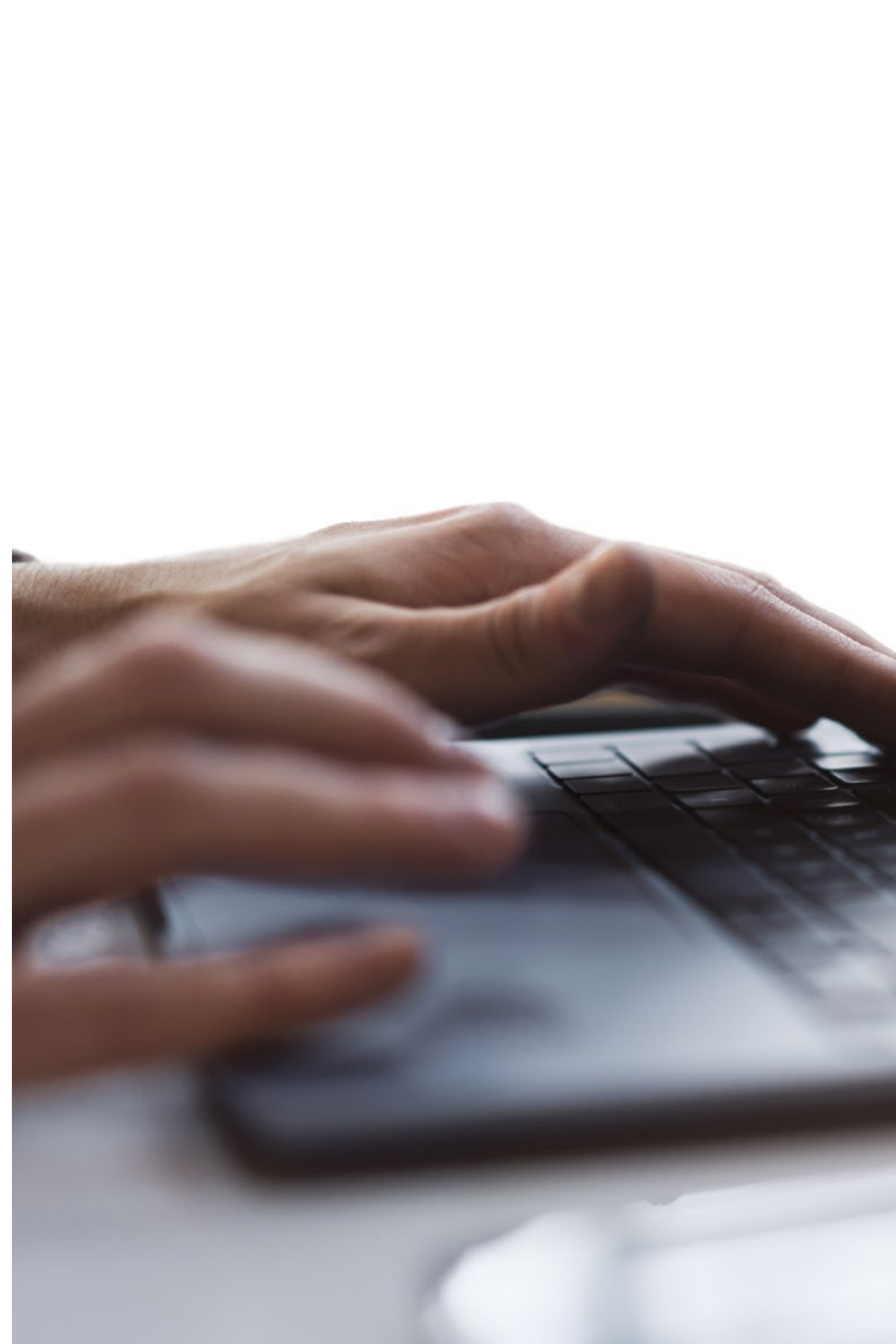
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



### The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”*

### The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*



As such, the best educational materials, thoroughly prepared, will be available in this program:



### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



### Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

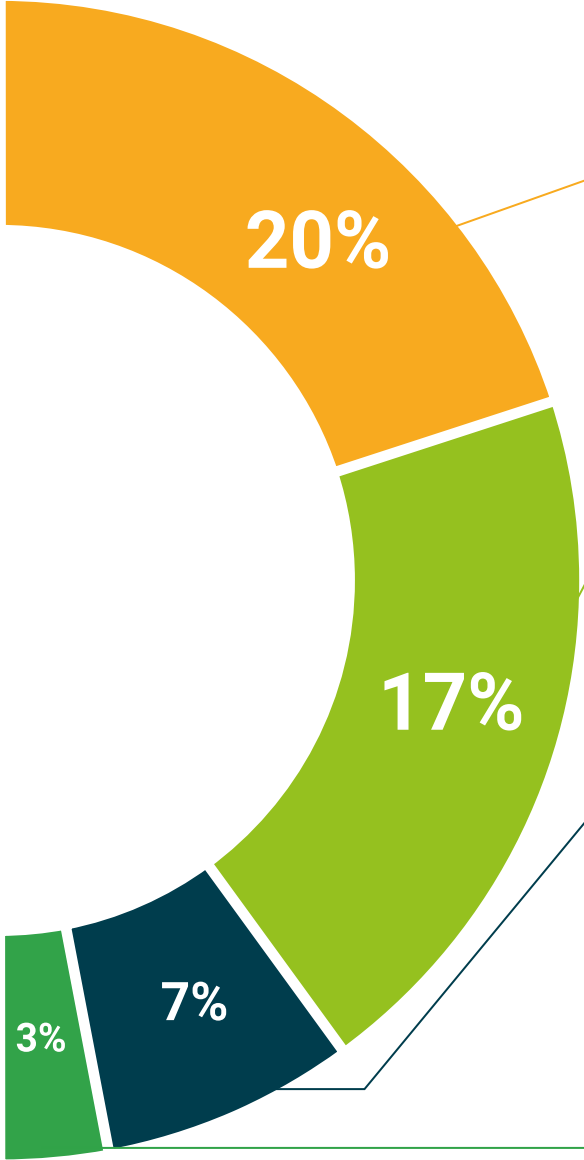
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



**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 for future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

# Teaching Staff

The teachers selected by TECH for this program have a unique combination of academic experience and business practice. These professionals have worked extensively in the integration of digital strategies in Marketing, achieving solid knowledge on the impact of artificial intelligence and data analytics in business decision making. In this way, they have developed a myriad of didactic contents that stand out for their high quality and applicability to the demands of the labor market.



“

*You will have a prestigious teaching team with extensive professional experience, which dominates the trends of digital marketing and strategic management, providing key tools for the success of a CMO”*

## 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 **NBCUniversal** 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 **Human Resources** 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 has held management positions in recruitment for companies in various areas.

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

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, 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
- Degree 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 cloud 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 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

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- Regional IT Director at Amazon, Seattle, United States
- 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
- Degree 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. Therefore, 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

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- 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

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**, in 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

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- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at 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 Product, Merchandising and Communication. All of this linked to 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 role, 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.

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. In turn, 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

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- 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
- Degree in Business and Economics from the University of Eastern Piedmont

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## 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 Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. 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. Because of this, 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

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- 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
- 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
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen



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## 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

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

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## International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



## Ms. Thole-Muir, Wendy

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- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa



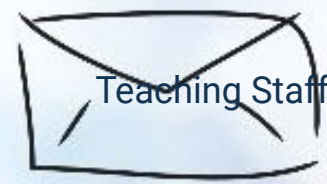
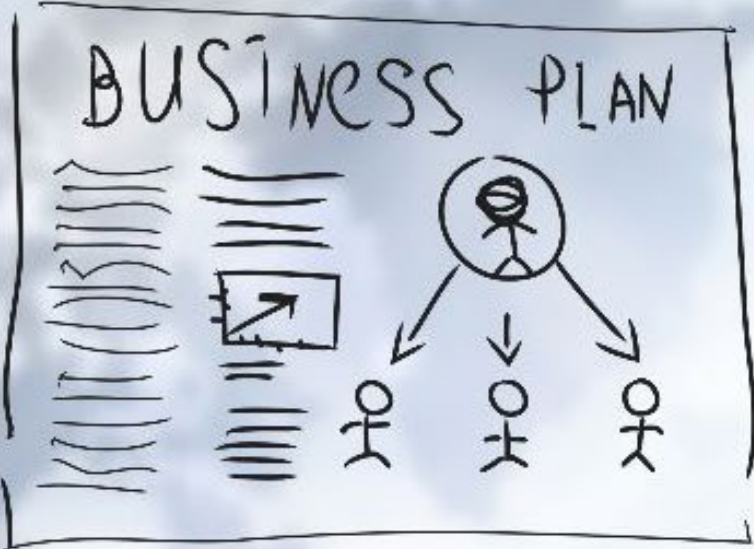
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## Management



### Mr. López Rausell, Adolfo

- ♦ Independent Consultant at KMC
- ♦ Commercial and Research Technician at Investgroup
- ♦ Marketing Consultant at Alcoworking
- ♦ Manager at Innovation Club of the Valencian Community
- ♦ Bachelor's 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 for communication), AINACE (member of the Board of Directors), Marketing Club Valencia (Former President)



MARKET



BRAND NAME



08

# Certificate

The Executive Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree issued by TECH Global University.







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Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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## Executive Master's Degree

### MBA in Marketing Management (CMO, Chief Marketing Officer)

- » 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 Marketing Management  
(CMO, Chief Marketing Officer)