

Postgraduate Diploma Marketing



Postgraduate Diploma Marketing

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

Website: www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-marketing

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01

Introduction

The speed with which changes in the market affect companies, professionals and customers makes it necessary for professionals to specialize in strategic marketing and intelligent sales in order to orient activity to what the customer, the true protagonist of this century, really demands. For this reason, companies are creating competitive Marketing departments that are capable of attracting consumers and achieving the objectives set. This is a professional profile that is increasingly valued and requires constant specialization to adapt quickly to changes in the environment, which is why TECH has designed this comprehensive educational program.



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A Postgraduate Diploma that will enable you to work in all areas of Marketing with the solvency of a high-level professional"

This Postgraduate Diploma in Marketing is a high-level program with which the students will be able to take a solid and solvent step in this field, achieving the professional skills necessary to practice as an expert in the field. Throughout these months of study, journalism and communication professionals will learn to identify specific marketing methods and techniques for decision making in the area of advertising and public relations: positioning, segmentation, analysis procedures and measurement of effectiveness, among other subjects of interest that the students will address during this program. In addition, topics as fundamental for the company as strategic marketing, the different tools of operational marketing, the sales manual, the Internet and new technologies or the marketing audit will be covered.

On the other hand, during the program the students will learn how to analyze the economic reality in a rational way, in such a way that they can identify the variables of a relevant problem, identifying the different alternatives of action, selecting the most appropriate one according to the objectives. They will also learn about the functioning and consequences of economic systems, the different alternatives for the allocation of resources, the accumulation of wealth and the distribution of income; and they will study and develop skills that will enable them to make strategic use of Marketing. That is to say, they will be able to analyze your relative position in a market, understanding the relationships between the different actors, and they will be able to establish guidelines that will help them to achieve their objectives.

For this purpose, the theoretical study will be combined with the analysis of real cases that allow learning from real experiences in today's markets. Thus, upon completion of this Postgraduate Diploma, the students will have acquired the specific skills to work, both at technical and managerial level, in the Marketing departments of companies in different sectors, achieving the necessary impetus to improve their sales and, therefore, economic benefits.

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

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



A state-of-the-art program to offer you the most current Marketing concepts and strategies"

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Studying this TECH program will open new paths to your professional progress, achieving your incorporation in elite teams”

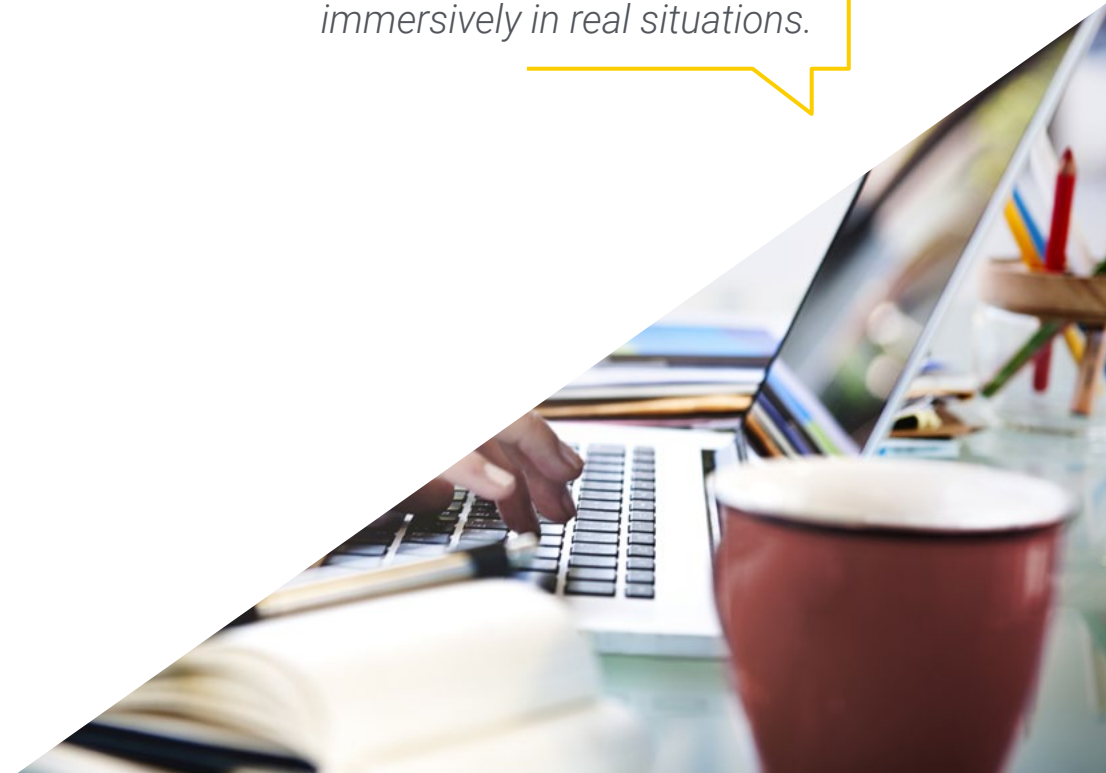
The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, **telepractice** is used. Therefore, with the help of an innovative interactive video system, and **Learning from an Expert**, the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

Enroll in this program and become one of the most in-demand professionals of today.

Thanks to the innovative teaching methodology of this program, students will be able to learn immersively in real situations.



02 Objectives

The main objective of this Postgraduate Diploma is to offer journalism and communication professionals the necessary knowledge to successfully manage in the Marketing departments of companies, knowing how to apply the main tools available in this area with ease and meeting the needs of the company. A program that brings together the most relevant information in this field and that will become a useful work guide.



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If you want to become a specialist in Marketing, in this program you will find the keys to develop successfully”



General Objectives

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Learn to manage organizational and corporate communications in times of crisis



A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market"





Specific Objectives

Module 1. Introduction to Economics

- ♦ Know how to relate the basic concepts of general economic theory and consumer theory with advertising and its effects on market society
- ♦ Recognize and master the main concepts, theories and methodologies of sociology for the critical analysis of the social reality of persuasive communication processes
- ♦ Gain knowledge on how to identify the theoretical and practical foundations of statistical research and its application in media planning and research

Module 2. Fundamentals of Marketing

- ♦ Develop skills in information search and market research and the ability to understand the surrounding economic environment
- ♦ Identify specific marketing methods and techniques for decision-making in the area of advertising and public relations: positioning, segmentation, analysis procedures, effectiveness measurement, etc
- ♦ Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ♦ Know how to deal with the informative treatment of scientific advances in an understandable and effective way

Module 3. Strategic Marketing

- ♦ Be able to deal with the informative treatment of scientific advances in an understandable and effective way
- ♦ Be able to relate advertising and public relations coherently with other social and human sciences
- ♦ Analyze the main characteristics and processes of strategic and applied political communication
- ♦ Manage existing tools to contribute to the successful positioning of the company in the online and offline environment

04

Structure and Content

The contents of this Postgraduate Diploma in Marketing have been developed by a first-class teaching staff to ensure that students acquire the necessary skills to become true Marketing specialists. A comprehensive and well-structured program that will lead journalism and communication professionals to improve their knowledge in a field that is increasingly in demand and necessary in all companies.

A hand is resting on a document titled "MARKETING STRATEGY". The document features a large circular arrow graphic. The background is a light blue and white diagonal split, with a red and orange diagonal split in the bottom left corner.

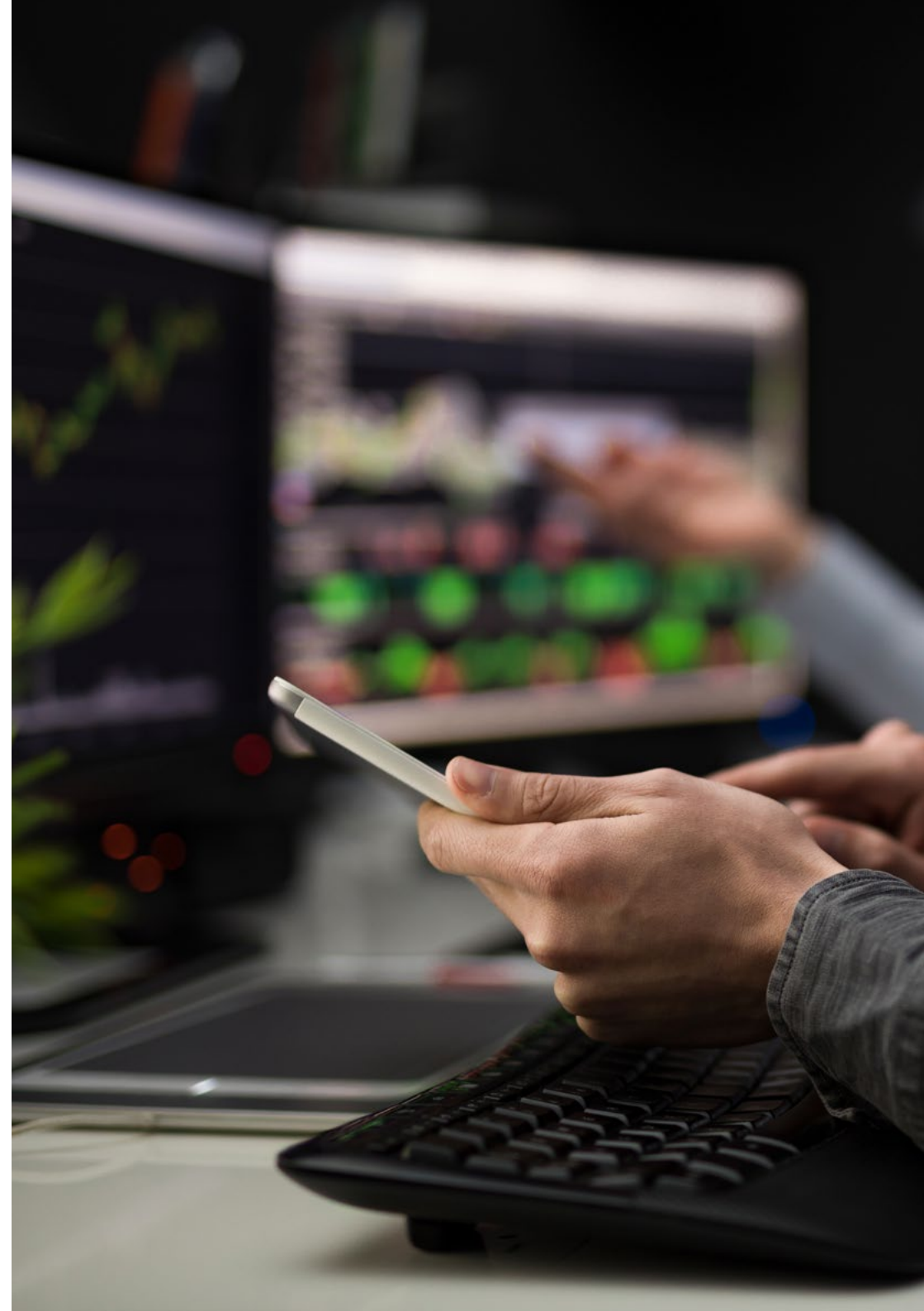
MARKETING
STRATEGY

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This syllabus is oriented to improve the qualification of students who wish to develop in the Marketing field”

Module 1. Introduction to Economics

- 1.1. Introduction to Supply, Demand, Equilibrium and Market Changes
 - 1.1.1. Economics: Principles and Definitions
 - 1.1.1.1. Economic Principles and Concepts
 - 1.1.1.2. Micro and Macro Economics
 - 1.1.1.3. Resource Scarcity
 - 1.1.1.4. Basic Economic Models
 - 1.1.2. Opportunity Cost
 - 1.1.2.1. Analysis
 - 1.1.2.2. Net Present Value
 - 1.1.3. The Break-Even Point
 - 1.1.3.1. Concept
 - 1.1.3.2. Type of Costs
 - 1.1.3.3. Calculation and Results
- 1.2. Demand, Supply and Market Preferences
 - 1.2.1. Markets and Market Types
 - 1.2.1.1. The Concept of Market
 - 1.2.1.2. Types of Markets
 - 1.2.1.3. The Nature of Products
 - 1.2.2. Market Demand
 - 1.2.2.1. Definition and Conceptualization
 - 1.2.2.2. Determinants of Demand
 - 1.2.3. Market Supply
 - 1.2.3.1. Definition and Conceptualization
 - 1.2.3.2. Determination of Supply
 - 1.2.3.3. The Influence of Competition
 - 1.2.4. Equilibrium and Statics
 - 1.2.4.1. Comparative Statics
 - 1.2.4.2. Uses of Comparative Statics
 - 1.2.4.3. Economic Equilibrium
 - 1.2.4.4. Dynamic Balance





- 1.3. The Budget Constraint and the Consumer's Equilibrium
 - 1.3.1. Budget Constraints and Travel
 - 1.3.1.1. Concept
 - 1.3.1.2. Slope of the Equilibrium Line
 - 1.3.1.3. Movements on the Equilibrium Line
 - 1.3.2. Optimal Choice
 - 1.3.2.1. Concept
 - 1.3.2.2. Indifference Curve
 - 1.3.2.3. Utility Function
- 1.4. Consumer and Producer Surplus. The Efficiency of Competitive Equilibrium
 - 1.4.1. Consumer and Producer Surplus
 - 1.4.1.1. Law of Diminishing Returns
 - 1.4.1.2. Supply and Demand Curve
 - 1.4.1.3. Increasing and Decreasing Marginal Utility
 - 1.4.2. The Efficiency of Competitive Equilibrium
 - 1.4.2.1. Concept
 - 1.4.2.2. The Mathematical Conditions of Short-Run Equilibrium
 - 1.4.2.3. The Mathematical Conditions of Long-Run Competitive Equilibrium
- 1.5. Price Ceilings and Floors, the Effect of an Indirect Tax
 - 1.5.1. Price Ceilings and Floors
 - 1.5.1.1. Conceptualization
 - 1.5.1.2. Maximum Price
 - 1.5.1.3. Minimum Price
 - 1.5.2. Effect of an Indirect Tax
 - 1.5.2.1. Definition and Major Concepts
 - 1.5.2.2. Legal and Economic Impact
 - 1.5.2.3. Economic Impact Analysis
- 1.6. Price Elasticity of Demand and Elasticity Determinant Factors
 - 1.6.1. Price Elasticity of Demand
 - 1.6.1.1. Concepts
 - 1.6.1.2. Factors that Determine Price Elasticity of Demand
 - 1.6.1.3. Total Income and Elasticity

- 1.6.2. Summary of Elasticity Types
 - 1.6.2.1. Perfectly or Infinitely Elastic
 - 1.6.2.2. Perfectly or Infinitely Inelastic
 - 1.6.2.3. Greater and Less Than 1
 - 1.6.2.4. Equal to 0
- 1.7. Elasticity of Cross-Demand and its Analytical Calculation
 - 1.7.1. Cross Elasticity
 - 1.7.1.1. Context
 - 1.7.1.2. Concepts and Definitions
 - 1.7.1.3. Substitute Goods and Independent Goods
 - 1.7.2. Analytical Calculation
 - 1.7.2.1. Formula
 - 1.7.2.2. Calculations and Examples
- 1.8. The Production Function and Yields
 - 1.8.1. Production Function
 - 1.8.1.1. Basic Assumptions
 - 1.8.1.2. Total Production
 - 1.8.1.3. Average Production
 - 1.8.1.4. Marginal Production
 - 1.8.2. Law of Diminishing Returns
 - 1.8.2.1. Concept
 - 1.8.2.2. Graph and Interpretations
 - 1.8.2.3. Returns to Scale
- 1.9. Short-Term and Long-Term Costs
 - 1.9.1. Cost Functions
 - 1.9.1.1. Definitions and Concepts
 - 1.9.1.2. Company Costs
 - 1.9.1.3. Formulation and Representations
 - 1.9.2. Short-Term Costs
 - 1.9.2.1. Concept and Definitions
 - 1.9.2.2. Types of Short-Term Costs
 - 1.9.2.3. Formulation
 - 1.9.3. Long-Term Costs
 - 1.9.3.1. Concept and Definitions
 - 1.9.3.2. Types of Long-Term Costs
 - 1.9.3.3. Formulation
- 1.10. Basic Economic Data
 - 1.10.1. Economic Activity
 - 1.10.1.1. Conceptualization
 - 1.10.1.2. Economic Growth
 - 1.10.1.3. The Public Sector
 - 1.10.1.4. General Objectives
 - 1.10.2. Price Indexes and Market Indicators
 - 1.10.2.1. Conceptualization
 - 1.10.2.2. Simple and Complex Indexes
 - 1.10.2.3. Nominal GDP
 - 1.10.2.4. Real GDP
 - 1.10.3. Circular Income Flow
 - 1.10.3.1. Conceptualization
 - 1.10.3.2. Types of Flow: Real and Monetary
 - 1.10.3.3. Public Sector Intervention
- 1.11. Monetary Policies
 - 1.11.1. Money and its Circulation
 - 1.11.1.1. Conceptualization and Objectives
 - 1.11.1.2. The Demand for Money
 - 1.11.1.3. Money Circulation
 - 1.11.2. Equilibrium in the Money Market and Monetary Policy
 - 1.11.2.1. Market Equilibrium
 - 1.11.2.2. Open Market Operations
 - 1.11.2.3. Conventional and Unconventional Monetary Policy
- 1.12. Structures and Market Types
 - 1.12.1. Market Structures
 - 1.12.1.1. The Concept of Market
 - 1.12.1.2. Perfect and Imperfect Competition

- 1.12.1.3. Monopoly
- 1.12.1.4. Oligopolies and Duopolies
- 1.12.1.5. Monopsonies
- 1.12.1.6. Oligopsonies
- 1.13. Non-Competitive Markets
 - 1.13.1. Monopolistic Market Competition
 - 1.13.1.1. The Concept of Monopoly
 - 1.13.1.2. The Social Cost of Monopolies
 - 1.13.1.3. Price Discrimination
 - 1.13.2. Oligopoly Market Competition
 - 1.13.2.1. The Concept of Oligopoly
 - 1.13.2.2. Different Types of Oligopolies
- 1.14. Aggregate Demand and Supply Model
 - 1.14.1. Aggregate Demand
 - 1.14.1.1. Concept
 - 1.14.1.2. Calculation Basis
 - 1.14.1.3. Aggregate Demand Curve
 - 1.14.2. The Keynesian Multiplier
 - 1.14.2.1. Concept
 - 1.14.2.2. The Effects Caused by the Multiplier
 - 1.14.2.3. Calculation Basis
 - 1.14.3. Aggregate Supply
 - 1.14.3.1. Concept
 - 1.14.3.2. Factors
 - 1.14.3.3. Variations
- 1.15. International Economic Relations
 - 1.15.1. International Trade
 - 1.15.1.1. Basic Concepts
 - 1.15.1.2. Exchange Rate and Terms of Trade
 - 1.15.1.3. Trade Policy Instruments
 - 1.15.2. Balance of Payments and Exchange Rate Theories
 - 1.15.2.1. Balance of Payments
 - 1.15.2.2. Exchange Rate Theories

Module 2. Fundamentals of Marketing

- 2.1. Introduction to Marketing
 - 2.1.1. Concept
 - 2.1.2. Basic Variables of Marketing
 - 2.1.3. The Marketing and the Company
 - 2.1.4. Marketing Mix
 - 2.1.5. Future of Marketing
 - 2.1.6. Strategic Marketing
- 2.2. Market Research
 - 2.2.1. Concept
 - 2.2.2. Marketing Information Systems
 - 2.2.3. Market Research Process
 - 2.2.4. Main Data Collection Techniques
- 2.3. Product and Price
 - 2.3.1. The product
 - 2.3.2. The Price
- 2.4. Distribution. Market and Customers
 - 2.4.1. The Market
 - 2.4.2. The Customer
 - 2.4.3. Distribution Channels
- 2.5. Integral Communication
 - 2.5.1. Elements of Commercial Communication
 - 2.5.2. Sales Techniques
- 2.6. Commercial Department
 - 2.6.1. The Salesperson's Manual
 - 2.6.2. Organization of the Sales Department
- 2.7. Communication within Marketing
 - 2.7.1. Advertising
 - 2.7.2. Corporate Communication
 - 2.7.3. Promotion
 - 2.7.4. Merchandising and Advertising at the Point of Sale

- 2.8. Direct Marketing
 - 2.8.1. Concept
 - 2.8.2. Objectives
 - 2.8.3. Advantages and Disadvantages
 - 2.8.4. Direct Marketing Tools
 - 2.8.5. Functions and Means of Direct Marketing
- 2.9. Marketing and Audit Plan
 - 2.9.1. Marketing Plan
 - 2.9.2. Marketing Audit
- 2.10. Internet Marketing and New Technologies
 - 2.10.1. Internet
 - 2.10.2. Key Concepts on the Internet
 - 2.10.3. Operative Marketing on the Web
 - 2.10.4. Search Engine Positioning
 - 2.10.5. Networking
 - 2.10.6. Social Media
 - 2.10.7. e-Commerce



Module 3. Strategic Marketing

- 3.1. Strategic Management and Marketing
 - 3.1.1. Marketing in the Context of Strategic Management: Orientation Towards the Market
 - 3.1.2. Strategic Management and Marketing of the Company
 - 3.1.3. Marketing Information Systems
- 3.2. External Analysis: Markets, Competition and Environment in General
 - 3.2.1. Market and Customer Analysis
 - 3.2.2. Competitive Analysis
 - 3.2.3. Analysis of Other Variable of the Environment. Social Demand
 - 3.2.4. Strategic Uncertainty
- 3.3. Internal Analysis
 - 3.3.1. Financial Indicators and Performance Indicators
 - 3.3.2. Business Matrices and Decision Support Systems
 - 3.3.3. Formulation of Goals and Objectives
- 3.4. Marketing Strategies (I): The Company
 - 3.4.1. Environment Management and Socially Oriented Marketing
 - 3.4.2. Divestment Strategies
 - 3.4.3. Growth Strategies
- 3.5. Marketing Strategies (II): the Product-Market
 - 3.5.1. Market Coverage Strategies and Determination of Target Audience
 - 3.5.2. Competitive Strategy
 - 3.5.3. Strategic Partnerships
- 3.6. Marketing Strategies (III): The Product
 - 3.6.1. New Product Strategy: Process of Diffusion and Adoption
 - 3.6.2. Differentiation and Positioning Strategy
 - 3.6.3. Product Life Cycle Strategies
- 3.7. Offer Strategies
 - 3.7.1. Introduction
 - 3.7.2. Brand Strategies
 - 3.7.3. Product Strategies
 - 3.7.4. Pricing Strategies
 - 3.7.5. Service Strategies
- 3.8. Go-to-Market Strategies
 - 3.8.1. Distribution Strategies
 - 3.8.2. Communication Strategies
 - 3.8.3. Sales Force, Internet and Direct Marketing Strategies
- 3.9. Organization of Marketing Activities and Relations
 - 3.9.1. Organization of Marketing Activities
 - 3.9.2. Concept of Marketing Relations
 - 3.9.3. Marketing Connections
- 3.10. Marketing Strategy Implementation and Control
 - 3.10.1. Introduction
 - 3.10.2. Marketing Plan
 - 3.10.3. Execution of the Marketing Plan
 - 3.10.4. Internal Marketing
 - 3.10.5. Evaluation and Control



A unique, key, and decisive educational experience to boost your professional development”

04

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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



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



Study Material

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

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



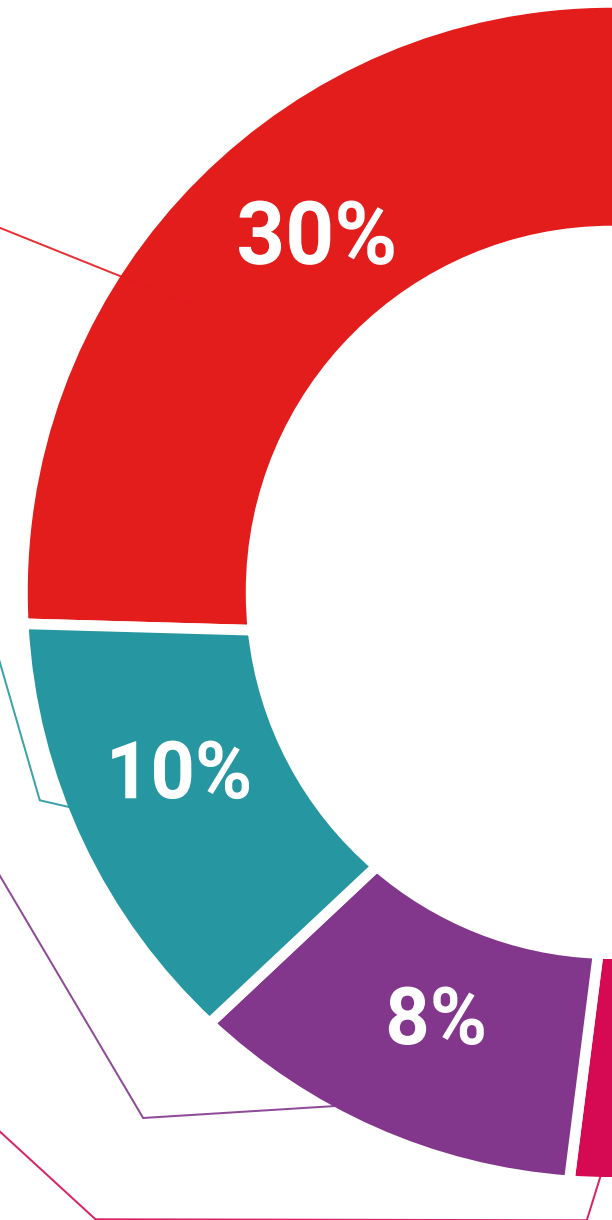
Practising Skills and Abilities

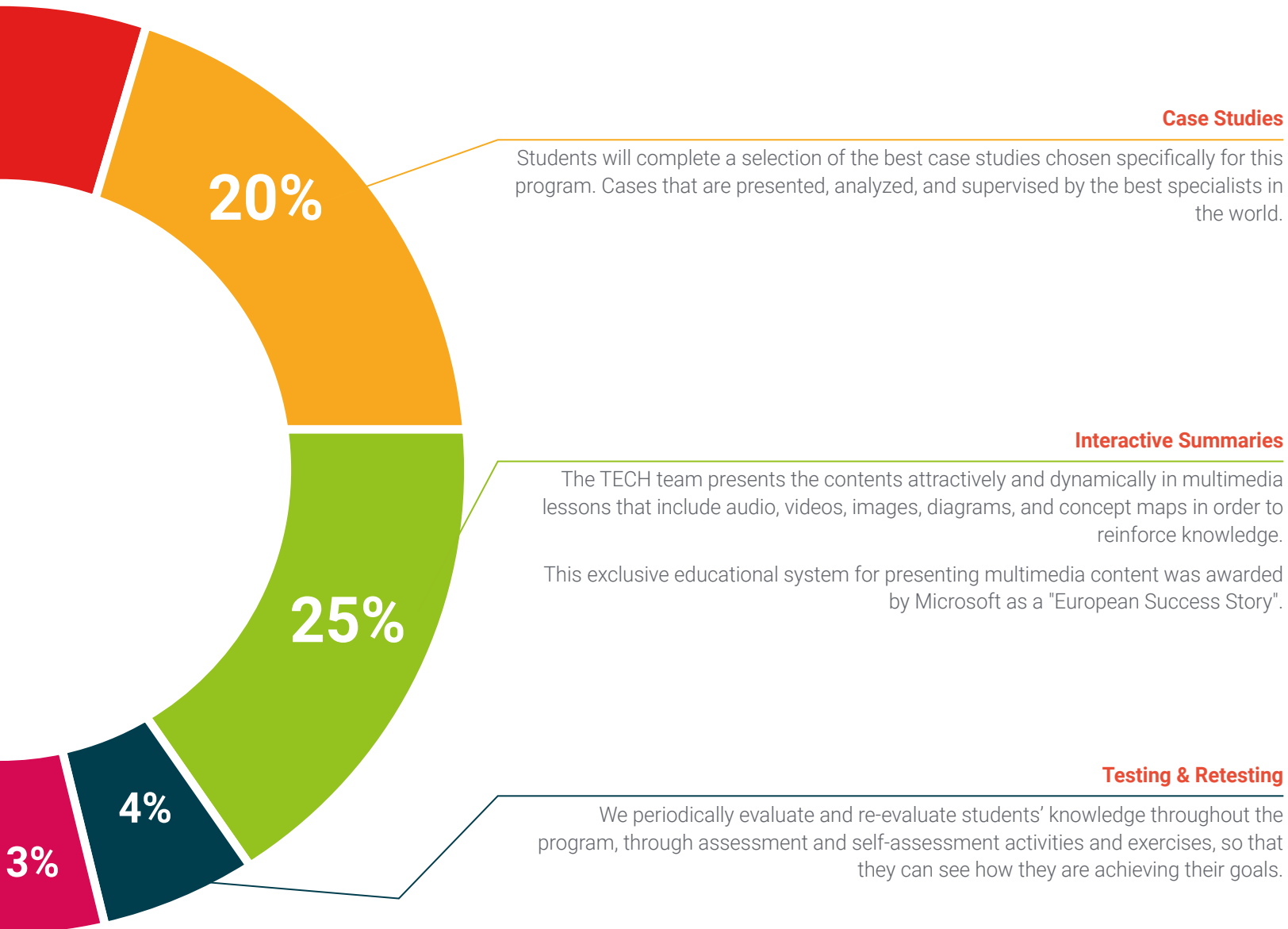
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Diploma in Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Marketing** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Marketing**

Official N° of hours: **450 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
online training
development language
virtual classroom



Postgraduate Diploma

Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
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Postgraduate Diploma Marketing

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