

# Postgraduate Certificate

## Industrial Marketing



**tech** global  
university



## Postgraduate Certificate Industrial Marketing

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

Website: [www.techtitute.com/us/engineering/postgraduate-certificate/industrial-marketing](http://www.techtitute.com/us/engineering/postgraduate-certificate/industrial-marketing)



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01

# Introduction

Acquiring specialized knowledge about Industrial Marketing is a powerful asset for engineers, considering the global market in which industrial companies are operating. This TECH program gives students the opportunity to become true experts in Marketing and be able to create segmentation and positioning strategies to build customer loyalty. A world-class program that will be fundamental in the CV of engineers.



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*This Postgraduate Certificate will teach you how to create a competitive brand, capable of achieving success in a globalized market such as the industrial one"*

In order to be able to compete successfully in the industrial environment and to develop those commercial relationships that favor the growth of the company, it is necessary to carry out marketing actions with which to make the products known, but to do it in an effective way. In this way, the different marketing strategies available will allow companies to target their advertising campaigns to audiences that have an interest in the product or brand, achieving more satisfactory final results.

Taking into account the time and process of purchase, the parties interested in the acquisition, the complexity of the offers, the smaller number of purchase and sale operations but of greater volume, etc., are fundamental issues that must be considered when carrying out industrial or business-to-business marketing actions. For this reason, advanced knowledge in this field is very valuable in the training of engineers.

This program offers a detailed vision of the different areas involved in this process: planning, positioning, brand power, sales force, customer relations and the distribution network in the industrial sector, in order to improve and complete the development and training of the students.

In addition, this Postgraduate Certificate has the advantage of being 100% online, which will allow students to distribute their study time, not being conditioned by fixed schedules or having the need to move to another physical location, being able to access all the contents at any time of the day, balancing their work and personal life with their academic life.

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

- ◆ Case studies presented by engineering experts
- ◆ 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
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Special emphasis on innovative methodologies in Industrial Marketing
- ◆ 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



*Marketing has acquired a great value in today's companies, so higher education in this field will open the doors to a booming world of work"*

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*In this Postgraduate Certificate, you will find a wide range of practical resources and self-assessment exercises to help you improve your learning process”*

Its teaching staff includes professionals from the field of engineering, who contribute their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow professionals to learn in a contextual and situated learning environment, i.e., a simulated environment that will provide immersive specialization for real situations.

The design of this program is focused on Problem-Based Learning, by means of which the students will have to try to solve the different professional practice situations that will be presented to them throughout the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

TECH is a 21st century university that is committed to the most innovative didactic methodology in the market.

A 100% online program that will be essential to continue studying while you work.



02

# Objectives

This TECH academic program will give engineers the keys to know how to apply the main techniques and strategies of Industrial Marketing. In this way, at the end of the course, students will be able to create their company's brand and position it in a highly competitive market. Therefore, these studies will be fundamental in their academic curriculum, providing them with the necessary skills to successfully manage in a booming sector.





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*By understanding the objectives of Industrial Marketing, you will be able to apply the most appropriate strategies for your company's interests"*



## General Objectives

- ◆ Determine the keys to effective marketing in the industrial marketplace
- ◆ Develop commercial management to create profitable and long-lasting relationships with customers
- ◆ Generate specialized knowledge to compete in a globalized and increasingly complex environment

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*Through this program, you will be able to learn about the particularities of Industrial Marketing and stand out in a highly competitive area”*





## Specific Objectives

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- ♦ Determine the particularities of marketing in the industrial sector
- ♦ Analyze what a marketing plan is, the importance of planning, setting objectives and developing strategies
- ♦ Examine the different techniques to obtain information and learn from the market in the industrial environment
- ♦ Manage positioning and segmentation strategies
- ♦ Assess the value of services and customer loyalty
- ♦ Establish the differences between transactional marketing and relationship marketing in industrial markets
- ♦ Value the power of the brand as a strategic asset in a globalized market
- ♦ Apply industrial communication tools
- ♦ Determine the different distribution channels of industrial companies in order to design an optimal distribution strategy
- ♦ Address the importance of the sales force in industrial markets

03

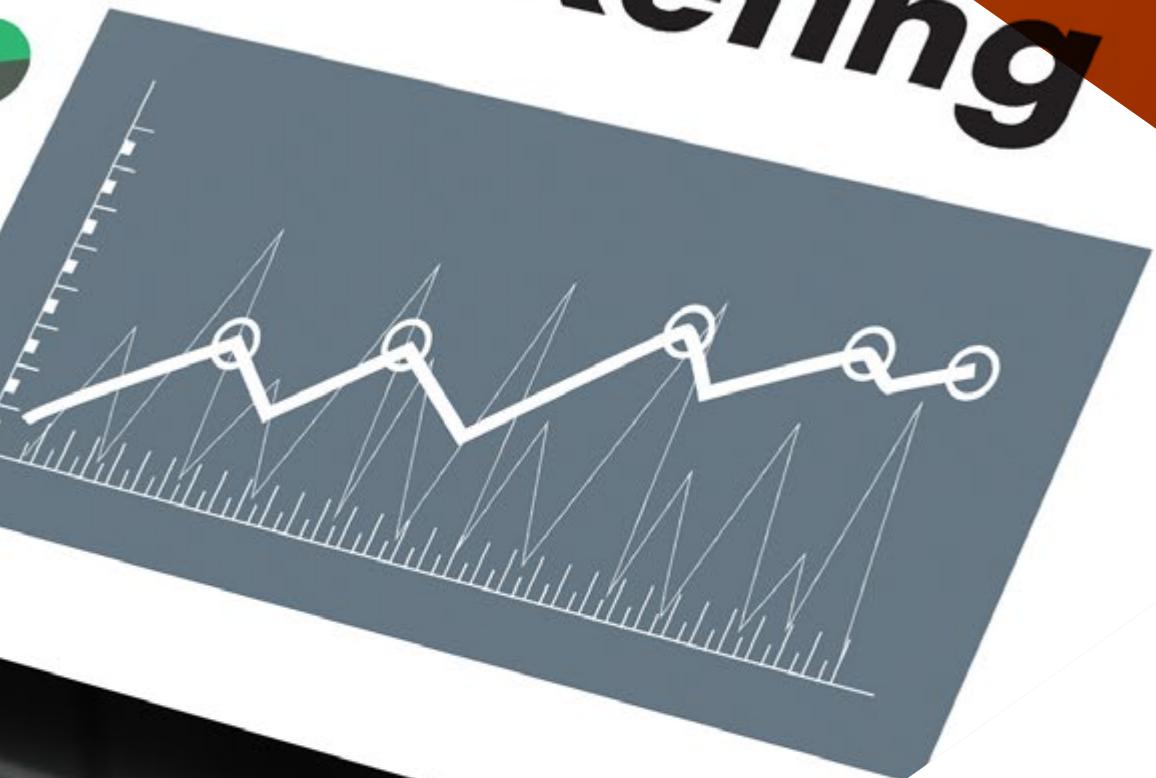
# Course Management

Faculty members of this TECH Postgraduate Certificate are professionals with extensive experience in the sector, as well as in teaching and research, who have dedicated a large part of their professional careers to specialize in Electronic Power Converters. Professionals who understand the importance of offering quality programs for engineers to improve their skills and make them more competent in their field, and who have joined forces to create the best program on the current academic scene.



# B2B Marketing

Course Management | 13 tech



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*Experts in Industrial Marketing will give you the keys to successfully manage in this field"*

## Management



### **Ms. Casares Andrés, María Gregoria**

- Associate Professors, Carlos III University of Madrid
- Degree in IT Polytechnic University of Madrid
- Research Sufficiency Polytechnic University of Madrid
- Research Sufficiency, Carlos III University of Madrid
- Evaluator and Creator of OCW courses at Carlos III University of Madrid
- INTEF courses tutor
- Support Technician, Ministry of Education Directorate General of Bilingualism and Quality of Education of the Community of Madrid
- Secondary Education Professor with specialty in IT
- Associate professor at the Pontificia de Comillas University
- Postgraduate Diploma in Teaching Unit, Community of Madrid
- Analyst/ IT Project manager, Banco Urquijo
- IT Analyst at ERIA



### Ms. Millán Varela, Lorena

- ◆ Research Support Technician at the project as Learning from: "System for the provision and consumption of HD multimedia content in means of collective passenger transport based on Li-Fi technology for data transmission". At the Carlos University of Madrid
- ◆ Specialist in Computer Science, at Emprestur, Ministry of Tourism, Cuba
- ◆ Specialist in Computer Science at UNE, Empresa Eléctrica, Cuba
- ◆ IT and Communications Specialist, Almacenes Universales S.A., Cuba
- ◆ Radio Communications Specialist at Santa Clara Air Base, Cuba
- ◆ Telecommunications and Electronics Engineering at Universidad Central "Marta Abreu" de las Villas, Santa Clara, Cuba
- ◆ Master's Degree in Political and Electoral Analysis from the Carlos III University, Madrid: Leganés Campus, Madrid
- ◆ PhD student in Electrical, Electronic and Automation Engineering, Department of Electronic Technology. Carlos III University of Madrid: Leganés Campus

04

# Structure and Content

The TECH Postgraduate Certificate in Industrial Marketing includes the most complete and relevant information on this subject. In this way, engineers will have the opportunity to enter a sector that, although it may seem far from their competences, will be key to position their company and find a niche in the market. A program that covers from the analysis of the industrial market to marketing strategies or pricing policies, which will enable students to acquire a deep knowledge in this field.



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*Marketing knowledge will allow you to improve your company's position in the market. In order to improve them, TECH offers you the most complete program on the current academic scenario"*

## Module 1. Industrial Marketing

- 1.1. Marketing and Analysis of the Industrial Market
  - 1.1.1. Marketing
  - 1.1.2. Understanding the Market and Customer Guidance
  - 1.1.3. Differences Between Industrial Marketing and Consumer Marketing
  - 1.1.4. Industrial Market
- 1.2. Marketing Planning
  - 1.2.1. Strategic Planning
  - 1.2.2. Analysis of the environment
  - 1.2.3. Business Mission and Objectives
  - 1.2.4. The Marketing Plan in Industrial Companies
- 1.3. Managing the Marketing Information
  - 1.3.1. Knowledge of the Client in the Industrial sector
  - 1.3.2. Learning from the Market
  - 1.3.3. MIS (Marketing Information System)
  - 1.3.4. Commercial Research
- 1.4. Marketing Strategies
  - 1.4.1. Segmentation
  - 1.4.2. Evaluation and Choice of Target Market
  - 1.4.3. Differentiation and Positioning
- 1.5. Marketing Relations in the Industrial Sector
  - 1.5.1. Creating Relationships
  - 1.5.2. From Transactional Marketing to Relationship Marketing
  - 1.5.3. Design and Implementation of an Industrial Relational Marketing Strategy
- 1.6. Value Creation in the Industrial Market
  - 1.6.1. Marketing Mix and Offering
  - 1.6.2. Advantages of Inbound Marketing in the Industrial Sector
  - 1.6.3. Value Proposal in the Industrial Market
  - 1.6.4. Industrial Purchasing Process
- 1.7. Pricing policies
  - 1.7.1. Pricing Policies
  - 1.7.2. Objectives of Pricing Policies
  - 1.7.3. Pricing strategies





- 1.8. Communication and Branding in the Industrial Sector
  - 1.8.1. Branding
  - 1.8.2. Building a Brand in the Industrial Market
  - 1.8.3. Stages in Communication Development
- 1.9. Commercial Function and Sales in Industrial Markets
  - 1.9.1. Importance of Commercial Management in the Industrial Company
  - 1.9.2. Sales Force Strategy
  - 1.9.3. Commercial Figure in the Industrial Market
  - 1.9.4. Commercial Negotiation
- 1.10. Distribution in Industrial Environments
  - 1.10.1. Nature of Distribution Channels
  - 1.10.2. Distribution in the Industrial Sector: Competitive Factor
  - 1.10.3. Types of Distribution Channels
  - 1.10.4. Choosing the Distribution Channel

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*If you are looking for a high-level program to become a specialist in Industrial Marketing, this is the place for you”*

05

# 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.



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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"*



## 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.

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



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



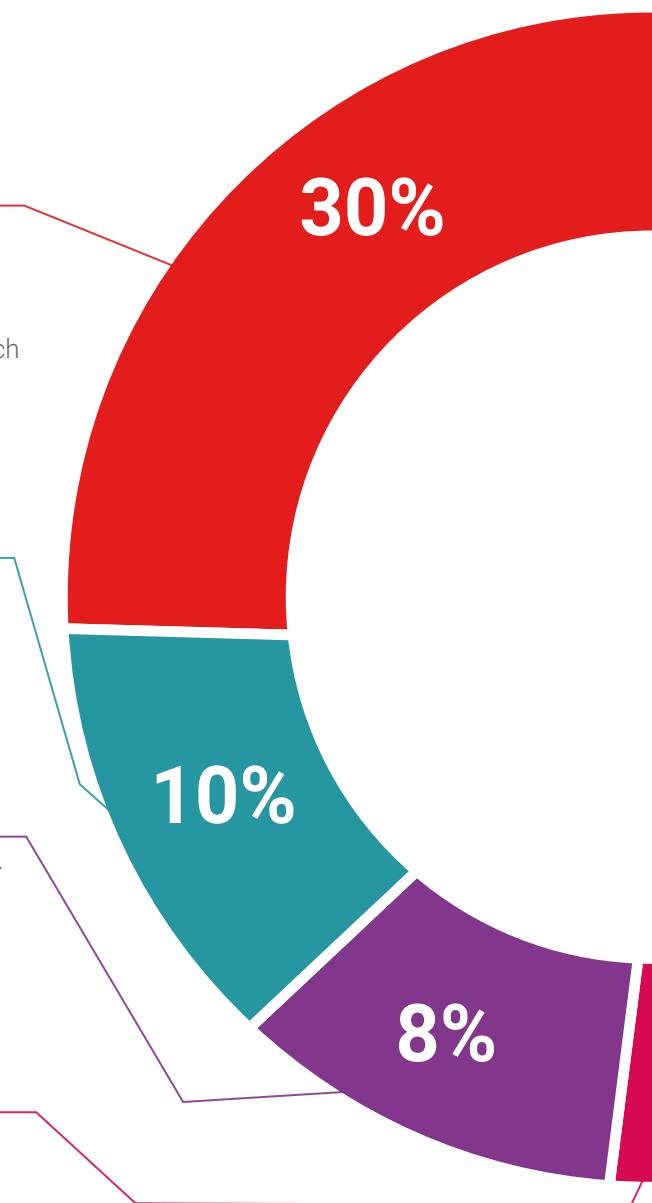
#### **Practising Skills and Abilities**

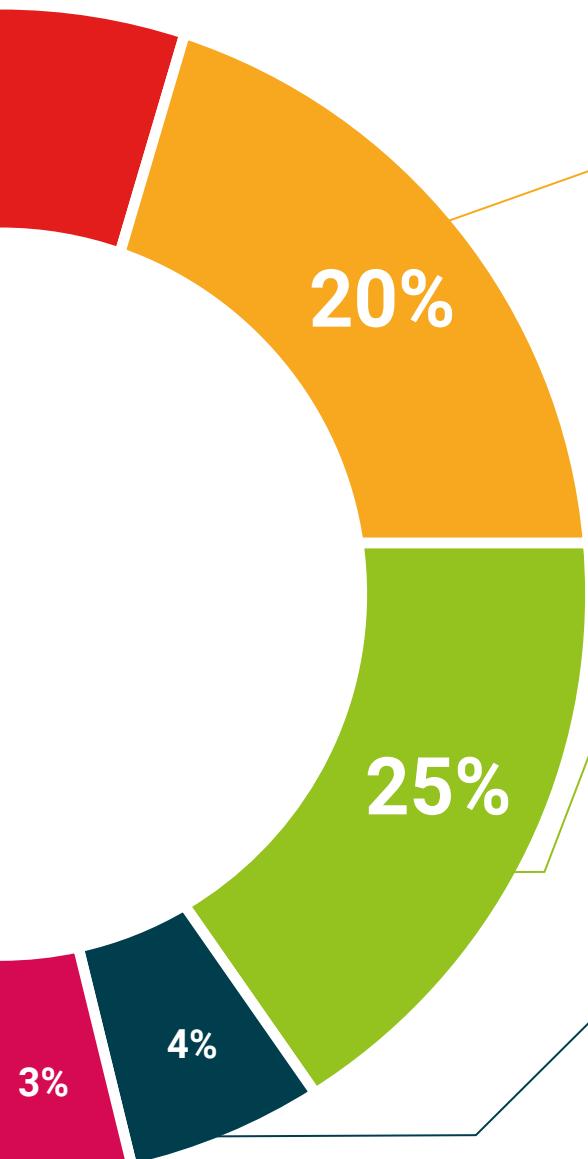
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### **Additional Reading**

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





#### Case Studies

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



06

# Certificate

The Postgraduate Certificate in Industrial Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a 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 program will allow you to obtain your **Postgraduate Certificate in Industrial 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** title 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 Industrial Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*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.



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