Executive Master's Degree
Commercial and Sales Management

MCSM

tech *technological university*

tech technological university

Executive Master's Degree
Commercial and Sales Management

» 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.techtitute.com/in/school-of-business/professional-master-degree/master-commercial-sales-management**

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01
Welcome

Over the last decade, trade has undergone changes that have never been seen before. This supports the need for companies to incorporate new profiles capable of understanding trade in a new way, bringing a strategic vision to commercial activity. New technologies and the latest advances in communication have provided organisations with new tools for product control and analysis, and have changed consumer habits, with increasing numbers of them shopping online. This program in Commercial and Marketing Management will provide students with the skills required to strategically manage an organization's commercial activity from a comprehensive and global perspective that will enable using the most effective tools for each part of the process.

Executive Master's Degree in Commercial and Sales Management.
TECH Technological University

Companies demand highly specialized executives, which is why TECH offers programs tailored to your needs and interests"

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. 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 (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 ground-breaking 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"

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

With the aim of strengthening and renewing students' knowledge in everything related to commercial and sales management, TECH has designed this Executive Master's Degree with a complete and updated study plan based on the requirements of the profession. The academic process is a unique opportunity in for our students to become successful professionals that can achieve a company's business objectives. Sought-after professionals who will reach their personal, professional and salary expectations.

"

International experience, ethical commitment and business acumen are some of the most sought-after executive traits in the Digital Age"

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

The **Executive Master's Degree in Commercial and Sales Management** qualifies students to:

01 Define the latest trends and developments in business management

02 Develop, lead and execute more effective, customer-focused sales strategies that offer personalized value propositions

03 Develop strategies to make decisions in a complex and unstable environment, evaluating their impact on the company

04 Develop strategies to lead organizations and sales teams during times of change

05 Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force

06 Develop skills in problem detection, analysis and resolution

07 Explain the company from a global standpoint, and the responsibility and the new role of commercial managers

08 Develop essential skills to strategically manage an organization's commercial activity

**09** Design innovative strategies and policies to improve commercial management and efficiency

12 Understand the whole process of the company's logistics and operations chain

10 Formulate and implement commercial policies such as growth strategies that adapt the company to changes at the national and international level

11 Acquire leadership skills to lead sales and marketing teams successfully
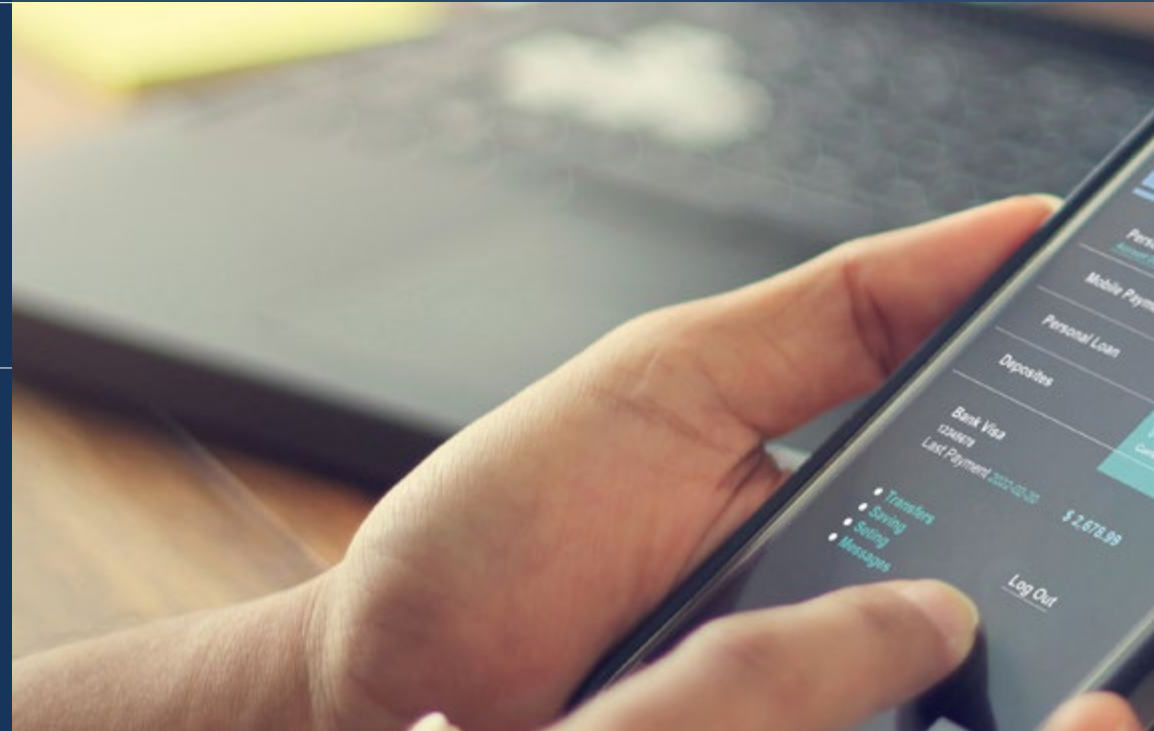
13 Organize and manage sales teams

14 Carry out international sales and marketing strategies

15 Integrate the different digital tools into business strategies

16 Conduct market research to understand the competition and develop differentiating strategies

Skills

After passing the assessments for this Executive Master's Degree, our students will be fully prepared to work as sales and marketing managers in companies of high international prestige. They will be able to propose, design and implement action plans with a strong strategic sense, based on the interests of the target audience and a tacit focus on results.

"*You will become a successful sales and marketing manager, taking your personal and personal perspectives to another level. Don't let this opportunity slip away*"

01 Apply specific leadership skills in sales and commercial management

04 Analyze the financial impact of management decisions

02 Manage multicultural teams appropriately

03 Analyze profitability of investment projects and value creation

05 Apply quantitative and qualitative research methods and techniques

06 Possess in-depth knowledge of marketing techniques

07 Adequately carry out commercial organization tasks and sales strategies

08 Control the company's commercial activity

09 Conduct commercial audits

10 Apply coaching techniques in sales actions

06
Structure and Content

The world of work requires professionals to have continuous, effective training adapted to current standards. At TECH we know that, to make this possible, online teaching is the only vehicle available to students so they can balance their education with their work. For this reason, we offer our students a 100% online study plan so they can choose when and where to take on the course load. All of this is condensed into a program that takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundations for professional success in commercial and sales management.

Develop the skills you need to succeed in your daily work, and advance in your profession in no time"

Syllabus

The Executive Master's Degree in Commercial and Sales Management at TECH is an intensive program that prepares students to face challenges and business decisions, both at a national and international level. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout the program, our students will learn first-hand the guidelines for logistics and economic management of a company, key aspects when it comes to directing the commercial area. They will also learn how to carry out in-depth market research to learn about the real behavior of the environment where the product will be marketed and, consequently, the most appropriate strategies for each case.

Likewise, general aspects of business management such as leadership, economic or digital management will also be studied. Future managers will learn a series of transversal competencies that will make them comprehensive professionals prepared for success.

This Executive Master's Degree is undoubtedly a unique opportunity for students because it allows them to develop a promising professional future with high salary prospects through an academic program that understands their needs and those of the market, and that meets them through a proven and effective methodology.

This program takes place over 12 months and is divided into 11 large modules:

Module 1	Management and Leadership
Module 2	Logistics and Economic Management
Module 3	Commercial Management
Module 4	Market Research
Module 5	Sales Campaign Planning
Module 6	Commercial and Sales Team Organization
Module 7	Selecting, Training, and Coaching Sales Networks
Module 8	Commercial Activity Processes
Module 9	Customer Relationship Management
Module 10	Integrating Digital Channels into Commercial Strategies
Module 11	Trade and International Marketing

Where, When and How is it Taught?

TECH offers the possibility of studying this Executive Master's Degree in Commercial and Sales Management entirely 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. 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. Growing and Consolidating Companies

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 Analysi
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. Commercial Management

3.1. Commercial Negotiation
3.1.1. Emotional Intelligence in Negotiation and Sales
3.1.2. Self-Motivation and Empathy
3.1.3. Developing Negotiation Abilities

3.2. Fundamentals of Commercial Management
3.2.1. Internal and External Analysis SWOT Analysis
3.2.2. Sector and Competitive Analysis
3.2.3. CANVAS Model

3.3. Decision-Making in Commercial Management
3.3.1. Commercial Strategy and Competitive Strategy
3.3.2. Decision Making Models
3.3.3. Analytical and Decision-Making Tools

3.4. Sales Network Management
3.4.1. Sales Campaign Planning
3.4.2. Networks Serving Commercial Activity
3.4.3. Salesperson Recruitment and Training Policies
3.4.4. Sales Management

3.5. Implementing the Commercial Function
3.5.1. Commercial Contract
3.5.2. Controlling Commercial Activity
3.5.3. The Commercial Agent's Code of Ethics

3.6. Financial and Budgetary Management
3.6.1. Balanced Scorecard
3.6.2. Control of the Annual Sales Plan
3.6.3. Financial Impact of Strategic Decisions

Module 4. Market Research

4.1. New Competitive Environment
4.1.1. Technological Innovation and Economic Impact
4.1.2. Knowledge Society
4.1.3. The New Consumer Profile

4.2. Quantitative Research Methods and Techniques
4.2.1. Variables and Measurement Scales
4.2.2. Information Sources
4.2.3. Sampling Techniques
4.2.4. The Treatment and Analysis of Data

4.3. Qualitative Research Methods and Techniques
4.3.1. Direct Techniques: Focus Group
4.3.2. Anthropological Techniques
4.3.3. Indirect Techniques
4.3.4. The Two Face Mirror and The Delphi Method

4.4. Online Market Research
4.4.1. Quantitative Research Tools in Online Markets
4.4.2. Dynamic Qualitative Customer Research Tools
4.4.3. Analyzing and Interpreting the Data Obtained

4.5. Market Segmentation
4.5.1. Market Typologies
4.5.2. Concept and Analysis of the Demand
4.5.3. Segmentation and Criteria
4.5.4. Defining the Target Audience

4.6. Types of Buying Behavior
4.6.1. Complex Behavior
4.6.2. Dissonance Reducing Behavior
4.6.3. Variety Seeking Behavior
4.6.4. Habitual Purchasing Behavior

4.7. Information Systems in Commercial Management
4.7.1. Conceptual Approaches to Business Management Information Systems
4.7.2. Data Warehouse and Data Mining
4.7.3. Geographical Information Systems

4.8. Research Project Management
4.8.1. Information Analysis Tools
4.8.2. Developing an Expectation Management Plan
4.8.3. Assessing the Feasibility of Projects

4.9. Marketing Intelligence Applied to Commercial Management
4.9.1. Big Data
4.9.2. User Experience
4.9.3. Applying Techniques

4.10. Online Agencies, Media and Channels
4.10.1. Integral, Creative and Online Agencies
4.10.2. Traditional and New Media
4.10.3. Online Channels
4.10.4. Other Digital Players

Module 5. Sales Campaign Planning

5.1. Customer Portfolio Analysis
5.1.1. Customer Planning
5.1.2. Customer Classification

5.2. Commercial Segmentation
5.2.1. Analysis of Distribution Channels, Sales Areas and Products
5.2.2. Preparing Commercial Areas
5.2.3. Implementing the Visiting Plan

5.3. Selecting Target Customers (CRM)
5.3.1. Designing an e-CRM
5.3.2. Implications and Limitations of the Personal Data Protection Law
5.3.3. Orientation towards the Consumer
5.3.4. 1 to 1 Planning

5.4. Key Account Management
5.4.1. Identifying Key Accounts
5.4.2. Benefits and Risks for Key Account Managers
5.4.3. Sales and Key Account Management
5.4.4. KAM Strategic Action Phases

5.5. Sales Projections
5.5.1. Business Forecast and Sales Forecast
5.5.2. Sales Forecasting Methods
5.5.3. Practical Applications of Sales Forecasting

5.6. Setting Sales Objectives
5.6.1. Coherence of Corporate, Commercial and Sales Objectives
5.6.2. Programming Objectives and Detailed Budgets
5.6.3. Distributing Objectives by Business Activity Units
5.6.4. Sales and Participation Objectives

5.7. Sales Quota and Setting the Sales Quota
5.7.1. Activity Quotas
5.7.2. Volume and Profitability Quotas
5.7.3. Participation Quotas
5.7.4. Economic and Financial Quotas
5.7.5. Seasonality and Quotas

5.8. Contingency Plan
5.8.1. Information Systems and Sales Control
5.8.2. Control Panels
5.8.3. Corrective Measures and Contingency Plans

Module 6. Commercial and Sales Team Organization

6.1. Commercial Organization
6.1.1. Introduction to Commercial Organization
6.1.2. Typical Commercial Structures
6.1.3. Delegations Organization
6.1.4. Developing Commercial Organizational Models

6.2. Sales Network Organization.
6.2.1. Department Organization Chart
6.2.2. Designing Sales Networks
6.2.3. Multichannel Reality

6.3. Internal Market Analysis
6.3.1. Service Chain Definition
6.3.2. Quality of Service Analysis
6.3.3. Product Benchmarking
6.3.4. Key Business Success Factors

6.4. Sales Strategy
6.4.1. Sales Methods
6.4.2. Acquisition Strategies
6.4.3. Service Strategies

6.5. Go-To-Market Strategy
6.5.1. Channel Management
6.5.2. Competitive Advantage.
6.5.3. Sales Force

6.6. Controlling Commercial Activity
6.6.1. Main Ratios and Control Methods
6.6.2. Supervision Tools
6.6.3. Balanced Scorecard Methodology

6.7. After-Sales Service Organization
6.7.1. After-Sales Actions
6.7.2. Relationships with the Customer
6.7.3. Self-Analysis and Improvement

6.8. Commercial Audit
6.8.1. Possible Lines of Intervention
6.8.2. Express Commercial Auditing
6.8.3. Strategic Team Assessment
6.8.4. Marketing Policy Assessment

Module 7. Selecting, Training, and Coaching the Sales Network

7.1. Managing Human Capital
7.1.1. Intellectual Capital. The Intangible Asset of Knowledge
7.1.2. Talent Acquisition
7.1.3. Preventing the Loss of Human Resources

7.2. Selecting Sales Teams
7.2.1. Recruitment Actions
7.2.2. Salesperson Profiles
7.2.3. Interview
7.2.4. Welcome Plan

7.3. Training High-Level Salespeople
7.3.1. Training Plan
7.3.2. Salesperson Characteristics and Duties
7.3.3. Training and Managing High-Performing Teams

7.4. Training Management
7.4.1. Learning Theories
7.4.2. Talent Detection and Retention
7.4.3. Gamification and Talent Management
7.4.4. Training and Professional Obsolescence

7.5. Personal Coaching and Emotional Intelligence
7.5.1. Emotional Intelligence Applied to Sales Techniques
7.5.2. Assertiveness, Empathy, and Active Listening
7.5.3. Self-Esteem and Emotional Language
7.5.4. Multiple Intelligences

7.6. Motivation
7.6.1. The Nature of Motivation
7.6.2. Expectations Theory
7.6.3. Needs Theory
7.6.4. Motivation and Financial Compensation

7.7. Compensation of Sales Networks
7.7.1. Compensation Systems
7.7.2. Incentive and Compensation Systems
7.7.3. Distribution of Salary Concepts

7.8. Compensation and Non-Economic Benefits
7.8.1. Quality of Life in the Workplace Programs
7.8.2. Expansion and Enrichment of the Job
7.8.3. Flexible Schedules and Job Sharing

Module 8. Commercial Activity Process

8.1. Development of the Sales Process
8.1.1. Methodology in the Sales Process
8.1.2. Attracting Attention and Argumentation
8.1.3. Objections and Demonstration

8.2. Preparing the Commercial Visit
8.2.1. Studying the Customers File
8.2.2. Setting Customer Sales Targets
8.2.3. Preparing the Interview

8.3. Conducting the Commercial Visit
8.3.1. Customer Presentation
8.3.2. Determining Needs
8.3.3. Argumentation

8.4. Psychology and Sales Techniques
8.4.1. Notions of Psychology Applied to Sales
8.4.2. Techniques to Improve Verbal and Non-Verbal Communication
8.4.3. Factors that Influence Consumer Behavior

8.5. Negotiation and Closing the Sale
8.5.1. Negotiation Phases
8.5.2. Negotiation Tactics
8.5.3. Closing and Customer Commitment
8.5.4. Commercial Visit Analysis

8.6. The Loyalty Process
8.6.1. In-depth Knowledge of the Client
8.6.2. The Commercial Process to be Carried Out with the Customer
8.6.3. The Value that the Customer Has for the Company

Module 9. Customer Relationship Management

9.1. Knowing the Market and the Consumer
9.1.1. Open Innovation
9.1.2. Competitive Intelligence
9.1.3. Sharing Economy

9.2. CRM and Relational Marketing
9.2.1. Business Philosophy or Strategic Orientation
9.2.2. Customer Identification and Differentiation
9.2.3. The Company and its Stakeholders
9.2.4. Clienting

9.3. Database Marketing and Customer Relationship Management
9.3.1. Database Marketing Applications
9.3.2. Laws and Regulations
9.3.3. Information Sources, Storage, and Processing

9.4. Consumer Psychology and Behavior
9.4.1. The Study of Consumer Behavior
9.4.2. Internal and External Consumer Factors
9.4.3. Consumer Decision Process
9.4.4. Consumerism, Society, Marketing, and Ethics

9.5. Areas of CRM Management
9.5.1. Customer Service.
9.5.2. Managing the Sales Force
9.5.3. Customer Service

9.6. Consumer Centric Marketing
9.6.1. Segmentation
9.6.2. Profitability Analysis
9.6.3. Customer Loyalty Strategies

9.7. CRM Management Techniques
9.7.1. Direct Marketing
9.7.2. Multichannel Integration
9.7.3. Viral Marketing

9.8. Advantages and Risks of Implementing CRM
9.8.1. CRM, Sales and Costs
9.8.2. Customer Satisfaction and Loyalty
9.8.3. Technology Implementation
9.8.4. Strategic and Management Errors

Module 10. Integrating Digital Channels into the Commercial Strategy

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. Implementing Trade Techniques
10.2.1. Social Media and Integrating them into e-Commerce Plans
10.2.2. Multichannel Strategy
10.2.3. Personalizing Dashboards

10.3. Digital Pricing
10.3.1. Online Payment Methods and Payment Gateways
10.3.2. Electronic Promotions
10.3.3. Digital Price Timing
10.3.4. *e-Auctions*

10.4. From e-Commerce to m-Commerce and s-Commerce
10.4.1. e-Marketplace Business Models.
10.4.2. *s-Commerce and Brand Experience.*
10.4.3. Purchase via Mobile Devices

10.5. *Customer Intelligence: from e-CRM to s-CRM*
10.5.1. Integrating the Consumer in the Value Chain
10.5.2. Online Research and Loyalty Techniques
10.5.3. Planning a Customer Relationship Management Strategy

10.6. Virtual Community Management
10.6.1. Changes in Communication Paradigms
10.6.2. Business Intelligence and Consumers 2.0
10.6.3. Managing Networks and Communities
10.6.4. Social Media Content Management
10.6.5. Monitoring, Analytics, and Results in Social Media

10.7. Social Media Plan
10.7.1. Designing a Social Media Plan
10.7.2. Defining the Strategy to Be Followed in Each Medium
10.7.3. Contingency Protocol in Case of Crisis

10.8. Web Analytics and Social Media Intelligence
10.8.1. Setting Objectives and KPIs
10.8.2. Digital Marketing ROI
10.8.3. Viewing and Interpreting Dashboards

Module 11. Commerce and International Marketing

11.1. International Market Research
11.1.1. Emerging Markets Marketing
11.1.2. SWOT Analysis
11.1.3. What, How and Where to Export
11.1.4. International Marketing-Mix Strategies

11.2. International Segmentation
11.2.1. Criteria for Market Segmentation at the International Level
11.2.2. Market Niches
11.2.3. International Segmentation Strategies

11.3. International Positioning
11.3.1. Branding in International Markets
11.3.2. Positioning Strategies in International Markets
11.3.3. Global, Regional and Local Brands

11.4. Product Strategies in International Markets
11.4.1. Product Modification, Adaptation and Diversification.
11.4.2. Global Standardized Products
11.4.3. The Product Portfolio

11.5. Prices and Exports
11.5.1. Export Prices Calculation
11.5.2. Incoterms
11.5.3. International Price Strategy

11.6. Quality in International Commerce
11.6.1. Quality and International Commerce
11.6.2. Standards and Certifications
11.6.3. CE Marking

11.7. International Promotion
11.7.1. The International Promotion MIX
11.7.2. Advertising
11.7.3. International Fairs
11.7.4. Country Branding

11.8. Distribution through International Channels
11.8.1. Channel and Trade Marketing
11.8.2. Export Consortiums
11.8.3. Types of Exports and Foreign Trade

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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

The Executive Master's Degree in Commercial and Sales Management is a program aimed at sales professionals 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.

Multiplying your chances of professional and personal success is our goal. We use the best program on the market to do so"

Average Age

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

Years of Experience

Over 15 years **22%**

Up to 5 years **18%**

From 10 to 15 years **31%**

From 5 to 10 years **29%**

Training

Economics and Business **32 %**

International Trade **26 %**

Law **11 %**

Social Sciences **18 %**

Other **13 %**

Academic Profile

Banking **19 %**

Commercial **32 %**

Commercial Director **25 %**

Services **10 %**

Other **14 %**
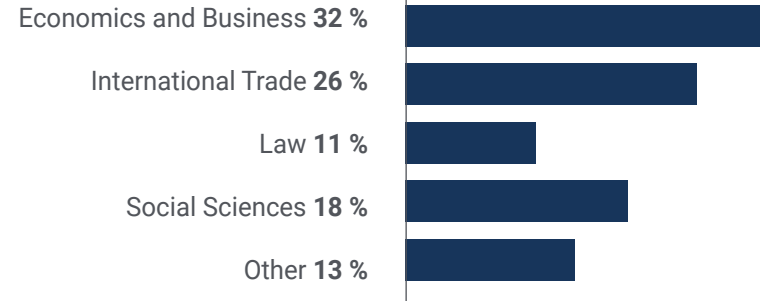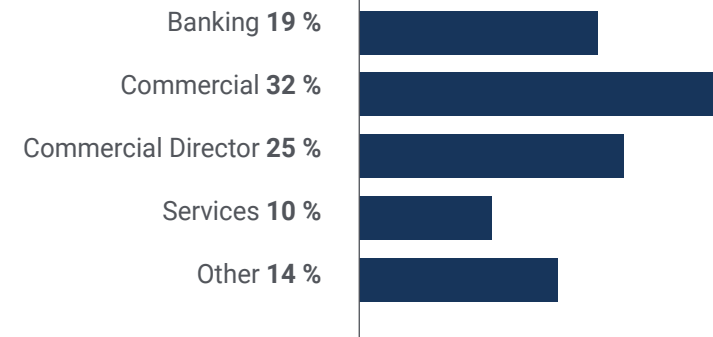
Geographical Distribution

USA **12%**	
Spain **34%**	
Mexico **19%**	
Colombia **7%**	
Argentina **8%**	
Chile **7%**	
Peru **5%**	
Other **8 %**	
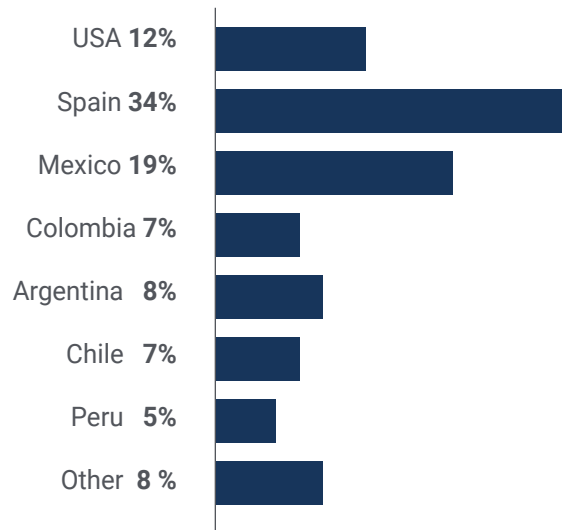
Sonia Ortiz

Commercial Director

"Doing this Executive Master's Degree has allowed me to keep up with the main developments in commercial and sales management, an area I've worked in for more than 10 years. I'm grateful to TECH for the opportunity they offer with this 100% online program, because I wouldn't have been able to continue my studies otherwise."

09
Impact on Your Career

The professional team at 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 that end, a series of high-level tools are made available to students to provide them with the knowledge they seek and deserve.

A high-level program at an unbeatable price. That is TECH's objective, and that is why more and more students choose us"

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

The Executive Master's Degree in Commercial and Sales Management at TECH is an intensive program that prepares students to face challenges and business decisions. The main objective is to promote personal and professional growth. Helping you succeed.

This TECH program covers the latest developments in the sector so that you can acquire the specialization you need in a short period of time.

Study with an academic plan that allows you to achieve your desired position and improve your salary prospects.

When the change occurs

During the program
21%

During the first year
53%

After 2 years
26%

Type of change

Internal Promotion **37%**

Change of Company **35%**

Entrepreneurship **28%**
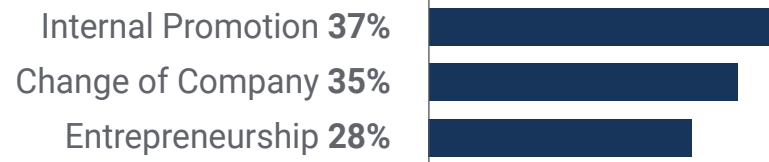
Salary increase

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

Salary before **77,000 €**	A salary increase of **25.22%**	Salary after **96,419 €**

10

Benefits for Your Company

The Executive Master's Degree Commercial and Sales Management helps raise an organization's talent to its maximum potential by preparing 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 one, increasing the professional's knowledge and improving their management 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.

"

Achieve the knowledge you need to bring to the company a new market vision that helps to sell more and better"

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

01

Intellectual Capital and Talent Growth

Future graduates will bring to the company new concepts, strategies and perspectives that can bring about relevant 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

The manager 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.

Project Development

05

Graduates will be able to work on a real R&D project or on their company's business development.

Increased competitiveness

06

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

11
Certificate

The Executive Master's Degree Commerce and Sales Management guarantees you, in addition to the most rigorous and up-to-date training, access to a Executive Master's Degree issued by TECH Technological University.

Successfully complete this program and receive your university degree without travel or laborious paperwork"
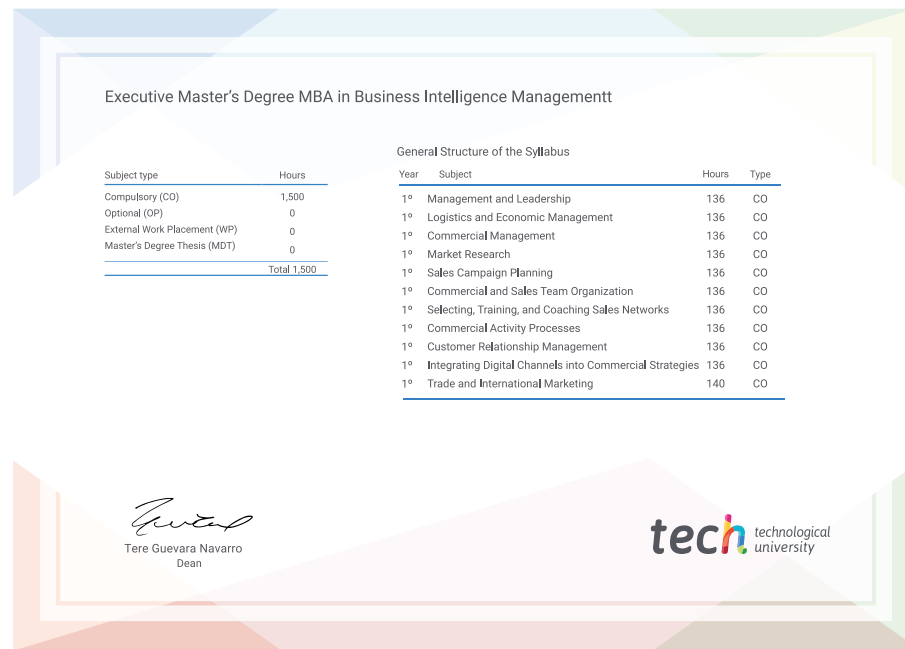
This **Executive Master's Degree in Commercial and Sales Management** contains the most complete and up-to-date program on the market.

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

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Executive 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 Commercial and Sales Management**

Official Nº of hours: **1,500**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

EXECUTIVE MASTER'S DEGREE
in

Commercial and Sales Management

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWOR023S   techtitute.com/certificates

Executive Master's Degree MBA in Business Intelligence Managementt

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Management and Leadership	136	CO
1º	Logistics and Economic Management	136	CO
1º	Commercial Management	136	CO
1º	Market Research	136	CO
1º	Sales Campaign Planning	136	CO
1º	Commercial and Sales Team Organization	136	CO
1º	Selecting, Training, and Coaching Sales Networks	136	CO
1º	Commercial Activity Processes	136	CO
1º	Customer Relationship Management	136	CO
1º	Integrating Digital Channels into Commercial Strategies	136	CO
1º	Trade and International Marketing	140	CO

Tere Guevara Navarro
Dean

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*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.

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Executive Master's Degree
Commercial and Sales Management

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

Executive Master's Degree
Commercial and Sales Management

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