Executive Master's Degree

MBA in Commercial and Sales Management

MBACSM

tech global university

Executive Master's Degree
MBA in Commercial and Sales Management

» Modality: **online**
» Duration: **12 months**
» Certificate: **TECH Global University**
» Credits: **90 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Target Group: **Graduates and professionals with demonstrable experience**

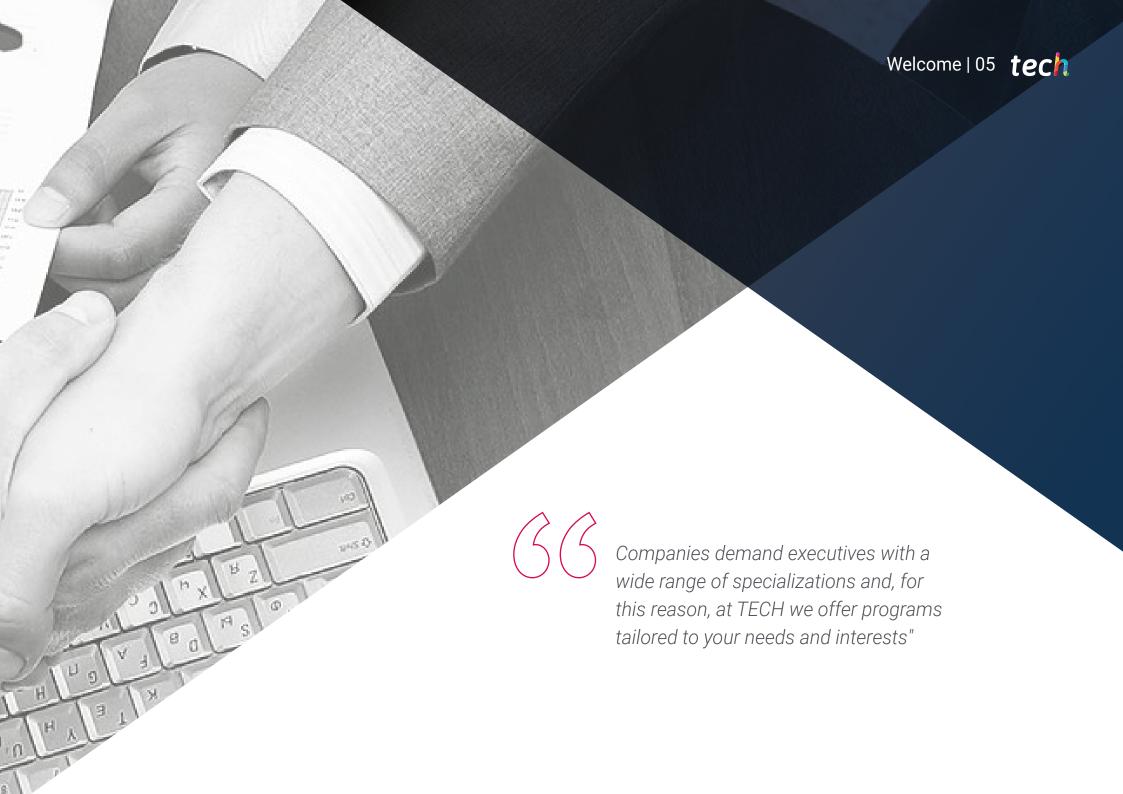Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-mba-commercial-sales-management**

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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 organizations with new tools for product control and analysis, and have changed consumer habits, with increasing numbers of them shopping online. This MBA in Commercial and Sales 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 MBA in Commercial and Sales Management
TECH Global University

Companies demand executives with a wide range of specializations and, for this reason, at TECH we offer programs tailored to your needs and interests"

02
Why Study at TECH?

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

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

At TECH Global University

Innovation

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

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

The Highest Standards

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

95% of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 analyses in academia"

03
Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

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 characteristics in executives in the digital age"

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

The **MBA in Commercial and Sales Management** will enable students to:

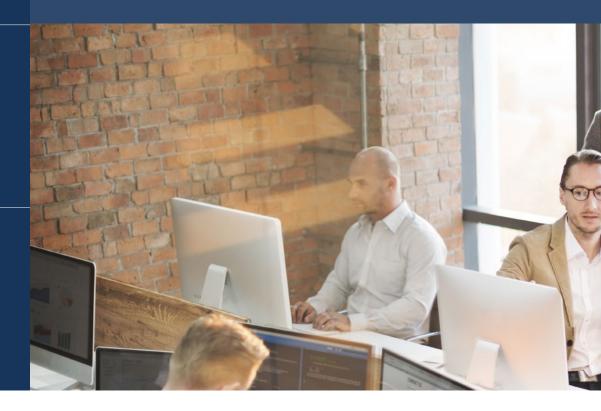**01** Define the latest trends and developments in business management

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

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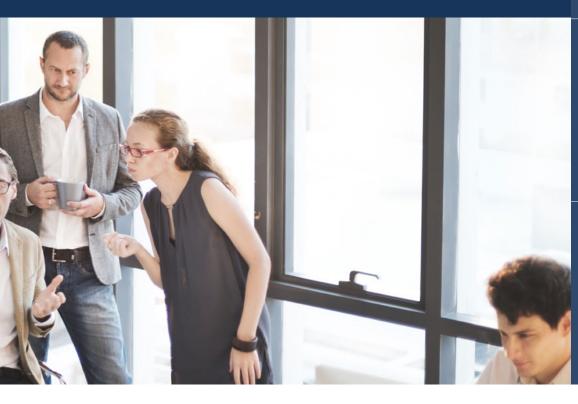
05 Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force

06 Develop the ability to detect, analyze and solve and problem solving

07 Explain the company from a global point of view, as well as the responsibility and the new role of commercial managers

08 Develop the essential skills to manage the organizations commercial activity strategically

09 Design innovative strategies and policies to improve commercial management and efficiency
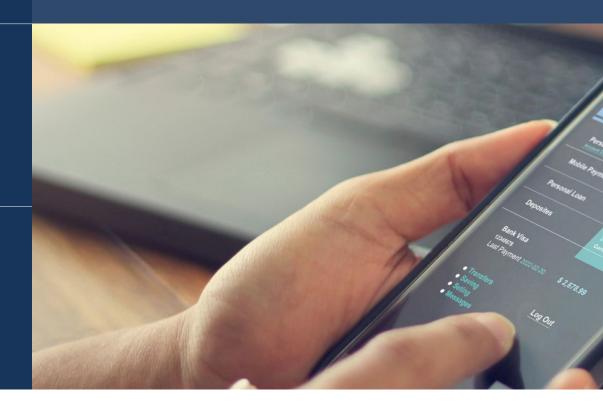
12 Understand the whole process of the company's logistics and operations chain

10 Formulate and implement commercial policies as growth strategies that adapt the company to changes in the national and international environment

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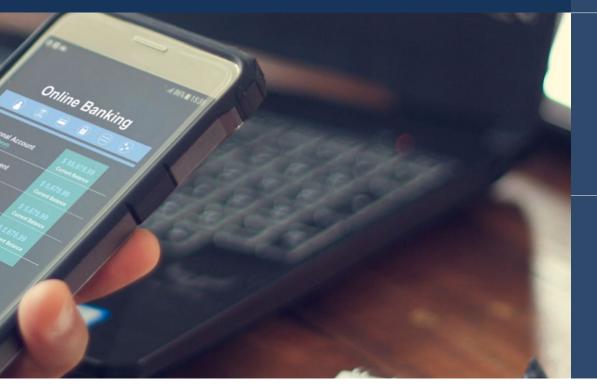
13 Organize and manage sales teams

14 Carry out international sales and marketing strategies

15 Integrate the different digital tools in the business strategy

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

Skills

After passing the assessments for this MBA, 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 perspectives to another level. Don't let this opportunity pass you by"

01 Apply specific leadership skills in sales and commercial management

04 Analyze the financial impact of decisions taken in the management area

02 Manage multicultural teams appropriately

03 Analyze the profitability of investment projects and value creation

05 Apply quantitative and qualitative research methods and techniques

06 Possess in-depth knowledge of marketing techniques

08 Control the company's commercial activity

09 Conduct commercial audits

07 Carry out a correct commercial organization and sales strategy

10 Apply coaching techniques in sales actions

06
Structure and Content

The world of work requires professionals to have continuous, effective specialization 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.

A syllabus designed by working professionals who will teach you how to perform your profession with total success"

Syllabus

The MBA in Commercial and Sales Management at TECH Global University is an intensive program that prepares students to face business challenges and decisions, both nationally and internationally. 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 MBA 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 15 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 the Sales Network
Module 8	Commercial Activity Process
Module 9	Customer Relationship Management
Module 10	Integrating Digital Channels into the Commercial Strategy
Module 11	Commerce and International Marketing
Module 12	Leadership, Ethics and Social Responsibility in Companies
Module 13	People and Talent Management
Module 14	Economic and Financial Management
Module 15	Executive Management

Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Commercial and Sales Management completely online. Throughout the 12 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. 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 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. 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. Client 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 LOPD
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. 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 Integration in the E-Commerce Plan
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. PEST 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

Module 12. Leadership, Ethics and Social Responsibility in Companies

12.1. Globalization and Governance
12.1.1. Governance and Corporate Governance
12.1.2. The Fundamentals of Corporate Governance in Companies
12.1.3. The Role of the Board of Directors in the Corporate Governance Framework

12.2. Leadership
12.2.1. Leadership. A Conceptual Approach
12.2.2. Leadership in Companies
12.2.3. The Importance of Leaders in Business Management

12.3. Cross Cultural Management
12.3.1. Cross Cultural Management Concept
12.3.2. Contributions to Knowledge of National Cultures
12.3.3. Diversity Management

12.4. Business Ethics
12.4.1. Ethics and Morality
12.4.2. Business Ethics
12.4.3. Leadership and Ethics in Companies

12.5. Sustainability
12.5.1. Sustainability and Sustainable Development
12.5.2. The 2030 Agenda
12.5.3. Sustainable Companies

12.6. Corporate Social Responsibility
12.6.1. International Dimensions of Corporate Social Responsibility
12.6.2. Implementing Corporate Social Responsibility
12.6.3. The Impact and Measurement of Corporate Social Responsibility

12.7. Responsible Management Systems and Tools
12.7.1. CSR: Corporate Social Responsibility
12.7.2. Essential Aspects for Implementing a Responsible Management Strategy
12.7.3. Steps for the Implementation of a Corporate Social Responsibility Management System
12.7.4. CSR Tools and Standards

12.8. Multinationals and Human Rights
12.8.1. Globalization, Multinational Companies and Human Rights
12.8.2. Multinational Corporations and International Law
12.8.3. Legal Instruments for Multinationals in the Area of Human Rights

12.9. Legal Environment and Corporate Governance
12.9.1. International Rules on Importation and Exportation
12.9.2. Intellectual and Industrial Property
12.9.3. International Labor Law

Module 13. People and Talent Management

13.1. Strategic People Management
13.1.1. Strategic Human Resources Management
13.1.2. Strategic People Management

13.2. Human Resources Management by Competencies
13.2.1. Analysis of the Potential
13.2.2. Remuneration Policy
13.2.3. Career/Succession Planning

13.3. Performance Evaluation and Performance Management
13.3.1. Performance Management
13.3.2. Performance Management: Objectives and Process

13.4. Innovation in Talent and People Management
13.4.1. Strategic Talent Management Models
13.4.2. Talent Identification, Training and Development
13.4.3. Loyalty and Retention
13.4.4. Proactivity and Innovation

13.5. Motivation
13.5.1. The Nature of Motivation
13.5.2. Expectations Theory
13.5.3. Needs Theory
13.5.4. Motivation and Financial Compensation

13.6. Developing High Performance Teams
13.6.1. High-Performance Teams: Self-Managed Teams
13.6.2. Methodologies for the Management of High Performance Self-Managed Teams

13.7. Negotiation and Conflict Management
13.7.1. Negotiation
13.7.2. Conflict Management
13.7.3. Crisis Management

13.8. Executive Communication
13.8.1. Internal and External Communication in the Corporate Environment
13.8.2. Communication Departments
13.8.3. The Person in Charge of Communication of the Company The Profile of the Dircom

13.9. Productivity, Attraction, Retention and Activation of Talent
13.9.1. Productivity
13.9.2. Talent Attraction and Retention Levers

Module 14. Economic and Financial Management

14.1. Economic Environment
14.1.1. Macroeconomic Environment and the National Financial System
14.1.2. Financial Institutions
14.1.3. Financial Markets
14.1.4. Financial Assets
14.1.5. Other Financial Sector Entities

14.2. Executive Accounting
14.2.1. Basic Concepts
14.2.2. The Company's Assets
14.2.3. The Company's Liabilities
14.2.4. The Company's Net Worth
14.2.5. The Income Statement

14.3. Information Systems and Business Intelligence
14.3.1. Fundamentals and Classification
14.3.2. Cost Allocation Phases and Methods
14.3.3. Choice of Cost Center and Impact

14.4. Budget and Management Control
14.4.1. The Budget Model
14.4.2. The Capital Budget
14.4.3. The Operating Budget
14.4.5. Treasury Budget
14.4.6. Budget Monitoring

14.5. Financial Management
14.5.1. The Company's Financial Decisions
14.5.2. Financial Department
14.5.3. Cash Surpluses
14.5.4. Risks Associated with Financial Management
14.5.5. Financial Administration Risk Management

14.6. Financial Planning
14.6.1. Definition of Financial Planning
14.6.2. Actions to be Taken in Financial Planning
14.6.3. Creation and Establishment of the Business Strategy
14.6.4. The Cash Flow Table
14.6.5. The Working Capital Table

14.7. Corporate Financial Strategy
14.7.1. Corporate Strategy and Sources of Financing
14.7.2. Financial Products for Corporate Financing

14.8. Strategic Financing
14.8.1. Self-financing
14.8.2. Increase in Equity
14.8.3. Hybrid Resources
14.8.4. Financing Through Intermediaries

14.9. Financial Analysis and Planning
14.9.1. Analysis of the Balance Sheet
14.9.2. Analysis of the Income Statement
14.9.3. Profitability Analysis

14.10. Analyzing and Solving Cases/ Problems
14.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 15. Executive Management

15.1. Manager Functions: Organizational Culture and Approaches
15.1.1. Manager Functions: Organizational Culture and Approaches

15.2. Operations Management
15.2.1. The Importance of Management
15.2.2. Value Chain
15.2.3. Quality Management

15.3. Public Speaking and Spokesperson Education
15.3.1. Interpersonal Communication
15.3.2. Communication Skills and Influence
15.3.3. Communication Barriers

15.4. Personal and Organizational Communications Tools
15.4.1. Interpersonal Communication
15.4.2. Interpersonal Communication Tools
15.4.3. Communication in the Organization
15.4.4. Tools in the Organization

15.5. Communication in Crisis Situations
15.5.1. Crisis
15.5.2. Phases of the Crisis
15.5.3. Messages: Contents and Moments

15.6. Preparation of a Crisis Plan
15.6.1. Analysis of Possible Problems
15.6.2. Planning
15.6.3. Adequacy of Personnel

15.7. Emotional Intelligence
15.7.1. Emotional Intelligence and Communication
15.7.2. Assertiveness, Empathy, and Active Listening
15.7.3. Self-Esteem and Emotional Communication

15.8. Personal Branding
15.8.1. Strategies for Personal Brand Development
15.8.2. Personal Branding Laws
15.8.3. Tools for Creating Personal Brands

15.9. Leadership and Team Management
15.9.1. Leadership and Leadership Styles
15.9.2. Leader Capabilities and Challenges
15.9.3. Managing Change Processes
15.9.4. Managing Multicultural Teams

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.
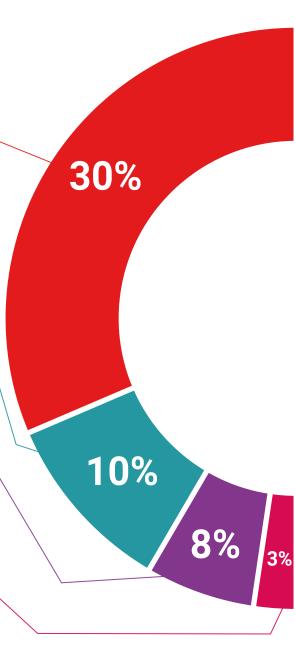
Management Skills Exercises

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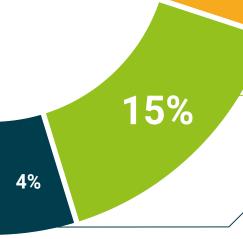
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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 MBA 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 specialization 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%**

10 to 15 years **31%**

5 to 10 years **29%**

Training

Economics and Business **32%**

International Trade **26%**

Law **11%**

Social Sciences **18%**

Other **13%**

Educational 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

"Completing this MBA has allowed me to keep up to date with the main developments in sales and sales management, a sector in which I have been working professionally for more than 10 years. I am grateful to TECH for the opportunity offered to me with this 100% online program, because, otherwise, I would not have been able to continue my studies"

Course Management

The teaching staff of this MBA in Sales and Marketing Management is made up of highly qualified and experienced professionals in the business world. In fact, their extensive experience in areas such as business strategy, sales management, marketing and negotiation will enable them to impart solid and up-to-date knowledge to graduates. In addition, they have valuable practical experience in leading companies in the sector, which will further enrich the students' learning, with real cases and concrete examples.

"The teaching team's commitment to academic excellence will be fundamental to becoming a business leader in Sales and Marketing Management"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams,** Jennifer Dove is an expert in **technology recruitment and strategy.** Throughout her career, she has held senior positions in several technology organizations within Fortune 50 companies such as NBC Universal and Comcast. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-perfoming teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of HR professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she is now a graduate of the University of Miami.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies into recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
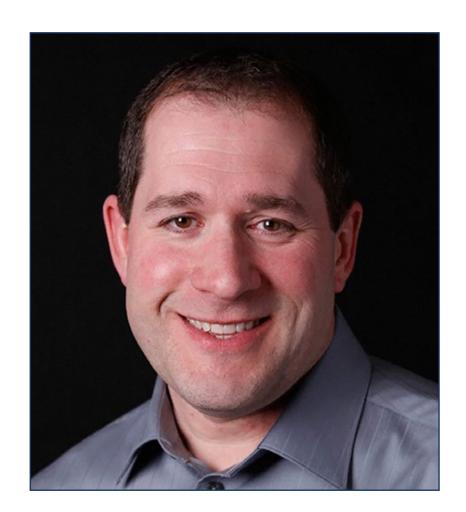- Graduated in Organizational Communication from the University of Miami

"

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

International Guest Director

A technology leader with decades of experience in **major technology multinationals,** Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon h**as allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

D. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy** and **Consulting.** Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential.** With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers' complex decarbonization** demands **supporting** a "**cost-effective decarbonization**" and **overhauling** a fragmented **data, digital and technology landscape.** Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

" *Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

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Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

"

Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising** and **Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein,** among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for **products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani,** he has overseen a variety of **Marketing strategies** for **apparel** and **accesories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication** and **Sales departments.**

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin,** he has undertaken projects to boost the **structure,** and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaings.** He has also been in charge of the **terms, costs, processes** and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Ms. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

"

The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"

International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence internationally.** His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform,** the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen,** in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy,** centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

"
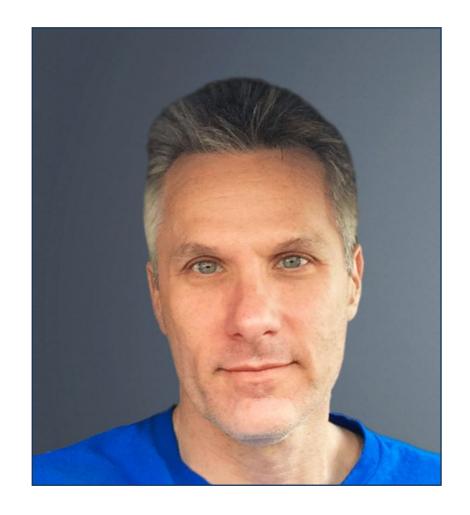
Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in production **strategies** in **paid media,** resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers.**

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.** In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

"

Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"

International Guest Director

Eric Nyquist, Ph.D., is a leading **international sports professional** who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in **world-class** sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR,** based in **Florida, USA.** With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs,** managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing.**

Nyquist has also made a significant mark on Chicago's top sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports..**

Finally, it is worth noting that he began his career in sports while working in **New York as a senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation.**

Mr. Nyquist, Eric

- Director of Communications and Impact at NASCAR, Florida, USA
- Senior Vice President of Strategic Development at NASCAR, Florida, United States
- Vice President of Strategic Planning at NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President at Chicago White Sox Franchises
- Executive Vice President at Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- B.A. in International Economics from Carleton College

"

Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"

10 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 specialization 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 MBA 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 achieve success.

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.

Time of Change

During the program	During the first year	After 2 years
21%	**53%**	**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	A salary increase of	Salary after
€ 77,000	**25.22%**	**€ 96,419**

11

Benefits for Your Company

The MBA in Commercial and Sales Management helps raise the organization's talent to its maximum potential by specialization 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 specialization and improving their management skills. But, in addition, joining the TECH Global University 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

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

05

Project Development

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

06

Increased competitiveness

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

Certificate

The MBA in Commercial and Sales Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain an **MBA in Commercial and Sales Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra *(official bulletin)*. Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

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

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

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Professional Master's Degree in MBA in Commercial and Sales Management

This is a private qualification of 2,700 hours of duration equivalent to 90 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in MBA in Commercial and Sales Management

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	90
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total 90	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Management and Leadership	6	CO
1º	Logistics and Economic Management	6	CO
1º	Commercial Management	6	CO
1º	Market Research	6	CO
1º	Sales Campaign Planning	6	CO
1º	Commercial and Sales Team Organization	6	CO
1º	Selecting, Training, and Coaching the Sales Network	6	CO
1º	Commercial Activity Process	6	CO
1º	Customer Relationship Management	6	CO
1º	Integrating Digital Channels into the Commercial Strategy	6	CO
1º	Commerce and International Marketing	6	CO
1º	Leadership, Ethics and Social Responsibility in Companies	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Executive Management	6	CO

Dr. Pedro Navarro Illana
Dean

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

Executive Master's Degree
MBA in Commercial and Sales Management

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

Executive Master's Degree
MBA in Commercial and Sales Management

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