

# Postgraduate Certificate Marketing and Advertising of an Educational Project



## Postgraduate Certificate Marketing and Advertising of an Educational Project

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

Website: [www.techitute.com/us/education/postgraduate-certificate/marketing-advertising-educational-project](http://www.techitute.com/us/education/postgraduate-certificate/marketing-advertising-educational-project)

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01

# Introduction

One of the areas that must be taken into consideration when programming and implementing an educational project is the financial area. Other academic plans forget this fundamental field when considering the implementation or transformation of an educational project.





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*This Postgraduate Certificate in Marketing and Advertising of an Educational Project generates a sense of confidence in the performance of your profession, which will help you to grow personally and professionally"*

Failure to take into account this important area will mean that the project lacks sufficient financial backing to be implemented efficiently in the center, or to last over time. That is to say, without a detailed and expert study on this subject, we will have tried to constantly water a plant that lacks sufficient roots for its potential development.

Therefore, in this ninth module, we will go into the planning and financial management of educational projects, starting with a situational analysis and taking into account the educational problems. After an introduction to this field, which will help students facing this important project field for the first time, analyze the financial structure and educational market research, it continues with expert research on projection and cost estimation techniques, the economic background of technical study and sizing, location decisions and organizational economic effects, the legal framework and project investments, and project benefits and cash flow construction. Finally, project evaluation criteria and discount rate will be addressed, ending with a risk and sensitivity analysis.

After studying each and every phase of the programming and implementation of educational projects, and having studied in depth the most important areas of integration and influence in the whole process, it is important to analyze one last area that is usually forgotten in this type of projects, or that is usually led by personnel who are not experts in the subject.

So, finally, this Postgraduate Certificate with the proper study of marketing and advertising focused on educational projects. A good project must be sold and advertised properly to be known and can achieve wider and deeper objectives.

Therefore, we will begin with an introduction to marketing that will allow students who do not know this field of action to understand the whole structure and learn from the basics in the most important factors of influence. We will continue studying business planning, market and customer segmentation, positioning and building the personal brand, advertising creativity and the new form of communication in the company.

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

- ♦ Development of case studies presented by experts in educational innovation, school management and marketing
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ News on school management and educational innovation
- ♦ It contains practical exercises where the self assessment process can be carried out to improve learning
- ♦ With special emphasis on innovative methodologies in school management and educational innovation
- ♦ All of this will be complemented by 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



*Update your knowledge through the Postgraduate Certificate in Marketing and Advertising of an Educational Project”*



*This Postgraduate Certificate may be the best investment you can make when selecting a refresher program for two reasons: in addition to updating your knowledge in the Marketing and Advertising of an Educational Projects, you will obtain a Postgraduate Certificate from TECH Technological University"*

Its teaching staff includes professionals belonging to the field of educational center management, educational innovation and educational marketing, who contribute their work experience to this program, as well as recognized specialists belonging to prestigious reference societies and 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 program to learn in real situations.

This program is designed around Problem-Based Learning, whereby the educators must try to solve the different professional practice situations that arise throughout the Postgraduate Certificate. To this end, the educator will be assisted by an innovative interactive video system created by recognized experts in the field of educational center management, educational innovation and educational marketing with extensive teaching experience.

*Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.*

*Take the opportunity to learn about the latest advances in Marketing and Advertising of an Educational Projects and improve your students' education.*



02

# Objectives

The Postgraduate Certificate in Marketing and Advertising of an Educational Project is oriented to facilitate the performance of the professional dedicated to working with students related to the educational field.







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*This Postgraduate Certificate is oriented so that you can update your knowledge in Marketing and Advertising of an Educational Project, with the use of the latest educational technology, to contribute with quality and confidence to the decision making and monitoring of these students"*



## General Objectives

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- ♦ Know the most important elements of the educational project
- ♦ Specialize people in the educational field in order to improve the educational projects they use, or to develop an innovative project of their own creation or based on evidence
- ♦ Study each of the phases of programming and implementation of an educational project
- ♦ Analyze the essential factors to be taken into account in the programming and implementation of an educational project
- ♦ Get a global view of the whole process and not just a biased position
- ♦ Understand the role of each of the educational agents in each phase of the programming and implementation of the educational project
- ♦ Delve into the essential success factors of the educational project
- ♦ Become an expert to lead or participate in a quality educational project
- ♦ Help students develop the necessary skills for programming and implementing educational projects
- ♦ Provide students with the necessary tools for the creation of their own innovative educational project





## Specific Objectives

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- ♦ Know all the necessary aspects of planning and economic-financial management required for the programming and implementation of educational projects
- ♦ Study the process of situational analysis of the center
- ♦ Inquire about the economic aspect depending on the type of project
- ♦ Learn the terms and processes necessary to conduct an efficient and realistic educational market study
- ♦ Develop a commercial strategy in line with the project's programming objectives
- ♦ Research on the most appropriate project projection and cost estimation techniques
- ♦ Discover the importance of the economic background of the technical study
- ♦ Know the steps for determining and optimizing project size
- ♦ Learning the localization decision making process
- ♦ Understand the organizational economic effects that influence the programming and implementation of educational projects
- ♦ Analyze the benefits of the project and the need for cash flow construction
- ♦ Inquire about the most important evaluation criteria for an educational project
- ♦ Assimilate the process of risk and sensitivity analysis in the programming and implementation of educational projects
- ♦ Understand the most important educational marketing terms
- ♦ Know the basic aspects necessary for efficient advertising of an educational project
- ♦ Discover the need for marketing in the implementation of an educational project in a center
- ♦ Analyze the commercial planning process
- ♦ Learn the necessary phases for the analysis, establishment of objectives, design of strategies and evaluation related to the marketing area of the educational project
- ♦ Research market and customer segmentation
- ♦ Identify customer needs to design an effective and realistic marketing plan
- ♦ Develop the appropriate techniques for positioning and building the personal brand
- ♦ Delve into advertising creativity in educational projects
- ♦ Learn how to create advertisements in the digital environment
- ♦ Analyze all necessary areas in the field of marketing and advertising as they relate to educational offerings
- ♦ Discover the most important social networks to be used in the marketing and advertising of the educational project
- ♦ Know the process of using each one of them to reach optimum efficiency
- ♦ Investigate the phases of development of advertising campaigns of the educational project
- ♦ Learn how to create and manage marketing strategies for service companies
- ♦ Understand all the necessary areas related to marketing strategies
- ♦ Analyze the process of evaluating the profitability of campaigns

03

# Course Management

The program includes in its teaching staff reference experts in Integration of the Educational Project in the Center who pour into this program the experience of their work. In addition, other experts of recognized prestige participate in its design and elaboration, completing the program in an interdisciplinary way.



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*Learn the latest advances in the field of Marketing and Advertising of an Educational Project from leading professionals”*

## Management



### Mr. Pattier Bocos, Daniel

- ◆ Positions: Specialist in educational innovation
- ◆ Researcher and university lecturer at the Faculty of Education at Complutense University of Madrid
- ◆ Finalist for Best Teacher in Spain at the Educa Abanca Awards

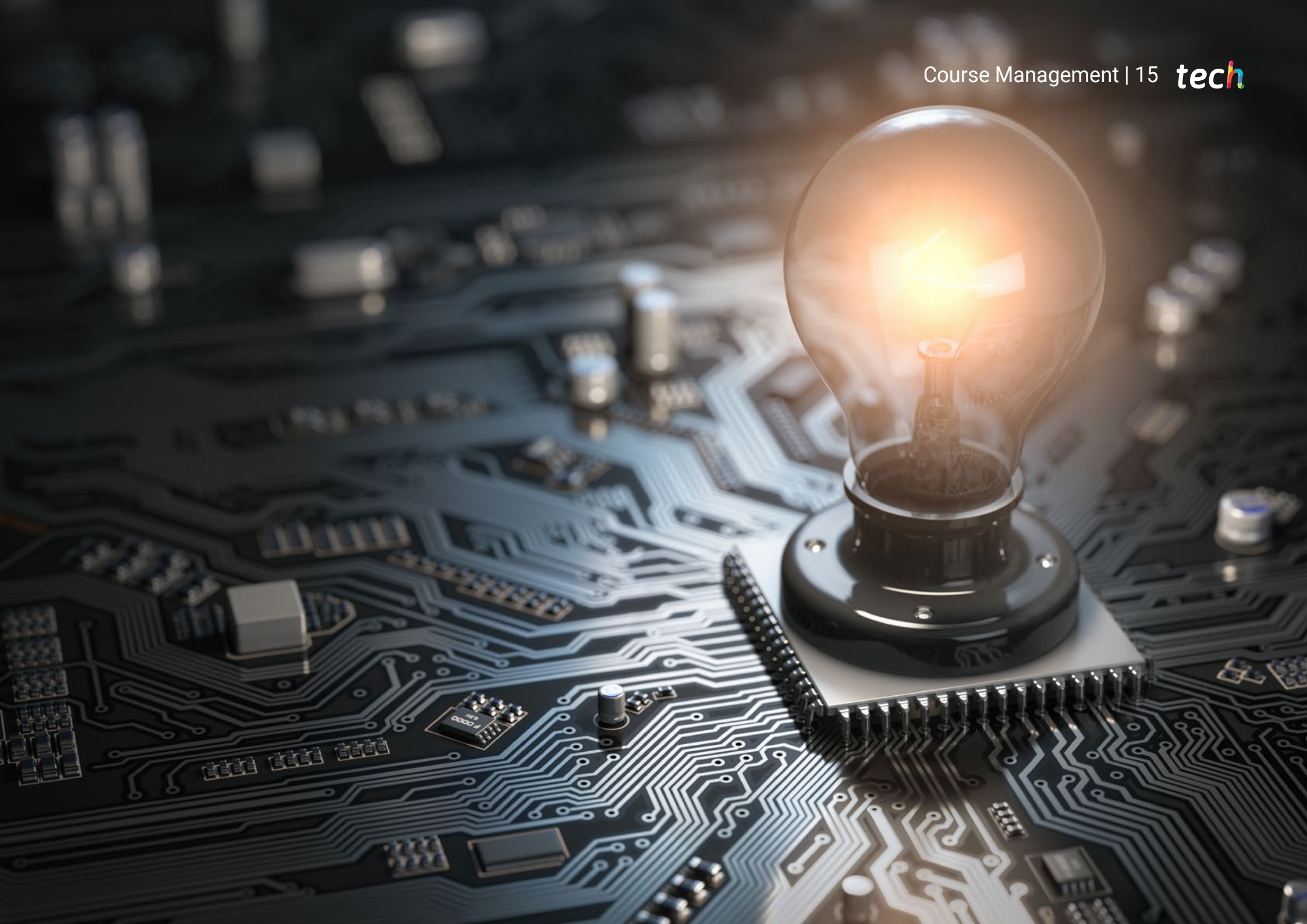
## Professors

### Mr. Lozano Morote, María

- ◆ Positions: Diploma in Managing Educational Projects
- ◆ Lawyer, MBA, mediator and expert in educational project management
- ◆ She currently works as an educational project manager for a Spanish educational foundation

### Ms. Martin Arteaga, Andrea Carolina

- ◆ Positions: Community Manager specialized in Market Research
- ◆ Curricular Doctorate in Pedagogical Sciences. Latin American and Caribbean Pedagogical Institute (IPLAC). "UBEVISTA Identity"
- ◆ Degree in Advertising and Public Relations. University of Zulia
- ◆ Diploma in University Education. Latin American and Caribbean Pedagogical Institute
- ◆ Cuba-Venezuela Agreement (IPLAC)
- ◆ Specialty in Photography, Julio Arraga National School of Plastic Arts



04

# Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational institutions and universities in the country, who are aware of the relevance of up to date, innovative training and are committed to quality teaching using new educational technologies.



ADVERT

Second quarter  
Apr-Jun

Third quarter  
Jul-Sep

+0.12%

+10.3

+12



# RTISING




“

*This Postgraduate Certificate in Marketing and Advertising of an Educational Project for teachers contains the most complete and up to date scientific program on the market"*

## Module 1. Planning and Financial Management of Educational Projects

- 1.1. Situation Analysis and Educational Problems
  - 1.1.1. Diagnostic Examination
  - 1.1.2. Educational Indicators
  - 1.1.3. The Educational Problem
  - 1.1.4. Infrastructure Problems
  - 1.1.5. Socio-Economic Problems
  - 1.1.6. Administrative and Institutional Problems
  - 1.1.7. Environmental Problems
  - 1.1.8. Historical-cultural problems
  - 1.1.9. Cause-Effect Analysis
  - 1.1.10. SWOT. Analysis
- 1.2. Introduction to the Marketing and Advertising of an Educational Project
  - 1.2.1. Project Preparation and Assessment
  - 1.2.2. Decision-Making Associated with a Project
  - 1.2.3. Typology of Projects
  - 1.2.4. Project Assessment
  - 1.2.5. Social Assessment of Projects
  - 1.2.6. Projects in Development Planning
  - 1.2.7. Scope of the Project Study
  - 1.2.8. The Technical Study of the Project
  - 1.2.9. Market Research
  - 1.2.10. Organizational and Financial Study
- 1.3. Economic Structure and Market Research Educational
  - 1.3.1. Market Structure
  - 1.3.2. Demand for Educational Product
  - 1.3.3. Pricing
  - 1.3.4. The Offer
  - 1.3.5. The Project Market
  - 1.3.6. Objective and Stages of the Market Study
  - 1.3.7. The Consumer
  - 1.3.8. Commercial Strategy
  - 1.3.9. Analysis of the Medium
  - 1.3.10. The Demand
- 1.4. Projection and Cost Estimation Techniques
  - 1.4.1. The Projection
  - 1.4.2. Projection Methods
  - 1.4.3. Qualitative and Causal Methods
  - 1.4.4. Time Series Model
  - 1.4.5. Cost Information
  - 1.4.6. Differential and Future Costs
  - 1.4.7. Relevant Cost Elements
  - 1.4.8. Short-Term Cost Functions
  - 1.4.9. Cost-Volume-Utility Analysis
  - 1.4.10. Accounting costs and V.A.T. (Value Added Tax) cost. (Value Added Tax)
- 1.5. Economic Background for Technical Study and Sizing
  - 1.5.1. Scope of the Study and Production Process
  - 1.5.2. Economies of Scale
  - 1.5.3. Lange Model
  - 1.5.4. Investments in Equipment
  - 1.5.5. Personal Balance and Choice of Technological Alternatives
  - 1.5.6. Factors Influencing Project Size
  - 1.5.7. Size Economy
  - 1.5.8. Size Optimization
  - 1.5.9. Size of a Project With a Growing Market
  - 1.5.10. Size of a Project With Constant Demand
- 1.6. Location Decisions and Organizational Economic Effects
  - 1.6.1. Study and Location Factors
  - 1.6.2. Non-Quantifiable Factor Evaluation Methods
  - 1.6.3. Qualitative Point Method
  - 1.6.4. Brown and Gibson's Method
  - 1.6.5. Net Present Value Maximization
  - 1.6.6. The Study of the Project Organization
  - 1.6.7. The Economic Effects of Organizational Variables
  - 1.6.8. Investment in Organization
  - 1.6.9. Administrative Operation Costs
  - 1.6.10. Relevance of Administrative Systems in Project Preparation and Appraisal

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- 1.7. Project Benefits and Construction of Cash Flows
    - 1.7.1. Types of Benefits
    - 1.7.2. Scrap Values
    - 1.7.3. Pricing Policies
    - 1.7.4. Profitability Analysis for Pricing
    - 1.7.5. Elements of Cash Flow
    - 1.7.6. Structure of a Cash Flow
    - 1.7.7. Investor Cash Flow
    - 1.7.8. Cash Flows from Projects in Operating Companies
    - 1.7.9. EBITDA
    - 1.7.10. Other Considerations
  - 1.8. Project Assessment Criteria and Discount Rate
    - 1.8.1. Net Present Value (NPV) Approach
    - 1.8.2. The Internal Rate of Return Criterion (IRR)
    - 1.8.3. Other Decision Criteria
    - 1.8.4. Effects of Inflation on Project Appraisal
    - 1.8.5. The Cost of Capital
    - 1.8.6. The Cost of Debt
    - 1.8.7. The Cost of Equity
    - 1.8.8. Capital Asset Pricing Model for Determining the Cost of Equity
    - 1.8.9. Average Company Rate Versus CAPM
    - 1.8.10. The Agency Problem
  - 1.9. Risk and Sensitivity Analysis
    - 1.9.1. Preliminary Considerations
    - 1.9.2. One-Dimensional Model of NPV Sensitization
    - 1.9.3. Multidimensional NPV Sensitization Model, Monte Carlo Simulation
    - 1.9.4. Uses and Abuses of Sensitivity
    - 1.9.5. Project Preparation and Social Assessment
    - 1.9.6. Social Costs and Benefits
    - 1.9.7. Incidence of Indirect Effects or Externalities
    - 1.9.8. Incidence of Intangible Effects
    - 1.9.9. Incidence of the Social Discount Rate
    - 1.9.10. Private and Social Assessment

Module 2. Marketing and Advertising of an Educational Project

- 2.1. Introduction to Marketing
  - 2.1.1. Introduction to Marketing
  - 2.1.2. Marketing Needs
  - 2.1.3. The Evolution of the Concept of Marketing
  - 2.1.4. New Trends in Marketing
  - 2.1.5. From Transactional Marketing to Relationship Marketing
  - 2.1.6. Corporate Social Responsibility
  - 2.1.7. Marketing
    - 2.1.7.1. Marketing 1.0
    - 2.1.7.2. Marketing 2.0
    - 2.1.7.2. Marketing 3.0
    - 2.1.7.3. Marketing 4.0
  - 2.1.8. Holistic Marketing
- 2.2. Commercial Planning
  - 2.2.1. Corporate Strategic Planning and Marketing Planning
  - 2.2.2. Marketing Plan in the Company
  - 2.2.3. Phase 1: Situation Analysis
    - 2.2.3.1. Market Analysis
    - 2.2.3.2. Microenvironment
    - 2.2.3.3. Macroenvironment
    - 2.2.3.4. Internal Analysis
  - 2.2.4. Phase 2: Setting Objectives
  - 2.2.5. Phase 3: Strategy Design
    - 2.2.5.1. The Product
    - 2.2.5.2. The Price
    - 2.2.5.3. Distribution
    - 2.2.5.4. Communication



- 2.2.6. Phase 4: Assessment, Organization, Implementation and Control of the Strategy
  - 2.2.6.1. Assessment of the Commercial Strategy
  - 2.2.6.2. Organization of the Marketing Department and Implementation of the Commercial Strategy
  - 2.2.6.3. Commercial Strategy Control (Feedback)
- 2.3. Market and Customer Segmentation
  - 2.3.1. Improve the Effectiveness of Marketing Actions by Means of Correct Customer Segmentation
  - 2.3.2. Differentiate Campaign Leads to Target Efforts to Those Who Will Buy the Products
  - 2.3.3. Select the Markets and Audiences That Best Fit Your Company's Products/ Services and Characteristics
  - 2.3.4. Identify Your Customers' Needs and Design an Effective Marketing Mix to Meet Those Needs
  - 2.3.5. Obtain a Highly Competitive Advantage and Generate Growth Opportunities for Your Company
  - 2.3.6. Know Which Variables Should Be Part of My Segmentation Program
  - 2.3.7. What Are the Benefits of Implementing a Segmentation Program?
  - 2.3.8. Incorporate Segmentation Into the Company's Sales and Marketing Process
- 2.4. Positioning and Personal Brand Building
  - 2.4.1. How Is the So-Called Brand Value Generated
  - 2.4.2. Keys to Proper Online and Offline Brand Management
  - 2.4.3. Elements That Make up the Trademark and What Characteristics They Must Meet
  - 2.4.4. Characteristics, Advantages and Disadvantages of the Different Existing Strategies for Brand Management
  - 2.4.5. Appropriate Strategies to Improve the Positioning of the Product or Service Through the Brand and Its Communication
- 2.5. Advertising Creativity and a New Form of Communication in the Company
  - 2.5.1. What Is Creativity and What Are the Best Conditions to Create
  - 2.5.2. What Does It Take to Get to the Idea
  - 2.5.3. How Does the Advertising Creative's Thinking Work
  - 2.5.4. How Is an Advertising Message Structured
  - 2.5.5. How to Generate Publicity
  - 2.5.6. How to Create Ads in the Digital Sphere
  - 2.5.7. What Are the Main Reasons Why It Is Necessary to Have a Brand
  - 2.5.8. What Are the Differences Between the Logo and the Brand
- 2.6. Educational Offer
  - 2.6.1. The Educational Project
  - 2.6.2. Ideology
  - 2.6.3. Extra Services
  - 2.6.4. Use of Different Materials
  - 2.6.5. Certifications
  - 2.6.6. Differences in Your Educational Offer
  - 2.6.7. Methodology
  - 2.6.8. Teaching Staff
  - 2.6.9. Installations
  - 2.6.10. Ancillary Services. (Location and Access Roads)
- 2.7. Social Networks
  - 2.7.1. Facebook ADS Campaign
    - 2.7.1.1. Create Persuasive, High-Impact Campaigns, Driving the Customer Through the Entire Buying Journey and Using the Right Campaign Objectives
    - 2.7.1.2. Take 20% Advantage of the Facebook Platform, Knowing Its Structure and Operation
    - 2.7.1.3. Create Ads in Different Facebook Formats, Knowing Their Structure and Operation
    - 2.7.1.4. Prepare a Presentation Covering All the Sales Processes
    - 2.7.1.5. Create and optimize your Facebook page for the best results
    - 2.7.1.6. "Spy" on Competitors and Use Them as a Reference to Improve Your Products and Services
    - 2.7.1.7. Control the ROI of Your Campaign and Thus Increase Your Results

- 2.7.2. Twitter ADS Campaign
  - 2.7.2.1. Objective
  - 2.7.2.2. Audience
  - 2.7.2.3. Bids
  - 2.7.2.4. Budget
  - 2.7.2.5. Creativity
  - 2.7.2.6. Analysis of Your Campaign
- 2.7.3. Instagram Campaign
  - 2.7.3.1. Contents
  - 2.7.3.2. Optimize Your Profile
  - 2.7.3.3. Use of Hashtags
  - 2.7.3.4. Encourage Participation
  - 2.7.3.5. Show Customer Experiences
  - 2.7.3.6. Instagram for Events
- 2.7.4. E-mail Marketing Campaigns
- 2.7.5. WhatsApp Campaigns
- 2.7.6. The Apps
- 2.7.7. Blog
- 2.8. Creation and Management of the Marketing Strategy for Service Companies
  - 2.8.1. What Is Service Marketing and the Strategies, Methodologies and Tools
  - 2.8.2. Distinctive Aspects of Service Marketing
  - 2.8.3. Service Marketing Plan
  - 2.8.4. Successful Positioning in Service Markup
  - 2.8.5. Analyze Customer Behavior in Service Companies
- 2.9. Marketing Strategies
  - 2.9.1. Introduction
  - 2.9.2. Product Decisions
    - 2.9.2.1. Product Dimensions
    - 2.9.2.2. Product Portfolio Decisions
    - 2.9.2.3. Creation of New Products
    - 2.9.2.4. Product Life Cycle
  - 2.9.3. Pricing Decisions
    - 2.9.3.1. Pricing Policies and Strategies
    - 2.9.3.2. Pricing Policy Determinants
    - 2.9.3.3. Pricing Strategies
  - 2.9.4. Distribution Decisions
    - 2.9.4.1. Decisions Related to Distribution Management
  - 2.9.5. Communication Decisions
    - 2.9.5.1. Personal Selling
    - 2.9.5.2. Sales Promotion
    - 2.9.5.3. Public Relations
    - 2.9.5.4. Advertising
    - 2.9.5.5. Other Communication Tools
- 2.10. Marketing Metrics: Campaign Profitability Analysis
  - 2.10.1. Usefulness of the Different Metrics According to the Type of Company, Its Strategy and Objectives
  - 2.10.2. Main Indicators Used to Measure the Performance of Companies' Commercial and Marketing Activities
  - 2.10.3. The importance of assessing the marketing actions developed in the company for management and improvement purposes
  - 2.10.4. Avoiding Inappropriate Use of Metrics
  - 2.10.5. Use Marketing Metrics to Assess the Profitability, Efficiency and Effectiveness of Programs



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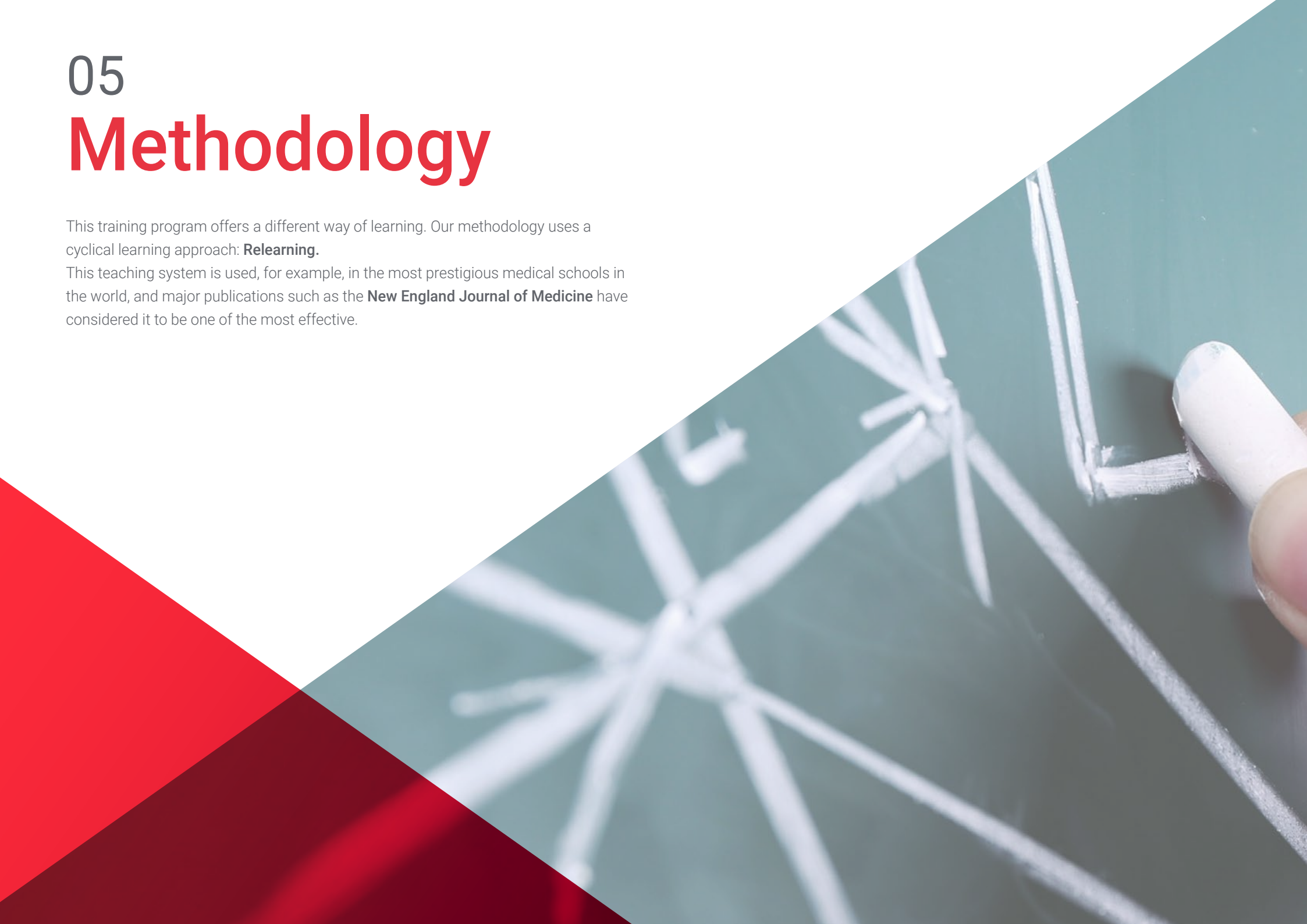
*Make the most of the opportunity and take the step to get up to date on the latest developments in Marketing and Advertising of an Educational Project"*

05

# Methodology

This training program offers 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.







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*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"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method.*

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

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
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.



## Relearning Methodology

At TECH we enhance the Harvard case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*

At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



#### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



#### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



#### 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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



#### 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.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**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 your goals.



**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.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Marketing and Advertising of an Educational Project guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Marketing and Advertising of an Educational Project** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained through the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Marketing and Advertising of an Educational Project**  
Official N° of hours: 300 h.



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

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

**tech** technological  
university

**Postgraduate Certificate**  
**Marketing and Advertising**  
**of an Educational Project**

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

# Postgraduate Certificate Marketing and Advertising of an Educational Project

