

# Executive Master's Degree

MBA in Commercial and Marketing  
Management (CRO, Chief Revenue Officer)

**M B A C M M C R O**



## Executive Master's Degree MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience.

Website: [www.techtute.com/in/school-of-business/professional-master-degree/master-mba-commercial-marketing-management-cro-chief-revenue-officer](http://www.techtute.com/in/school-of-business/professional-master-degree/master-mba-commercial-marketing-management-cro-chief-revenue-officer)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Skills

---

*p. 20*

06

Structure and Content

---

*p. 24*

07

Methodology

---

*p. 34*

08

Our Students' Profiles

---

*p. 42*

09

Course Management

---

*p. 46*

10

Impact on Your Career

---

*p. 50*

11

Benefits for Your Company

---

*p. 54*

12

Certificate

---

*p. 58*

# 01 Welcome

The current market demands professionals with a versatile profile and broad specialization in marketing, in addition to specific training in the business area in which they work professionally. It is a new business vision that focuses on the management of sales and marketing teams to implement strategies that benefit the company, adapting it to the current needs of the sector. Therefore, on this occasion, TECH presents this program aimed at commercial and marketing directors and managers or those who have among their professional objectives to reach a management position in this field. A program that has the latest industry information and has been created to expand your skills and, therefore, achieve the success of your team.



**MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer).**  
TECH Technological University

“

*Specialize with us to manage sales and marketing teams, providing a global and international vision of the market”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying 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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 studies in the academic community"*

03

# Why Our Program?

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

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





“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.





“

*One of our key objectives is to help you develop the essential skills to strategically lead sales and marketing teams”*

Your goals are our goals.

We work together to help you achieve them.

The MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) will equip you to:

01

Integrate the company's overall vision and objectives with marketing policies and strategies, adapting the company to market and customer needs

04

Define, execute and lead a successful marketing strategy, mastering the tools of the marketing process and using them to benefit the company

02

Implement the most appropriate market research methods and analyze different data sources to apply commercial policies and strategies in the company



03

Identify opportunities, threats and changes in the competitive environment and act promptly in the face of these changes in the market, channels and competition

05

Create customer-focused strategies that offer personalized value propositions



06

Develop management skills to create and lead sales teams that generate added value to the organization

08

Have in-depth knowledge of logistics and financial management of the company



09

Conduct market research to understand market changes and buying behaviors that can define the marketing strategy

07

Acquire leadership skills to lead commercial and marketing teams

10

Direct the commercial management of the company

11

Plan and carry out sales campaigns

12

Build high-level sales teams through coaching and emotional intelligence techniques

13

Manage the whole sales process





14

Carry out marketing strategies aimed at product commercialization and customer loyalty

15

Adopt an international vision of commercial and marketing management

16

Use digital media to advertise the company and its products, as well as to carry out sales processes

# 05 Skills

After passing the assessments of the Commercial and Marketing Management MBA (CRO, Chief Revenue Officer), the professional will have acquired the skills required for a quality and up-to-date practice based on the most innovative teaching methodology.





“

*Specialize in commercial and marketing management with TECH and you will progress in your daily practice"*

01

Develop leadership skills that will allow you to adequately lead marketing teams

02

Develop and implement competitive strategies that promote company growth against competitors

03

Perform financial diagnoses to analyze the company viability

04

Lead the logistical management of purchases

05

Conduct market research nationally and internationally



06

Design and manage marketing campaigns

08

Have a deep understanding of the different branches in marketing

09

Apply SEM and SEO techniques in marketing campaigns

07

Conduct business negotiations, applying emotional intelligence, self-motivation and empathy techniques

10

Apply the highest levels of quality in all processes carried out in the company



06

# Structure and Content

The MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as commercial and a marketing executive.







“

*If you work in sales and marketing, you need to constantly update your knowledge to keep up to date with the main developments in the sector”*

## Syllabus

TECH Technological University's MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) is an intensive program that prepares you to face business challenges and decisions. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 1,500 hours of study, you will analyze a multitude of practical cases through individual work, achieving a deep learning that you will be able to transfer to your daily practice. 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 specialize managers who understand business management and marketing from a strategic and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs, through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills required to creatively and efficiently solve critical situations.

This program takes place over 12 months and is divided into 4 main blocks:

<b>Block 1</b>	General Management
<b>Module 1</b>	Management and Leadership
<b>Module 2</b>	Logistics and Economic Management
<b>Module 3</b>	Market Research
<b>Block 2</b>	Commercial and Marketing Management
<b>Module 4</b>	Commercial Management
<b>Module 5</b>	Commercial Structure and Organization
<b>Module 6</b>	Training and Coaching in Sales Networks
<b>Block 3</b>	Marketing Management
<b>Module 7</b>	Strategy in Marketing Management and Operational Marketing
<b>Module 8</b>	International Marketing
<b>Module 9</b>	Digital Marketing
<b>Block 4</b>	Relationship Marketing
<b>Module 10</b>	Customer Relationship Management
<b>Module 11</b>	1 to 1 Marketing



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

TECH offers the possibility of taking this MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) completely online. Throughout the 12 months of training, 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.*

**First Block: General Management**

**Module 1. Management and Leadership**

**1.1. General Management**

- 1.1.1. Integrating Functional Strategies into the Global Business Strategies
- 1.1.2. Management Policy and Processes
- 1.1.3. Society and Enterprise

**1.2. Strategic Management**

- 1.2.1. Establish the Strategic Position: Mission, Vision and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growth and Consolidation of the Company

**1.3. Competitive Strategy**

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

**1.4. Corporate Strategy**

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

**1.5. Planning and Strategy**

- 1.5.1. The Relevance of Strategic Direction in the Management Control Process
- 1.5.2. Analysis of the Environment and the Organization
- 1.5.3. Lean Management

**1.6. Talent Management**

- 1.6.1. Managing Human Capital
- 1.6.2. Environment, Strategy, and Metrics
- 1.6.3. Innovation in People Management

**1.7. Management and Leadership Development**

- 1.7.1. Leadership and Leadership Styles
- 1.7.2. Motivation
- 1.7.3. Emotional Intelligence
- 1.7.4. Skills and Abilities of the Leader 2.0
- 1.7.5. Efficient Meetings

**1.8. Change Management**

- 1.8.1. Performance Analysis
- 1.8.2. Leading Change. Resistance to Change
- 1.8.3. Managing Change Processes
- 1.8.4. Managing Multicultural Teams

**Module 2. Logistics and Economic Management**

**2.1. Financial Diagnosis**

- 2.1.1. Indicators for Analyzing Financial Statements
- 2.1.2. Profitability Analysis
- 2.1.3. Economic and Financial Profitability of a Company

**2.2. Economic Analysis of Decisions**

- 2.2.1. Budget Control
- 2.2.2. Competitive Analysis. Comparative Analysis
- 2.2.3. Decision-Making. Business Investment or Divestment

**2.3. Investment Valuation and Portfolio Management**

- 2.3.1. Profitability of Investment Projects and Value Creation
- 2.3.2. Models for Evaluating Investment Projects
- 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

**2.4. Purchasing Logistics Management**

- 2.4.1. Stocks Management
- 2.4.2. Warehouse Management
- 2.4.3. Purchasing and Procurement Management

**2.5. Supply Chain Management**

- 2.5.1. Costs and Efficiency of the Operations Chain
- 2.5.2. Change in Demand Patterns
- 2.5.3. Change in Operations Strategy

**2.6. Logistical Processes**

- 2.6.1. Organization and Management by Processes
- 2.6.2. Procurement, Production, Distribution
- 2.6.3. Quality, Quality Costs, and Tools
- 2.6.4. After-Sales Service

**2.7. Logistics and Customers**

- 2.7.1. Demand Analysis and Forecasting
- 2.7.2. Sales Forecasting and Planning
- 2.7.3. Collaborative Planning, Forecasting and Replacement

**2.8. International Logistics**

- 2.8.1. Customs, Export and Import processes
- 2.8.2. Methods and Means of International Payment
- 2.8.3. International Logistics Platforms

### Module 3. Market Research

#### 3.1. Fundamentals of Marketing

- 3.1.1. Main Definitions
- 3.1.2. Basic Concepts
- 3.1.3. The Evolution of the Concept of Marketing

#### 3.2. Marketing: From the Idea to the Market

- 3.2.1. Concept and Scope of Marketing
- 3.2.2. Marketing Dimensions
- 3.2.3. Marketing 3.0

#### 3.3. New Competitive Environment

- 3.3.1. Technological Innovation and Economic Impact
- 3.3.2. Knowledge Society
- 3.3.3. The New Consumer Profile

#### 3.4. Quantitative Research Methods and Techniques

- 3.4.1. Variables and Measurement Scales
- 3.4.2. Information Sources
- 3.4.3. Sampling Techniques
- 3.4.4. The Treatment and Analysis of Data

#### 3.5. Qualitative Research Methods and Techniques

- 3.5.1. Direct Techniques: Focus Groups
- 3.5.2. Anthropological Techniques
- 3.5.3. Indirect Techniques
- 3.5.4. The Two Face Mirror and The Delphi Method

#### 3.6. Market Segmentation

- 3.6.1. Market Typologies
- 3.6.2. Concept and Analysis of the Demand
- 3.6.3. Segmentation and Criteria
- 3.6.4. Defining the Target Audience

#### 3.7. Types of Buying Behavior

- 3.7.1. Complex Behavior
- 3.7.2. Dissonance Reducing Behavior
- 3.7.3. Variety Seeking Behavior
- 3.7.4. Habitual Purchasing Behavior

#### 3.8. Marketing Information Systems

- 3.8.1. Conceptual Approaches to Marketing Information Systems
- 3.8.2. Data Warehouse and Data Mining
- 3.8.3. Geographical Information Systems

#### 3.9. Research Project Management

- 3.9.1. Information Analysis Tools
- 3.9.2. Developing an Expectation Management Plan
- 3.9.3. Assessing the Feasibility of Projects

#### 3.10. Marketing Intelligence

- 3.10.1. Big Data
- 3.10.2. User Experience
- 3.10.3. Applying Techniques

## Second Block: Commercial Management

### Module 4. Commercial Management

#### 4.1. Commercial Negotiation

- 4.1.1. Emotional Intelligence in Negotiation and Sales
- 4.1.2. Self-Motivation and Empathy
- 4.1.3. Developing Negotiation Abilities

#### 4.2. Fundamentals of Commercial Management

- 4.2.1. Internal and External Analysis. SWOT Analysis
- 4.2.2. Sector and Competitive Analysis
- 4.2.3. CANVAS Model

#### 4.3. Decision-Making in Commercial Management

- 4.3.1. Commercial Strategy and Competitive Strategy
- 4.3.2. Decision Making Models
- 4.3.3. Analytical and Decision-Making Tools

#### 4.4. Sales Network Management

- 4.4.1. Sales Campaign Planning
- 4.4.2. Networks Serving Commercial Activity
- 4.4.3. Salesperson Recruitment and Training Policies
- 4.4.4. Sales Management

#### 4.5. Implementing the Commercial Function

- 4.5.1. Commercial Contract
- 4.5.2. Controlling Commercial Activity

#### 4.6. Key Account Management

- 4.6.1. Identifying Key Accounts
- 4.6.2. Benefits and Risks of the Key Account Manager
- 4.6.3. Sales and Key Account Management
- 4.6.4. KAM Strategic Action Phases

#### 4.7. Commercial Forecast

- 4.7.1. Business Forecast and Sales Forecast
- 4.7.2. Sales Forecasting Methods
- 4.7.3. Practical Applications of Sales Forecasting

#### 4.8. Financial and Budgetary Management

- 4.8.1. Balanced Scorecard in Marketing
- 4.8.2. Controlling the Annual Sales Plan
- 4.8.3. Financial Impact of Strategic Decisions

**Module 5. Commercial Structure and Organization**

**5.1. Commercial Organization**

- 5.1.1. Introduction to Commercial Organization
- 5.1.2. Typical Commercial Structures
- 5.1.3. Delegations Organization
- 5.1.4. Developing Commercial Organizational Models

**5.2. Sales Network Organization**

- 5.2.1. Department Organization Chart
- 5.2.2. Designing Sales Networks
- 5.2.3. Multichannel Reality

**5.3. Internal Market Analysis**

- 5.3.1. Service Chain Definition
- 5.3.2. Quality of Service Analysis
- 5.3.3. Product Benchmarking
- 5.3.4. Key Factors in Business Success

**5.4. Sales Strategy**

- 5.4.1. Sales Methods
- 5.4.2. Acquisition Strategies
- 5.4.3. Service Strategies

**5.5. Go-To-Market Strategy**

- 5.5.1. Channel Management
- 5.5.2. Competitive Advantage
- 5.5.3. Sales Force

**5.6. Sales Campaign Planning**

- 5.6.1. Setting Targets and Quotas
- 5.6.2. Commercial Productivity
- 5.6.3. Planning Commercial Activity
- 5.6.4. Contingency Plan

**5.7. Customer Portfolio Organization**

- 5.7.1. Customer Planning
- 5.7.2. Customer Classification

**5.8. Preparing Commercial Areas**

- 5.8.1. Implementing the Visiting Plan
- 5.8.2. Arranging Visits

**5.9. Controlling Commercial Activity**

- 5.9.1. Main Ratios and Control Methods
- 5.9.2. Supervision Tools
- 5.9.3. Balanced Scorecard Methodology

**5.10. After-Sales Service Organization**

- 5.10.1. After-Sales Actions
- 5.10.2. Relationships with the Customer
- 5.10.3. Self-Analysis and Improvement

**Module 6. Training and Coaching in Sales Networks**

**6.1. Selecting Sales Teams**

- 6.1.1. Recruitment Actions
- 6.1.2. Salesperson Profiles
- 6.1.3. Interview
- 6.1.4. Welcome Plan

**6.2. Training High-Level Salespeople**

- 6.2.1. Training Plan
- 6.2.2. Salesperson Characteristics and Duties
- 6.2.3. Training and Managing High-Performing Teams

**6.3. Personal Coaching and Emotional Intelligence**

- 6.3.1. Emotional Intelligence Applied to Sales Techniques
- 6.3.2. Assertiveness, Empathy, and Active Listening
- 6.3.3. Self-Esteem and Emotional Language
- 6.3.4. Multiple intelligences

**6.4. Motivation and Compensation of Sales Networks**

- 6.4.1. Motivation Techniques
- 6.4.2. Compensation Systems
- 6.4.3. Incentive and Compensation Systems

**6.5. Psychology and Sales Techniques**

- 6.5.1. Notions of Psychology Applied to Sales
- 6.5.2. Techniques to Improve Verbal and Non-Verbal Communication
- 6.5.3. Factors that Influence Consumer Behavior

**6.6. Development of the Sales Process**

- 6.6.1. Methodology in the Sales Process
- 6.6.2. Attracting Attention and Argumentation
- 6.6.3. Objections and Demonstration

**6.7. Preparing the Commercial Visit**

- 6.7.1. Studying the Customers File
- 6.7.2. Setting Customer Sales Targets
- 6.7.3. Preparing the Interview

**6.8. Conducting the Commercial Visit**

- 6.8.1. Customer Presentation
- 6.8.2. Determining Needs
- 6.8.3. Argumentation

**6.9. Negotiation and Closing the Sale**

- 6.9.1. Negotiation Phases
- 6.9.2. Negotiation Tactics
- 6.9.3. Closing and Customer Commitment

**6.10. The Loyalty Process**

- 6.10.1. In-depth Knowledge of the Client
- 6.10.2. The Commercial Process to be Carried Out with the Customer
- 6.10.3. The Value that the Customer Has for the Company

## Third Block: Marketing Management

### Module 7. Strategy in Marketing Management and Operational Marketing

#### 7.1. Marketing Management

- 7.1.1. Positioning and Value Creation
- 7.1.2. Company's Marketing Orientation and Positioning
- 7.1.3. Strategic Marketing vs. Operational Marketing
- 7.1.4. Objectives in Marketing Management
- 7.1.5. Integrated Marketing Communications

#### 7.2. The Function of Strategic Marketing

- 7.2.1. Main Marketing Strategies
- 7.2.2. Segmentation, Targeting and Positioning
- 7.2.3. Managing Strategic Marketing

#### 7.3. Marketing Strategy Dimensions

- 7.3.1. Necessary Resources and Investments
- 7.3.2. Fundamentals of Competitive Advantage
- 7.3.3. The Company's Competitive Behavior
- 7.3.4. Focus Marketing

#### 7.4. New Product Strategy Development

- 7.4.1. Pricing Policies
- 7.4.2. Promotion and Merchandising Strategies
- 7.4.3. Distribution, Expansion, and Intermediation Strategies

#### 7.5. Marketing Mix

- 7.5.1. The Marketing Value Proposition
- 7.5.2. Marketing Mix Policies, Strategies and Tactics
- 7.5.3. Elements of the Marketing Mix
- 7.5.4. Customer Satisfaction and Marketing Mix

#### 7.6. Product Management

- 7.6.1. Consumption Distribution and Product Life Cycle
- 7.6.2. Obsolescence, Expiration, Periodic Campaigns
- 7.6.3. Order Management and Inventory Control Ratios

#### 7.7. Pricing Principles

- 7.7.1. Analysis of the environment
- 7.7.2. Production Costs and Discount Margins
- 7.7.3. Final Price and Positioning Map

#### 7.8. Distribution Channel Management

- 7.8.1. Trade Marketing
- 7.8.2. Distribution Culture and Competition
- 7.8.3. Designing and Managing Channels
- 7.8.4. Functions of Distribution Channels
- 7.8.5. Route to Market

#### 7.9. Promotion and Sales Channels

- 7.9.1. Corporate Branding
- 7.9.2. Advertising
- 7.9.3. Sales Promotion
- 7.9.4. Public Relations and Personal Selling
- 7.9.5. Street Marketing

#### 7.10. Branding

- 7.10.1. Brand Evolution
- 7.10.2. Creating and Developing a Successful Brand
- 7.10.3. Brand Equity
- 7.10.4. Category Management

#### 7.11. Managing Marketing Groups

- 7.11.1. Work Teams and Meeting Management
- 7.11.2. Coaching and Team Management
- 7.11.3. Managing Equality and Diversity

#### 7.12. Communication and Marketing

- 7.12.1. Communication Integrated into Marketing
- 7.12.2. Designing a Marketing Communication Program
- 7.12.3. Communication Skills and Influence
- 7.12.4. Barriers to Business Communication

**Module 8. International Marketing**

**8.1. International Market Research**

- 8.1.1. Emerging Markets Marketing
- 8.1.2. PEST 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

**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
- 8.7.3. Advertising and Publicity
- 8.7.4. International Fairs
- 8.7.5. 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**

**9.1. Digital Marketing**

- 9.1.1. Integrated Marketing Plan: Conventional and Digital
- 9.1.2. Strategic Digital Marketing and Decision-Making
- 9.1.3. CANVAS Model in Digital Marketing

**9.2. Managing Virtual Communities: Community Management**

- 9.2.1. Changes in Communication Paradigms
- 9.2.2. Marketing Intelligence and Consumers 2.0
- 9.2.3. Network and Community Management
- 9.2.4. Social Media Content Management
- 9.2.5. Online Communication Marketing 2.0
- 9.2.6. Monitoring, Analytics and Results in Social Media

**9.3. E-Commerce**

- 9.3.1. Logistics and Distribution in E-Commerce
- 9.3.2. Sales, Payment Methods and Internet Security
- 9.3.3. Digital Marketing Applied to E-Commerce
- 9.3.4. Technological E-Commerce Platforms

**9.4. Performance Marketing**

- 9.4.1. Affiliate Marketing
- 9.4.2. Developing E-Mail Campaigns
- 9.4.3. Management Tools for Performance Marketing

**9.5. Web Analytics and Social Media Intelligence**

**9.6. Search Engine Marketing (SEM)**

**9.7. Search Engine Optimization (SEO)**

- 9.7.1. Basic Principles in Search Engine Functionality
- 9.7.2. Selecting KWs
- 9.7.3. Basic Elements in a SEO Analysis



**Fourth Block: Relationship Marketing****Module 10. Customer Relationship Management****10.1. Knowing the Market and the Customer**

- 10.1.1. Open Innovation
- 10.1.2. Competitive Intelligence
- 10.1.3. Sharing Economy

**10.2. CRM and Relational Marketing**

- 10.2.1. Business Philosophy or Strategic Orientation
- 10.2.2. Customer Identification and Differentiation
- 10.2.3. The Company and its Stakeholders
- 10.2.4. Clienteling

**10.3. Database Marketing and Customer Relationship Management**

- 10.3.1. Database Marketing Applications
- 10.3.2. Laws and Regulations
- 10.3.3. Information Sources, Storage, and Processing

**10.4. Consumer Psychology and Behavior**

- 10.4.1. The Study of Consumer Behavior
- 10.4.2. Internal and External Consumer Factors
- 10.4.3. Consumer Decision Process
- 10.4.4. Consumerism, Society, Marketing, and Ethics

**10.5. Areas of CRM Management**

- 10.5.1. Customer Service
- 10.5.2. Managing the Sales Force
- 10.5.3. Customer Service

**10.6. Consumer Centric Marketing**

- 10.6.1. Segmentation
- 10.6.2. Profitability Analysis
- 10.6.3. Customer Loyalty Strategies

**10.7. CRM Management Techniques**

- 10.7.1. Direct Marketing
- 10.7.2. Multichannel Integration
- 10.7.3. Viral Marketing

**10.8. Advantages and Risks of Implementing CRM**

- 10.8.1. CRM, Sales and Costs
- 10.8.2. Customer Satisfaction and Loyalty
- 10.8.3. Technology Implementation
- 10.8.4. Strategic and Management Errors

**Module 11. 1 to 1 Marketing****11.1. Emotional Intelligence in the Company**

- 11.1.1. Emotional Intelligence and Communication
- 11.1.2. Assertiveness, Empathy, and Active Listening
- 11.1.3. Self-Esteem and Emotional Language

**11.2. Relational Capital: *Co-working***

- 11.2.1. Managing Human Capital
- 11.2.2. Performance Analysis
- 11.2.3. Managing Equality and Diversity
- 11.2.4. Innovation in People Management

**11.3. Leadership and Team Management**

- 11.3.1. Leadership and Leadership Styles
- 11.3.2. Skills and Abilities of the Leader 2.0
- 11.3.3. Managing Change Processes
- 11.3.4. Managing Multicultural Teams
- 11.3.5. Coaching

**11.4. Selecting Target Customers (CRM)**

- 11.4.1. Designing an E-CRM
- 11.4.2. Implications and Limitations of the Personal Data Protection Law
- 11.4.3. Orientation towards the Consumer
- 11.4.4. 1 to 1 Planning

**11.5. Key Account Management**

- 11.5.1. Identifying Key Accounts
- 11.5.2. Benefits and Risks of the Key Account Manager
- 11.5.3. Sales and Key Account Management
- 11.5.4. KAM Strategic Action Phases

**11.6. The Loyalty Process**

- 11.6.1. In-depth Knowledge of the Client
- 11.6.2. The Commercial Process to be Carried Out with the Customer
- 11.6.3. The Value that the Customer Has for the Company

# 07 Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and relearn). 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 elearning, 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 Commercial and Marketing Management (CRO, Chief Revenue Officer) is a program aimed at professionals in the commercial and marketing area who want to update their knowledge, discover new ways of selling, understand the market, develop techniques to build customer loyalty and lead sales teams, as well as advance in their professional career.

The diversity of participants with different academic profiles and from multiple nationalities, make up the multidisciplinary approach of this program.





“

*If you have experience in the commercial or marketing sectors and are looking for an interesting career boost while continuing to work, then this is the program for you"*

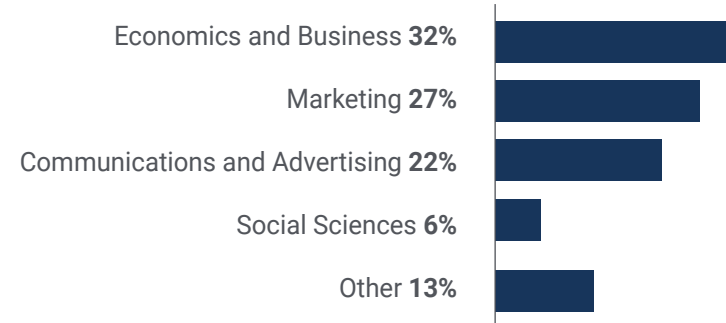
### Average Age

---

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

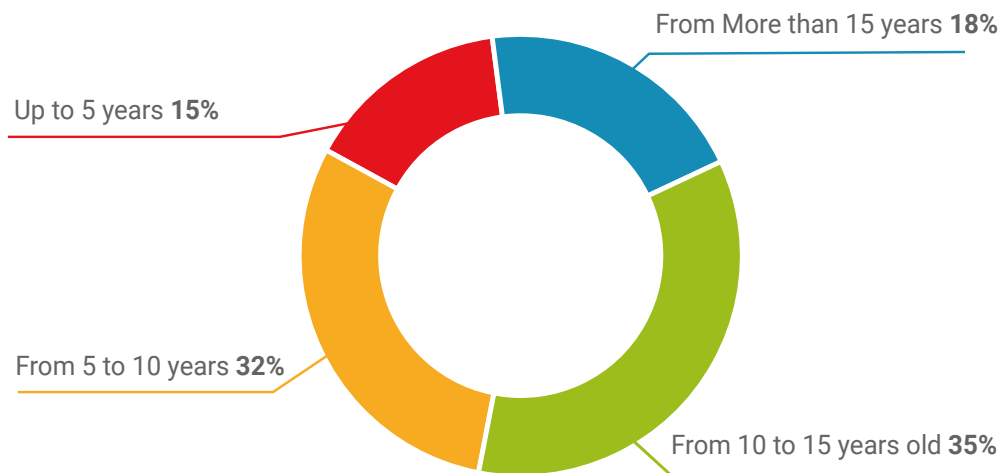
### Training

---



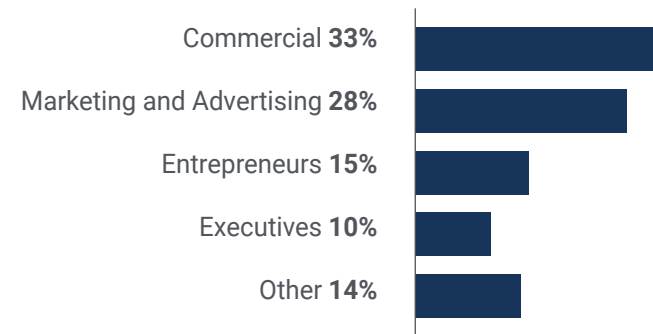
### Years of Experience

---



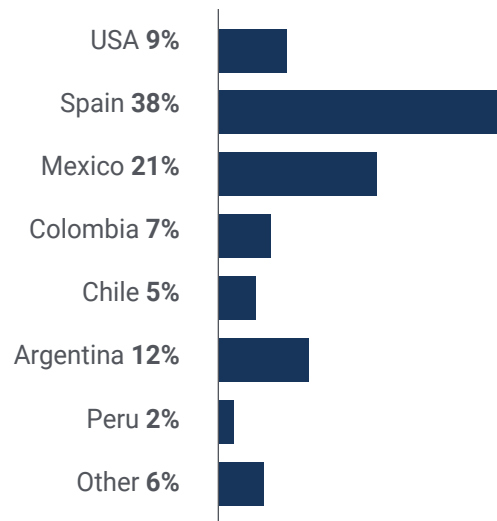
### Academic Profile

---



## Geographical Distribution

---



## Fernando Díaz

---

### Commercial Director

*"For me, coming from the commercial side, this program has been a great discovery, understanding that Commercial Management and Marketing have to go hand in hand. Customer orientation, the program's flagship, is not possible without this merger. It has provided me with essential tools to develop my work in commercial management and a great objective: to develop this relationship within my company. Personally, the atmosphere created by the faculty, the program management and, of course, by my classmates has been unbeatable"*

09

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

*Our teaching team, experts in Commercial and Marketing Management, will help you achieve success in your profession"*

## Management



### Mr. López, Adolfo

- An economist and holds a Master's Degree in Marketing. He has worked mainly in the field of Strategy, Marketing, and Market Research Consulting
- With extensive experience in undergraduate and Master's Degree training at universities and business schools, he was president of the Marketing Club in Valencia and a member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business





# 10

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of carrying out this great effort should be to achieve professional growth and, therefore, we want to put all our resources at your disposal with this comprehensive, high-level academic program.





“

*We put all our resources at your disposal to help you achieve the professional change you desire”*

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

TECH's MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) is an intensive program that prepares you to face the challenges and business decisions at the commercial and marketing level. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

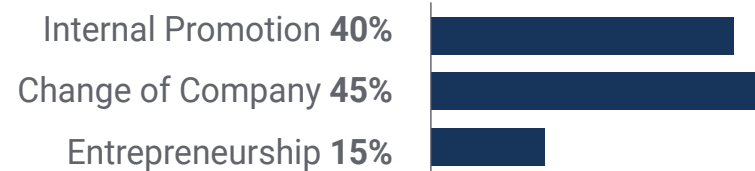
*By studying with us you will be able to improve your skills in commercial and marketing management to develop with greater confidence in your daily practice.*

*Consolidate your skills and achieve professional success.*

### When the change occurs



### Type of change



### Salary increase

---

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

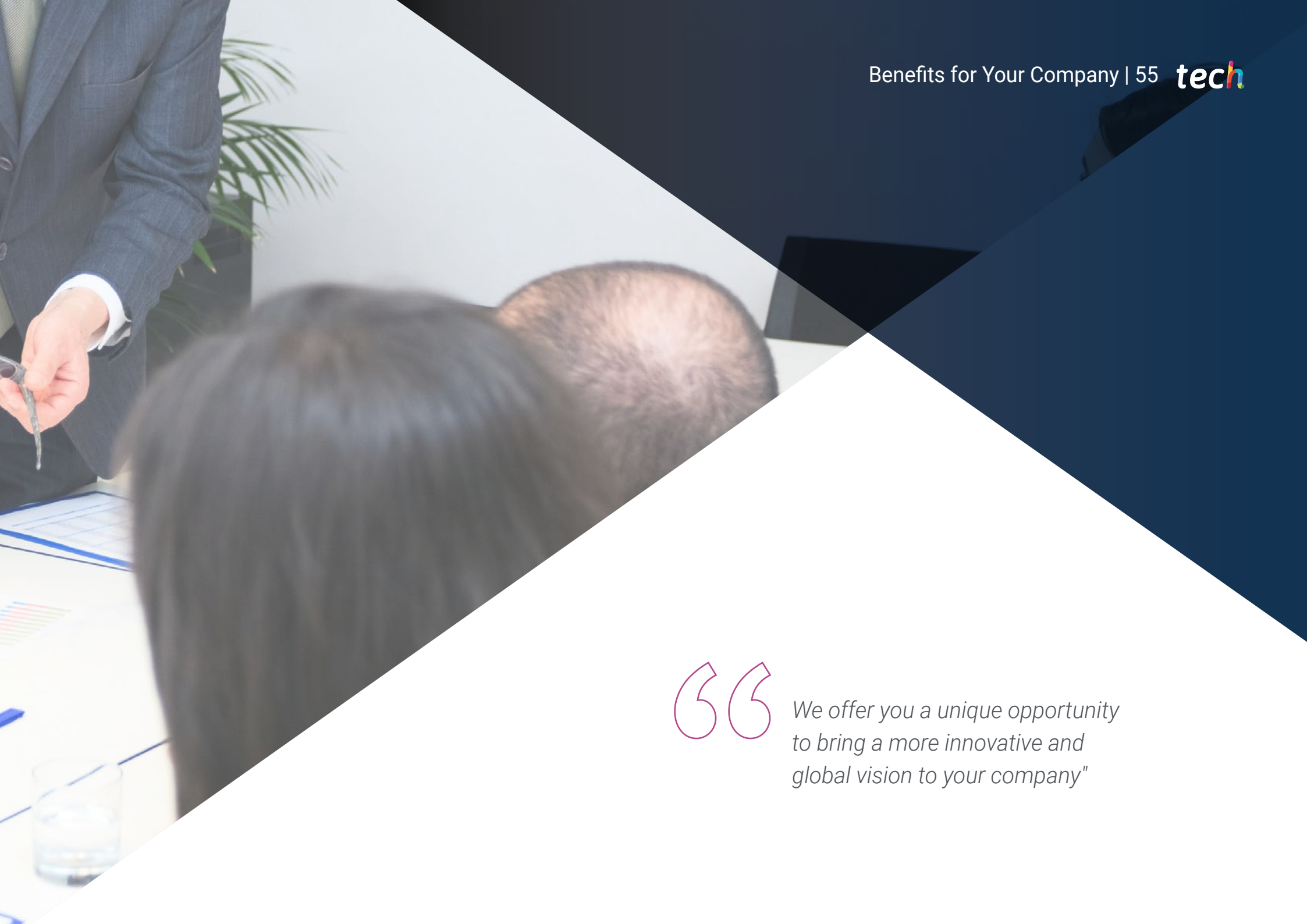


11

# Benefits for Your Company

The MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer) contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve students on a personal level, but, above all, on a professional level, enhancing their abilities and improving their managerial skills. But, in addition, joining the TECH educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*We offer you a unique opportunity to bring a more innovative and global vision to your company”*

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

01

### **Intellectual Capital and Talent Growth**

You 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 executive 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**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 Commercial and Marketing Management (CRO, Chief Revenue Officer) guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Technological University.



The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The background is split into a white lower-right section and a dark blue upper-right section by a diagonal line.

“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

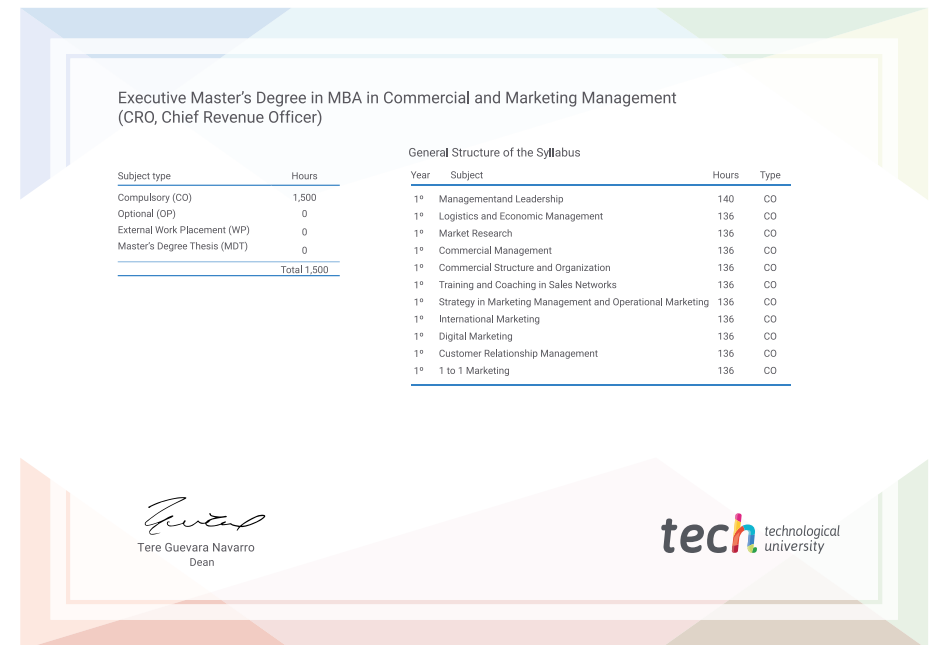
This **MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer)** contains the most complete and updated program on the market.

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

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

Title: **Executive Master's Degree in MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer)**

Official N° of hours: **1,500 h.**



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



## Executive Master's Degree MBA in Commercial and Marketing Management (CRO, Chief Revenue Officer)

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree

MBA in Commercial and Marketing  
Management (CRO, Chief Revenue Officer)

