

Executive Master's Degree

MBA in Marketing Management (CMO, Chief Marketing Officer)

M B A M M C C M O



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

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Credits: 90 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in commercial and marketing areas

Website: www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-marketing-management-cmo-chief-marketing-officer

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01 Welcome

Marketing is becoming increasingly important in companies, as it is an essential element for commercializing products and services. It helps to make the brand known, attract and retain customers, and discover the needs of users. In short, it should be an intrinsic part of any company's business strategy. Within this area, the Chief Marketing Officer (CMO) plays a fundamental role, who must lead the entire process of developing the marketing plan. This high-level executive must possess knowledge in economic logistics, customer relationship, digital marketing and community management. For this reason, this program delves into these and other issues that are essential for modern and cutting-edge leadership. A unique opportunity to position yourself as a high-value CMO in highly competitive environments, supported by a 100% online teaching methodology that enables students to balance their studies with any type of personal or professional activity.



MBA in Marketing Management (CMO, Chief Marketing Officer)
TECH Technological University



“

Take a step forward with this Executive Master's Degree and become the focal point of all your organization's marketing strategies, filling the position of Chief Marketing Officer with advanced and refined knowledge"

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 Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500 | collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



Analysis

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



Academic Excellence

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



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

The MBA in Marketing Management (CMO, Chief Marketing Officer) is designed to strengthen the managerial and leadership skills of marketing specialists, in addition to boosting their professional careers with content that is up-to-date with current market realities. After the program, the manager will make the most relevant decisions in the marketing department, directing campaigns with improved efficiency and solvency.



“

Take your career to a new level with ambitious content aimed at catapulting you to the top as CMO, Chief Marketing Officer”

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

The MBA in Marketing Management (CMO, Chief Marketing Officer) will train students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

04

Analyze the consumer's decision process in relation to marketing stimuli in detail

02

Integrate the Internet into the organizations marketing strategy



03

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

05

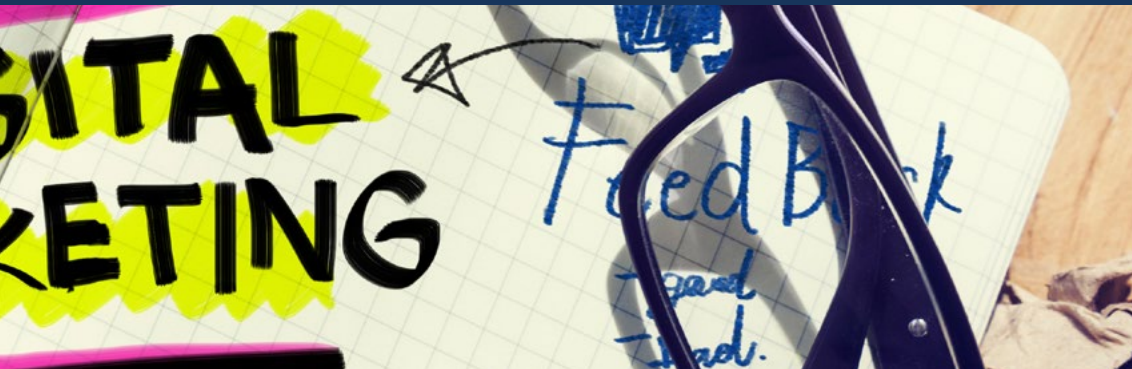
Successfully lead partially or fully digitized sales and marketing teams

06

Develop marketing, market research, and communication projects

08

Conduct market research to understand the environment and the opportunities it offers to achieve business success



09

Develop leadership skills to lead marketing teams

07

Develop a solid and complete digital marketing plan for the organization

10

Know the logistical processes of the company

11

Apply pricing policies

12

Know the different marketing tools and apply the most appropriate ones to achieve business objectives

13

Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty





14

Gain in-depth knowledge of how marketing techniques can be applied to different sectors

15

Carry out international promotions

16

Know the main international distribution channels

05 Skills

Nowadays, Chief Marketing Officers (CMO) must develop a diverse skillset. Their role has become increasingly important in the company's strategic approaches, to the point of having to master communication, advertising and corporate image. Therefore, this Executive Master's Degree focuses on developing and perfecting the most useful skills for senior executives, boosting their ambition towards the most effective leadership in their company.



“

You will have access to up-to-date content with the latest innovations in marketing and image management, giving you all the essential tools in the daily work of a CMO"

01

Apply the different digital tools to marketing processes

02

Apply quantitative and qualitative market research methods and techniques

03

Have an in-depth understanding of customer purchasing behavior

04

Develop techniques, strategies, and leadership skills that are essential for proper marketing management

05

Manage and control the company's logistic processes



06

Apply creativity and innovation to new product development

08

Understand, in depth, sectorial marketing and the particularities for each sector



09

Internationally position the company through marketing actions

07

Design and manage an adequate marketing plan

10

Design strategic ecommerce plans

06

Structure and Content

This MBA in Marketing Management (CMO, Chief Marketing Officer) has been structured completely online, so the contents are accessible from any device with an Internet connection. The executive will be able to access a multimedia library rich in content, with video summaries, complementary reading and examples based on real cases that help to contextualize all the theory.



“

Position yourself as a key figure in the marketing and advertising strategies of your institution thanks to the high-level contents of this MBA in Marketing Management (CMO, Chief Marketing Officer)”

Syllabus

The MBA in Marketing Management (CMO, Chief Marketing Officer) is an intensive program that prepares managers to face challenges and high-level business decisions. Its content is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

Throughout 2,700 hours of study, a multitude of practical cases will be analyzed through individual work, achieving a deep learning process that will enable students to transfer everything they have studied to their daily professional work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals in depth with different areas of the company and is designed to professionally elevate managers who understand marketing from a modern, technological, innovative and transversal perspective.

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

Module 1	Market Research
Module 2	Management and Leadership
Module 3	Logistics and Economic Management
Module 4	Strategy in Marketing Management
Module 5	Customer Relationship Management
Module 6	Operational Marketing
Module 7	Sectorial Marketing
Module 8	International Marketing
Module 9	Digital Marketing and e-Commerce
Module 10	e-Commerce and Shopify
Module 11	Social Media and Community Management
Module 12	Leadership, Ethics and Social Responsibility in Companies
Module 13	People and Talent Management
Module 14	Economic and Financial Management
Module 15	Executive Management



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Marketing Management (CMO, Chief Marketing Officer) completely online. Throughout the 12 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. 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. Establish 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. Stocks 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 and 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 Marketing 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

- 4.3.1. Necessary Resources and Investments
- 4.3.2. Fundamentals of Competitive Advantage
- 4.3.3. The Company's Competitive Behavior
- 4.3.4. *Focus Marketing*

- 4.4.1. 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

4.3. Marketing Strategy Dimensions

4.4. New Product Strategy Development

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. Advertising
- 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. Laws and Regulations
- 6.3.3. Information Sources, Storage, and Processing

- 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

6.4. Consumer Psychology and Behavior

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 Marketing 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
- 8.3.3. Global, Regional and Local Brands

Markets

- 8.4.1. Product Modification, Adaptation and Diversification
- 8.4.2. Global Standardized Products
- 8.4.3. The Product Portfolio

8.4. Product Strategies in International

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
- 9.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

9.5. Online Market Research

- 9.5.1. Quantitative Research Tools in Online Markets
- 9.5.2. Dynamic Qualitative Customer Research Tools

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

9.6. Online Agencies, Media and

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. Netiquette and Good Practices on Social Media
- 11.2.4. Branding and Networking 2.0

11.3. Generalist, 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. Concept of Cross-Cultural Management
- 12.2.2. Contributions to the 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. Tools and Standards of CSR

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 Field 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 Compliance 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. Talent Identification, Training and Development
- 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-Managing Teams
- 13.6.2. Methodologies for Managing 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 Business Environment
- 13.8.2. Communication Departments
- 13.8.3. The Head of Communication of the Company. The Profile of the Director

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 Budgetary Model
- 14.4.2. The Capital Budget
- 14.4.3. The Operating Budget
- 14.4.4. The Cash Budget
- 14.4.5. Budget Monitoring

14.5. Financial Management

- 14.5.1. The Company's Financial Decisions
- 14.5.2. The Financial Department
- 14.5.3. Cash Surpluses
- 14.5.4. Risks Associated with Financial Management
- 14.5.5. Risk Management of the Financial 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 Chart
- 14.6.5. The Working Capital Chart

14.7. Corporate Financial Strategy

- 14.7.1. Corporate Strategy and Sources of Financing
- 14.7.2. Corporate Financing Financial Products

14.8. Strategic Financing

- 14.8.1. Self-financing
- 14.8.2. Increase in Shareholder's 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. The Importance of Management
- 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 Communication 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



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

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.



A learning method that is different and innovative

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

“

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

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

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

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

Relearning Methodology

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

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

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

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

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



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

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

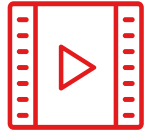
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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

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



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



Study Material

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

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



Classes

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

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



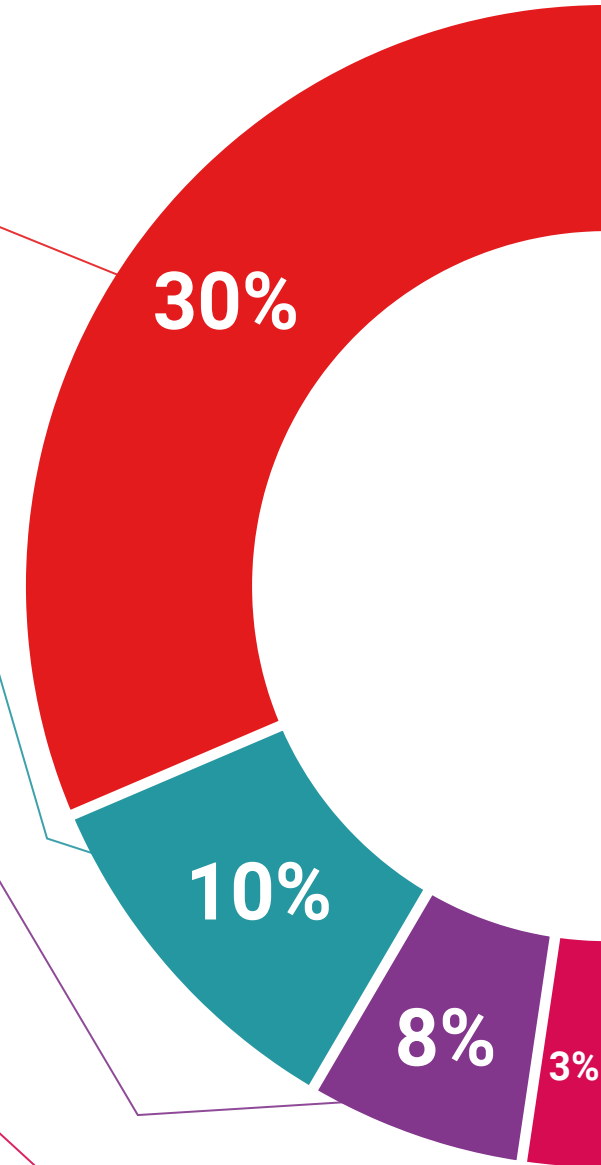
Management Skills Exercises

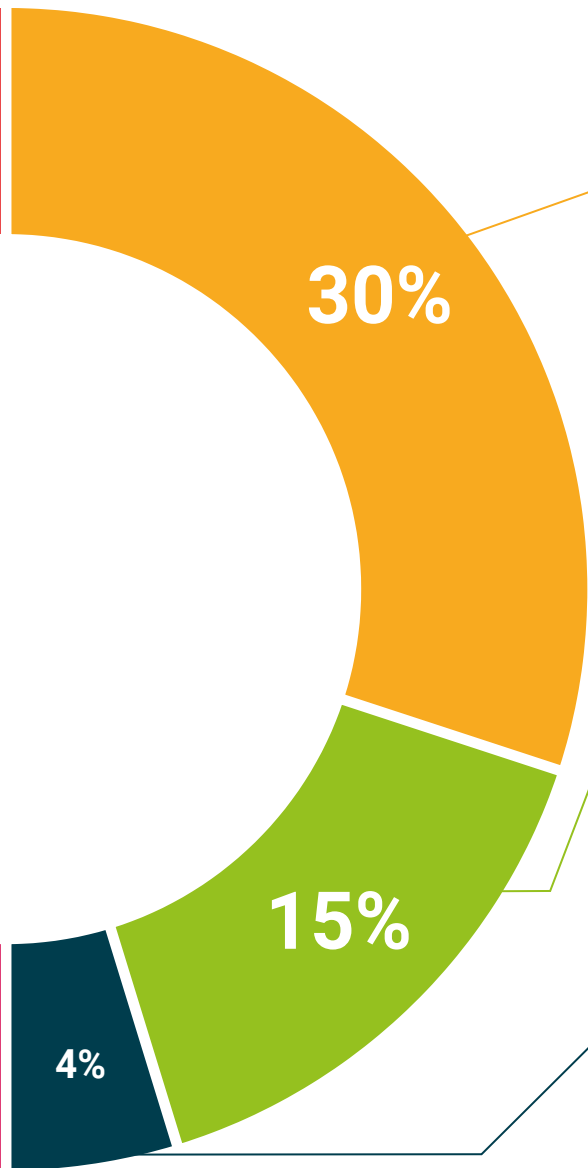
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

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

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



Testing & Retesting

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



08

Our Students' Profiles

The MBA in Marketing Management (CMO, Chief Marketing Officer) is a program aimed at marketing professionals who want to update their knowledge, discover new ways to successfully carry out their work and advance their careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

If you have marketing experience and are looking to propel your career into the CMO position while continuing to work, this is the program for you"

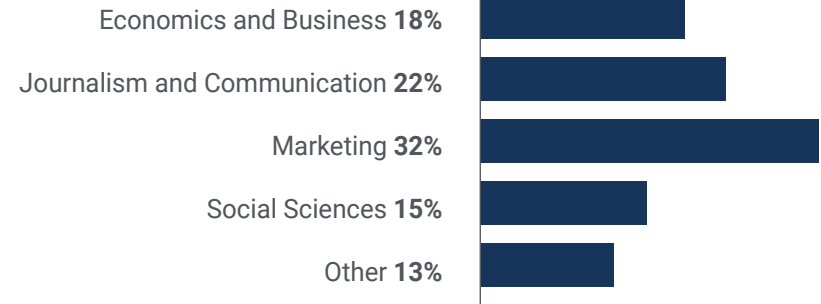
Average Age

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

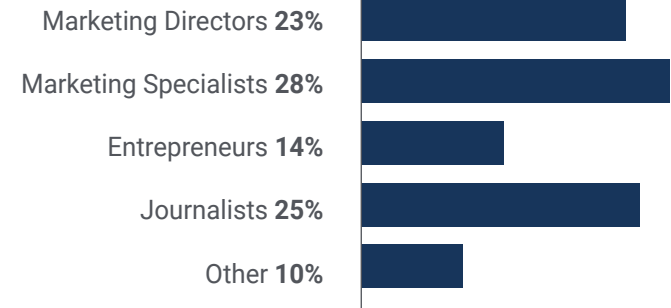
Years of Experience



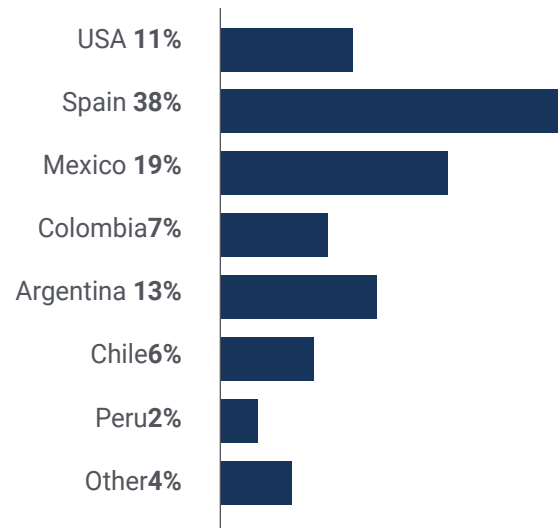
Training



Educational Profile



Geographical Distribution



Tania Ríos

Chief Marketing Officer

"Marketing is a constantly evolving field and, therefore, I had been looking into specializing in this area for years, which is something that I have managed to accomplish thanks to this TECH program. Thanks to the advanced knowledge of this program I was able to boost my career and now I manage much more complex and important campaigns. Plus, I was able to do it all from the comfort of my own home, which was undoubtedly a plus going forward"

09

Course Management

The program includes leading experts in marketing management in its teaching staff, who contribute their years of experience to this program. This practical approach allows the manager to contextualize each and every one of the contents provided, with the guarantee that they come from leaders of great prestige. The academic experience is fully customized and tailored to the highest level of Marketing Management.



“

You will appreciate the attention to detail with which all the units have been carefully selected by business leaders in the marketing landscape”

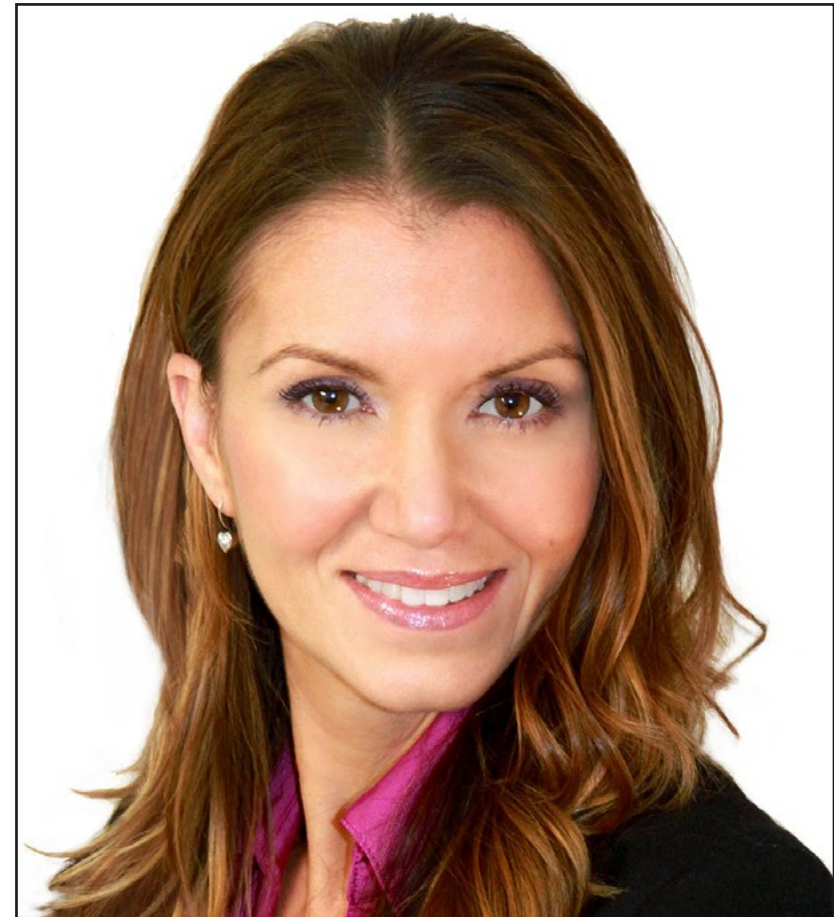
International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **intechology 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, 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 Luminat'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



Mr. López Rausell, Adolfo

- ♦ Director of TECH Business School
- ♦ Technical Direction in Projects and Market Studies at Investgroup
- ♦ Management at Club Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School



10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. To achieve this, this program has been designed to enable students to acquire the skills needed to develop in the field of marketing management and lead their company to success.



“

You will strengthen your professional profile significantly by incorporating this MBA in Marketing Management (CMO, Chief Marketing Officer), giving even more power to your value proposition”

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

The MBA in Marketing Management (CMO, Chief Marketing Officer) from TECH Technological University is an intensive program that prepares students to face challenges and decisions in the field of marketing both nationally and internationally. Its main objective is to promote personal and professional growth and help achieve success in this field.

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

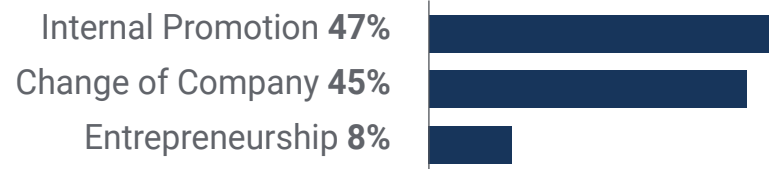
The continuous specialization of marketing professionals is essential to keep up to date with the latest developments.

If you are looking to enhance your career, don't miss the opportunity to acquire high-level training that will set you apart from the rest of the professionals in the sector.

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

The MBA in Marketing Management (CMO, Chief Marketing Officer) contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only represent an improvement on a personal level but, above all, on a professional level, increasing the professional's training and improving their management 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.



“

Take your organization's communication strategies and brand reputation to a higher level, demonstrating your ability to lead teams and improve your professional and economic position"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

12 Certificate

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



“

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

This **MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program on the market.

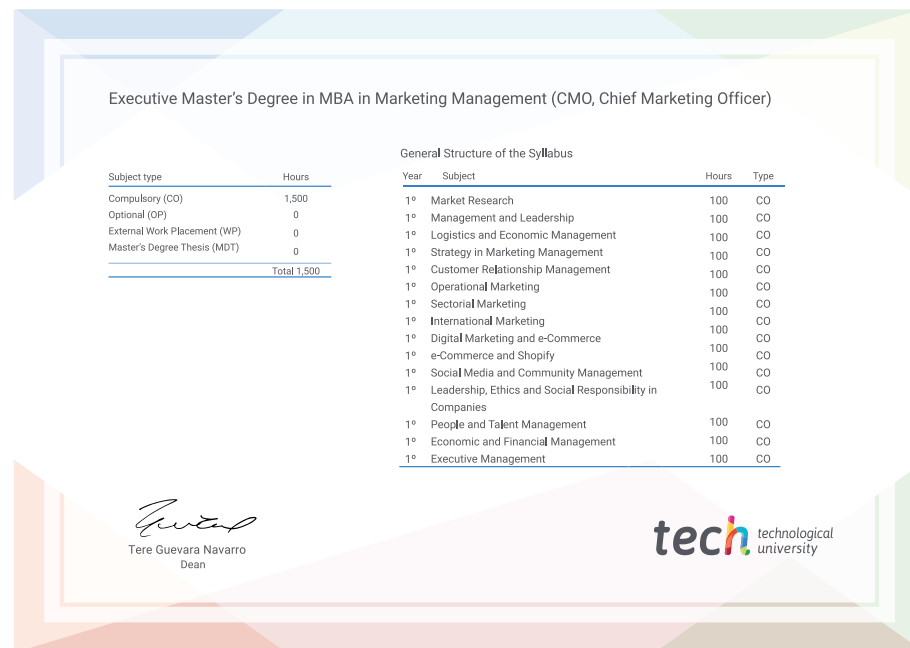
After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** by tracked delivery.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree and meets the requirements commonly demanded by job exchanges, competitive examinations and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer)**

Modality: **online**

Duration: **12 months**



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



Executive Master's Degree

MBA in Marketing Management
(CMO, Chief Marketing Officer)

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

Executive Master's Degree

MBA in Marketing Management (CMO, Chief Marketing Officer)

