

Postgraduate Certificate Educational Marketing





Postgraduate Certificate Educational Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/education/postgraduate-certificate/educational-marketing

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01

Introduction to the Program

Enhancing educational quality in secondary schools requires professionals who are capable of communicating with impact, leading teams, and applying Educational Marketing strategies that reinforce institutional identity. The Postgraduate Certificate in Educational Marketing provides key tools for designing promotional campaigns, defining the marketing mix, and leveraging competitive advantage. In this way, graduates will understand the importance of addressing the school community as the primary client, strengthening the institution's brand, and drawing on successful models, such as Disney's, to adapt them to their own context. They will therefore be prepared to build family loyalty, position institutional reputation, and respond effectively to the challenges of the educational environment. This is a flexible, fully online university program designed specifically for practicing educators.



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You will develop innovative Educational Marketing strategies to strengthen institutional identity, build family loyalty, and position the school's brand within the dynamic and competitive environment of secondary education”

Improving educational quality in schools requires professionals capable of integrating strategic management with the effective communication of their institution's value proposition. In today's competitive context, mastering Educational Marketing techniques and innovative resources is essential to strengthening the image of institutions and seizing new opportunities. This university program responds to that challenge by training teachers and educational managers in marketing strategies that optimize the positioning of their schools. It also fosters professional advancement through tools and promotional approaches that enhance each institution's competitiveness and visibility.

For this reason, TECH Global University presents the Postgraduate Certificate in Educational Marketing, structured into a single module that provides a comprehensive vision of commercial management and external promotion in the school context. The program covers everything from the fundamentals of promotion and the marketing mix to the construction of competitive advantage and the strengthening of institutional branding. It also explores key aspects such as identifying the client within the educational center, applying the Disney model to enrich the school experience, and designing effective promotional campaigns. In this way, graduates acquire the competencies needed to project a strong institutional image, seize new opportunities, and consolidate the identity of their schools in an increasingly demanding environment.

This Postgraduate Certificate transforms prior professional experience into practical skills, focused on implementing real improvements in institutional positioning. Thanks to TECH's Relearning methodology, participants gain access to updated content and tools for immediate application in their professional settings. This didactic approach enables graduates to design innovative promotional strategies, optimize institutional communication, and project a coherent identity that resonates more effectively with the educational community. As a result, commitment is strengthened, resources are optimized, and adaptability is increased—generating tangible impacts that contribute to making educational institutions more competitive and sustainable.

This **Postgraduate Certificate in Educational Marketing** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of practical case studies presented by experts in Marketing and Educational Communication
- ♦ The graphic, schematic and eminently practical contents with which it is conceived gather scientific and practical information on those disciplines that are indispensable for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



You will apply promotion and branding models—including the Disney model—to design effective campaigns that highlight your competitive advantage and authentically connect with the educational community and its environment”

“

You will earn a qualification designed to fit your schedule, delivered in a 100% online format with full autonomy to organize your study time”

The faculty includes professionals from the field of Educational Marketing, who bring to this program the expertise gained from their professional practice, as well as distinguished specialists from leading associations and prestigious universities.

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

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

You will build a strong educational brand, supported by marketing tools and strategic communication practices that address today's challenges and strengthen the trust of the school community as the primary client.

You will promote external communication processes with a commercial focus, integrating modern techniques and critical analysis to position your educational institution as a benchmark of quality and differentiation in the sector.



02

Why Study at TECH?

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



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

The world's best online university, according to FORBES

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

The best top international faculty

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

The world's largest online university

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



The most complete syllabuses on the university scene

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

A unique learning method

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

The official online university of the NBA

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

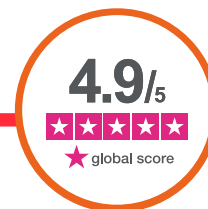
Leaders in employability

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



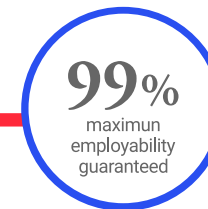
Google Premier Partner

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



The top-rated university by its students

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



03

Syllabus

The didactic materials of this Postgraduate Certificate, developed by experts in strategic management and institutional communication, address in depth the challenges faced by educational centers in a competitive environment. Throughout the program, participants will develop key competencies to design, implement, and evaluate marketing plans aimed at strengthening institutional image, attracting new students, and building loyalty within the educational community. Thanks to this approach, graduates will enhance their ability to effectively position their institutions, optimize communication resources, and contribute to the sustainable growth of their organizations.

EG
CUSTOMER
BRAND
MIND
NEUROMARKETING
FEEDBACK



MARKETING



You will comprehensively manage the promotion and marketing mix, designing actions consistent with institutional culture in order to respond effectively to the challenges of today's educational market"

Module 1. Educational Marketing, Commercial Management,
and External Promotion

- 1.1. What Is Promotion?
- 1.2. What Is the Promotion Mix?
- 1.3. The Importance of Competitive Advantage in Promotion
- 1.4. The Marketing Mix in the Educational Center
- 1.5. The Client in the Educational Center
- 1.6. Branding Elements for Educational Institutions
- 1.7. The Brand in the Educational Center
- 1.8. The Disney Model in the Educational Center
- 1.9. The Promotional Campaign
- 1.10. What Matters Now in the Field of Educational Marketing



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You will optimize your educational management through the application of both digital and traditional marketing strategies, designing comprehensive campaigns that enhance institutional visibility and prestige in local and regional markets”



04

Teaching Objectives

The content of this Postgraduate Certificate has been developed by specialists with solid experience in institutional management and communication. This comprehensive approach allows professionals to deepen their understanding of the principles of Educational Marketing, strategic planning, and the creation of value propositions aligned with the objectives of each institution. Graduates will explore key aspects such as institutional image, student recruitment and retention, effective communication, and reputation management. In addition, the program provides tools to design campaigns, optimize resources, and strengthen the competitiveness of educational institutions in increasingly dynamic and demanding environments.

Brand

cast **marketing** character

special • variety • new • business id

a category of products that are all made by a particular company and all have a particular kind or type of something that is burned into the skin of an animal (such as a cow) to show who owns it



“

You will define unique value propositions for your institution, using the principles of Educational Marketing to reinforce brand identity and build strong connections with families and school communities”



General Objectives

- ♦ Identify the organizational structure of educational institutions and the main management challenges they face
- ♦ Analyze contemporary models of educational leadership to respond to changing contexts and current demands
- ♦ Recognize emerging challenges in the educational system and design strategic responses aligned with quality and innovation
- ♦ Examine models and processes of internal and external organization in institutions across different educational levels
- ♦ Understand the operational structure and administrative processes that sustain the functioning of a school
- ♦ Differentiate leadership profiles, styles, and approaches applicable to diverse educational systems
- ♦ Plan, coordinate, and supervise the development and implementation of effective institutional management plans.
- ♦ Define and develop institutional educational projects that promote quality, inclusion, coexistence, and conflict prevention
- ♦ Describe the functions and responsibilities of both individual and collegiate governing bodies involved in decision-making
- ♦ Analyze organizational change dynamics and implement strategies to manage internal and external resistance
- ♦ Manage processes of interaction, institutional communication, and conflict resolution within educational teams
- ♦ Apply tools to foster collaborative work, effective negotiation, and the reconciliation of interests within the school community
- ♦ Integrate principles of ethics, social responsibility, and sustainability into the strategic management of educational institutions
- ♦ Employ technological resources, marketing strategies, and management tools to optimize institutional competitiveness



Specific Objectives

- ♦ Design promotional strategies aligned with institutional objectives and competitive advantage
- ♦ Manage the branding and institutional image of the educational center
- ♦ Identify elements of the marketing mix to attract and retain students
- ♦ Plan promotional campaigns inspired by successful models such as Disney

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Strengthen your ability to analyze the competitive environment by applying external promotion techniques that enhance the visibility of the educational center and boost its distinctive positioning”

05

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

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

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

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

“

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



The most comprehensive study plans at the international level

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

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

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

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

Case Studies and Case Method

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

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

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



Relearning Methodology

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

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

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

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



A 100% online Virtual Campus with the best teaching resources

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

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

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

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



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

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

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

The university methodology top-rated by its students

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

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

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

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



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



Study Material

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

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



Practicing Skills and Abilities

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



Interactive Summaries

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

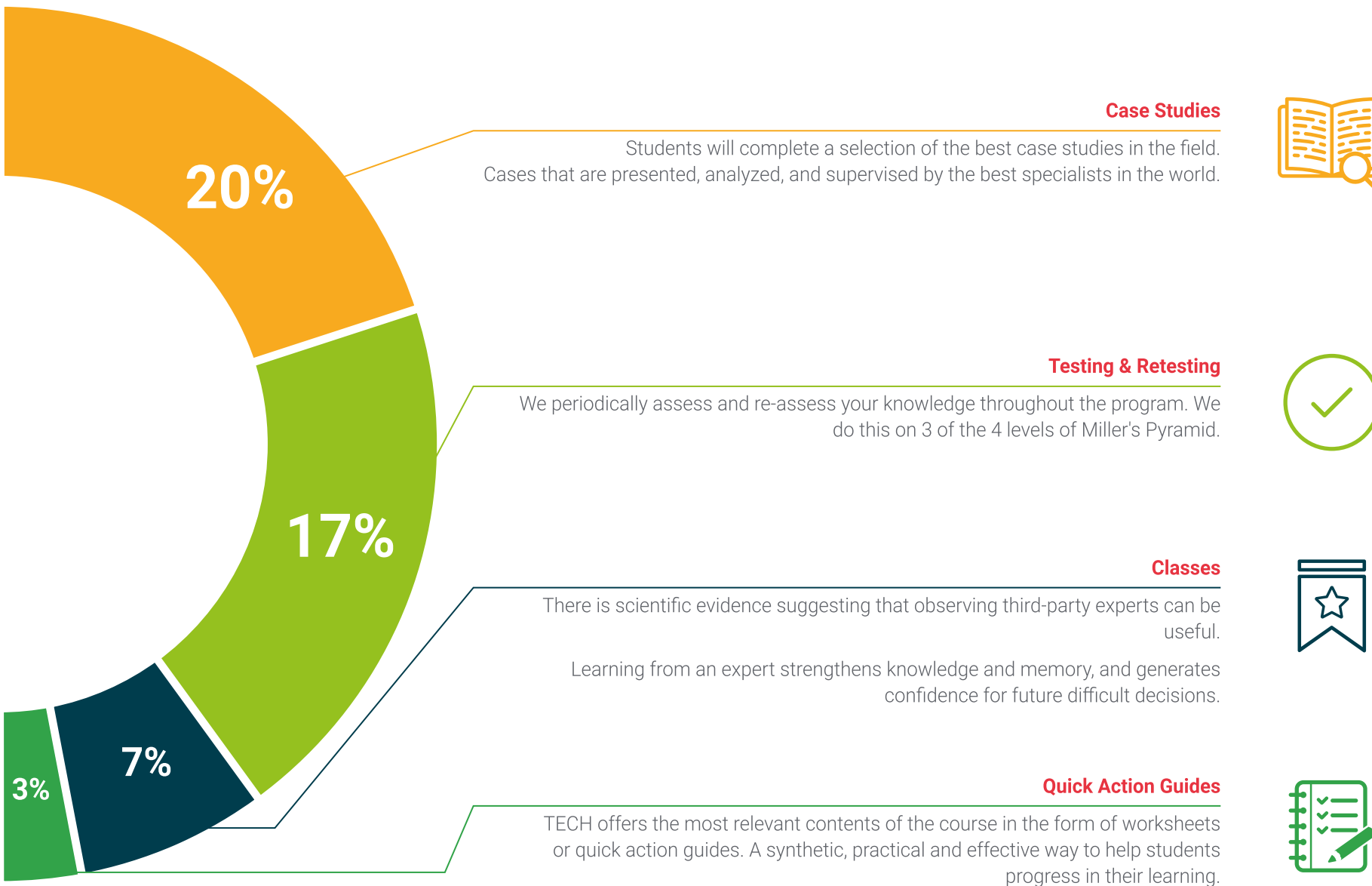
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





06

Teaching Staff

At TECH, we are firmly committed to excellence—a commitment reflected in the quality of our teaching staff, composed of internationally renowned experts. With solid professional careers and outstanding achievements in projects, research, and consultancy, these specialists play a key role in every university program. They are responsible for selecting updated content and innovative methodologies aligned with the demands of today's educational sector. In addition, they develop high-quality multimedia resources to ensure that graduates acquire practical and strategic competencies, enabling them to stand out in a competitive and dynamic environment, advance their professional development, and strengthen their profiles to successfully lead Educational Marketing projects.



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You will boost your professional profile with the support of an internationally distinguished faculty, made up of experts with extensive experience in high-level projects, research, and consultancy”

Management



Dr. Borrás Sanchís, Salvador

- ♦ Psychologist, Teacher and Speech Therapist
- ♦ Educational Counselor in the Valencian Government, Department of Education
- ♦ Specialist in Abile Educativa
- ♦ Partner at Avance SL
- ♦ Pedagogical Advisor and External Collaborator at Aula Salud
- ♦ Pedagogical Director at iteNlearning
- ♦ Author of *Guide for the Reeducation of Atypical Swallowing and Associated Disorders*
- ♦ Pedagogical Director at the Instituto DEIAP (Institute for Comprehensive Development and Psychoeducational Care)
- ♦ Bachelor's Degree in Psychology
- ♦ Hearing and Speech Teacher
- ♦ Certified in Speech Therapy

Teachers

Mr. Martínez Chávez, Edgar Adrián

- ♦ Administrative Manager at Cumbres de Valencia School
- ♦ Administrative Manager of the Semper Altius School Network
- ♦ Academic Coordinator of the Doctorate in Interdisciplinary Research at Anáhuac University
- ♦ Bachelor's Degree in Business Administration
- ♦ MBA from Anáhuac University, accredited by AMBA
- ♦ International Master's Degree in University Management from the University of Alcalá
- ♦ Expert in Emotional Intelligence, Coaching, and Leadership from CEU Cardenal Herrera University



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

07

Certificate

The Postgraduate Certificate in Educational Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



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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 a diploma for the **Postgraduate Certificate in Educational Marketing** 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: **Postgraduate Certificate in Educational Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development language
virtual classroom



Postgraduate Certificate Educational Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

[illegible]