

Postgraduate Certificate Industrial Marketing





Postgraduate Certificate Industrial Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/information-technology/postgraduate-certificate/industrial-marketing

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01 Introduction

Marketing is a truly competitive area at the business level, regardless of the sector. In the industrial field, it is an indispensable way to achieve differentiation and attract customers who are committed to a specific brand. Undoubtedly, this field has a series of specific features that computer engineers should be aware of, especially those who wish to start their own businesses, as it will allow them to acquire that superior knowledge of the market and the tools to be used that are essential to achieve a great reputation in the sector. To this end, TECH offers you this very complete academic program, thanks to which you will be able to successfully manage in a highly competitive field.





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Learn about the main marketing tools that you can apply in the industrial sector and position your brand in the market"

Industrial markets are becoming increasingly complex, as they are globalized markets where differentiation is difficult, with increasingly well-informed and demanding customers, with reduced product and service life cycles, and with constant innovation processes. Marketing is a great instrument for creating value in industrial companies, in addition to being a key element for their competitiveness in the current environment. However, their contribution is often underestimated. In order to compete in this sector, it is very important to have market information, create relationships and collaboration networks, therefore, information sources become a competitive advantage for the company. However, it is even more important to know how to communicate and share this information at all levels of the organization.

It may seem that there are no major differences between consumer marketing (B2C) and industrial or business-to-business marketing (B2B). Although the principles for both are indeed the same, there are characteristic elements of industrial markets that make this distinction necessary. Some would be the time and process of the purchase; the parties interested in the purchase; the complexity of the offers; the smaller number of purchase and sale transactions, but also a higher volume, etc.

This TECH Postgraduate Certificate aimed at computer engineers develops a global perspective of Industrial Marketing, offering a vision of the different areas: planning, positioning, brand power, sales force, customer relations and distribution network in the industrial sector, in order to improve and complete the development and training of students.

In addition, this program has the advantage of being 100% online, which will allow students to distribute their study time, not being restricted by fixed schedules or having 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 educational program on the market. The most important features of the program include:

- ♦ Practical cases presented by experts in information technology
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development
- ♦ 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



TECH uses practical resources as its main method of teaching to improve learning"

“

Become an expert in Industrial Marketing, improving your qualification with this program”

Its teaching staff includes professionals from the field of IT, who bring to this program the experience of their work, as well as renowned specialists from leading societies 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 training experience designed to train 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. This will be done with the help of an innovative system of interactive videos made by renowned experts.

If you're looking for an academic opportunity to specialize in Industrial Marketing, this is the place for you.

A 100% online program that will be essential for you to combine your studies with the rest of your daily commitments.



02 Objectives

By taking this Postgraduate Certificate in Industrial Marketing at TECH, IT professionals will have the opportunity to acquire exhaustive knowledge of the main marketing tools and techniques that can be used to position their brand in a market that is directed more towards other companies than towards end customers. In this way, the main objective is to offer student that higher qualification which will help them to position themselves as leading professionals in the sector.



MARKETING PLAN

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*Reach your academic objectives in the field
of Industrial Marketing by completing this
Postgraduate Certificate”*

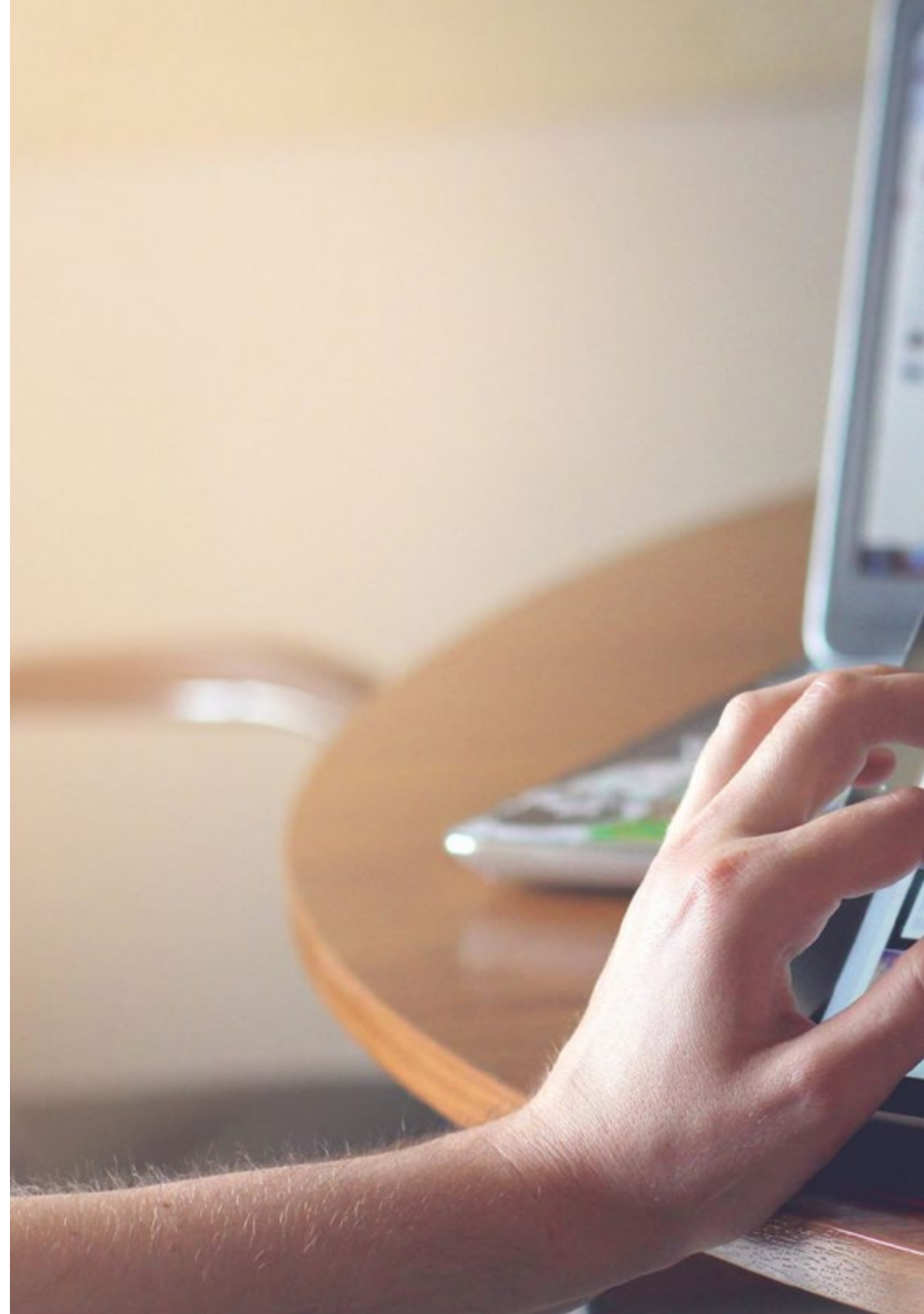


General Objectives

- ♦ 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



A unique program that addresses the most innovative concepts in Industrial Marketing”





Specific Objectives

- ◆ Determine the specifics 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

The teachers of this Postgraduate Certificate in Industrial Marketing at TECH are professionals with extensive experience in the sector, as well as in the field of teaching and research, who have dedicated a large part of their professional career to specializing in this area. People committed to their work who believe in the higher qualification for professionals as the main method to reach relevant positions and become true experts in the field.



“

*Learn first-hand from the world's leading
specialists in Industrial Marketing”*

Management



Ms. Casares Andrés, María Gregoria

- ♦ Associate professor at Carlos III University of Madrid
- ♦ Degree in IT from the Polytechnic University of Madrid
- ♦ Researcher at Polytechnic University of Madrid
- ♦ Researcher at Carlos III University of Madrid
- ♦ Evaluator and creator of OCW courses at Carlos III University of Madrid
- ♦ Tutor of courses at INTEF (National Agency for Educational Technology and Teacher Development)
- ♦ Support Technician at the Ministry of Education Directorate General of Bilingualism and Quality of Education of the Community of Madrid
- ♦ Middle and high school teacher specializing in IT
- ♦ Associate professor off the Pontificia de Cimillas University
- ♦ Teaching Expert in the Community of Madrid
- ♦ Analyst / Project Manager at Banco Urquijo Computer Systems
- ♦ ERIA Computer Analyst

Professors

Ms. Escandel Varela, Lorena

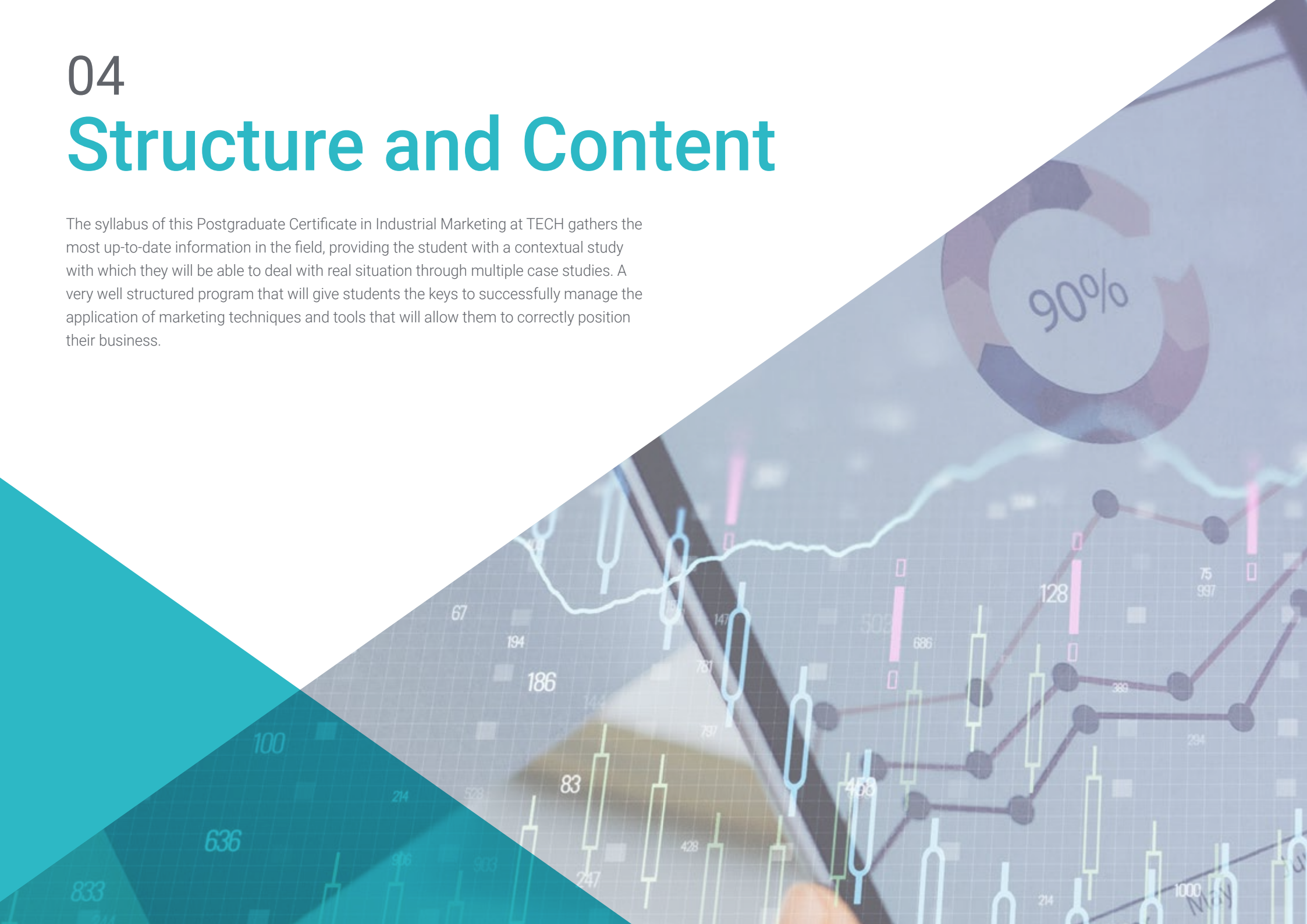
- ♦ Research support technician in the project: "System for the provision and consumption of HD multimedia content in means of collective passenger transport based on LIFI technology for data transmission" At the Carlos III University, Madrid
- ♦ Computer Sciences Specialist in Emprestur, Ministry of Tourism, Cuba
- ♦ Computer Sciences Specialist in UNE, an electrical company in Cuba
- ♦ IT and Communications Specialist, Almacenes Universales S.A., Cuba
- ♦ Specialist in Radio Communications in Santa Clara air base, Cuba
- ♦ Engineering in Telecommunications and Electronics in the Marta Abreu de las Villas Central University, Santa Clara, Cuba
- ♦ Master's Degree in Electronic Systems and Its Application at 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 syllabus of this Postgraduate Certificate in Industrial Marketing at TECH gathers the most up-to-date information in the field, providing the student with a contextual study with which they will be able to deal with real situation through multiple case studies. A very well structured program that will give students the keys to successfully manage the application of marketing techniques and tools that will allow them to correctly position their business.



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To be successful in this field, you will need dedication, hard work and, above all, an in-depth study of marketing tools, something that TECH makes available to you through this complete program”

Module 1. Industrial Marketing

- 1.1. Marketing and Analysis of the Industrial
 - 1.1.1. Marketing
 - 1.1.2. Market Understanding and Customer Orientation
 - 1.1.3. Differences Between Industrial Marketing and Consumer Marketing
 - 1.1.4. Industrial Marketing
- 1.2. Marketing Planning
 - 1.2.1. Strategic Planning
 - 1.2.2. Analysis of the environment
 - 1.2.3. Company Mission and Objectives
 - 1.2.4. Marketing Plan in Industrial Companies
- 1.3. Marketing Information Management
 - 1.3.1. Knowledge of the Client in the Industrial Sector
 - 1.3.2. Market Learning
 - 1.3.3. MkIS (Marketing Information System)
 - 1.3.4. Commercial Research
- 1.4. Marketing Strategies
 - 1.4.1. Segmentation
 - 1.4.2. Evaluation and Selection of the Market Objective
 - 1.4.3. Differentiation and Positioning
- 1.5. Marketing Relations in the Industrial Sector
 - 1.5.1. Creating Relations
 - 1.5.2. From Transactional Marketing to Relational Marketing
 - 1.5.3. Design and Implementation of an Industrial Relationship 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. Price-Fixing Strategies
- 1.8. Communication and Branding in the Industrial Sector
 - 1.8.1. Branding
 - 1.8.2. Building a Brand in the Industrial Marketing
 - 1.8.3. Stages in the Development of Communication
- 1.9. Commercial and Sales Function in Industrial Markets
 - 1.9.1. Importance of Commercial Management in Industrial Businesses
 - 1.9.2. Sales Force Strategy
 - 1.9.3. The Figure of the Sales Representative in the Industrial Market
 - 1.9.4. Commercial Negotiation
- 10.1. Distribution in Industrial Environments
 - 10.1.1. Nature of Distribution Channels
 - 10.1.2. Distribution in the Industrial Sector: Competitive Factor
 - 10.1.3. Types of Distribution Channel
 - 10.1.4. Selecting the Distribution Channel

“A program designed to improve your qualification in the field of Industrial Marketing”

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.



“

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.

“

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.



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.

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

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

The case method has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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.



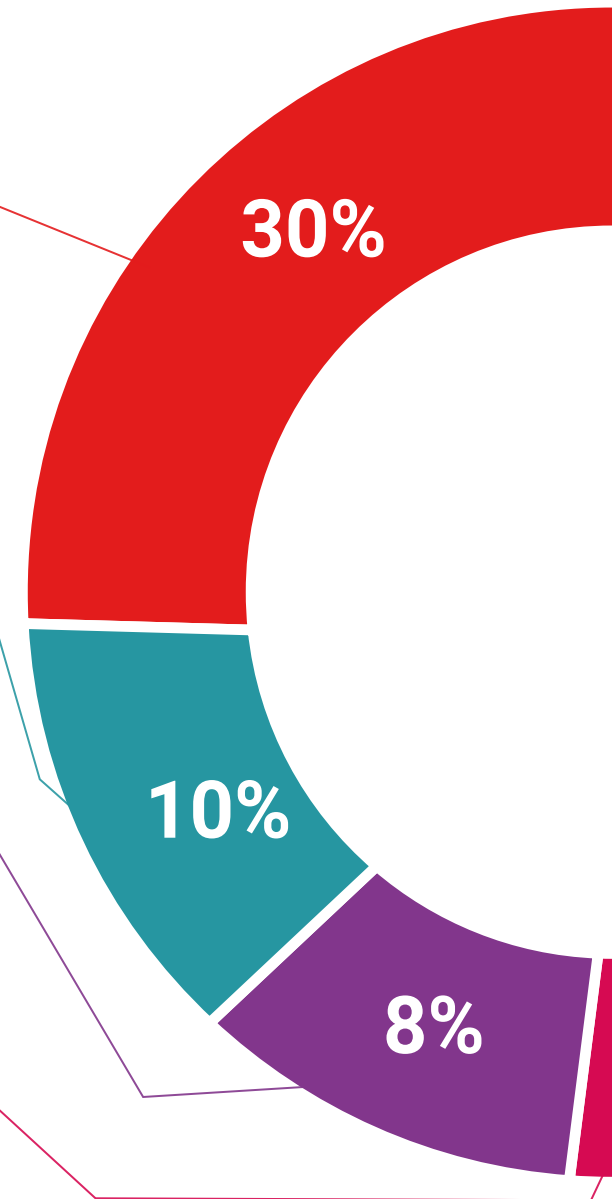
Practising Skills and Abilities

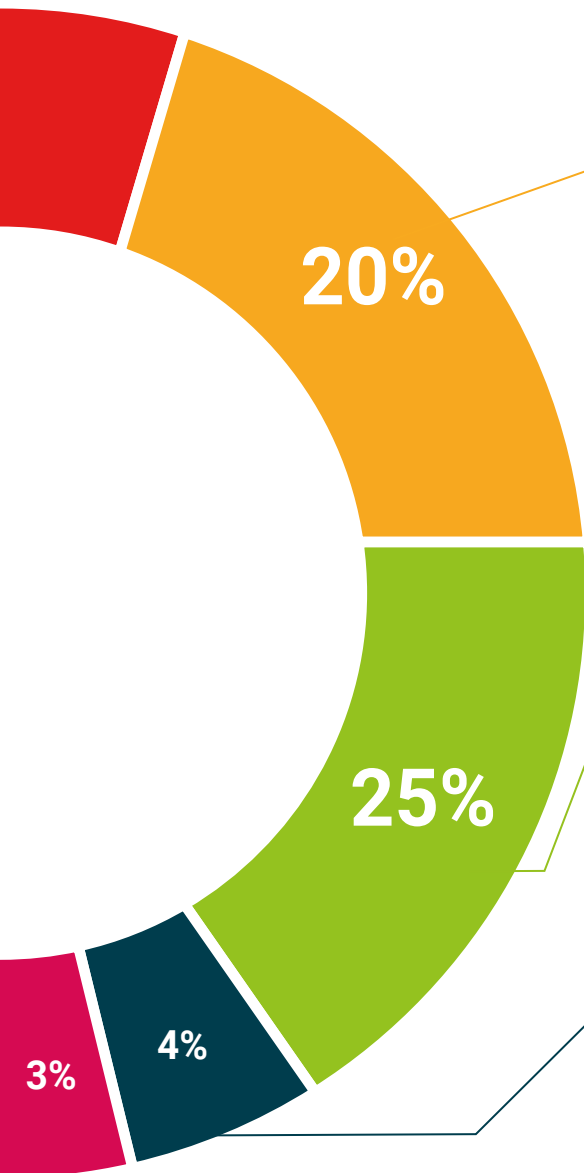
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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, 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 Industrial Marketing** contains the most complete and up-to-date educational 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 certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Industrial Marketing**

Official N° of hours: **150 h.**



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

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



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Postgraduate Certificate

Industrial Marketing

