

Advanced Master's Degree Marketing Management, Neuromarketing Expert



Advanced Master's Degree Marketing Management, Neuromarketing Expert

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/advanced-master-degree/advanced-master-degree-marketing-management-neuromarketing-expert

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01

Introduction to the Program

Marketing Management, particularly in the field of Neuromarketing, is being transformed by technological advances and changes in consumer expectations. In fact, extreme personalization has become a priority, with consumers expecting experiences more tailored to their preferences. Aware of this need, TECH has designed an innovative university degree aimed at business professionals who seek to keep up to date with the latest sales techniques and tools. This will enable them to implement the most advanced neuromarketing strategies to meet customer needs in a profitable way. In addition, it will be offered in a 100% online format, allowing graduates to access resources from anywhere, anytime.



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You will equip yourself with advanced tools to understand how consumers make decisions, applying more effective marketing strategies based on real data”

In today's competitive environment, companies are constantly looking for new ways to connect with their consumers, not only through products and services, but also through brand experiences that appeal to the public's senses and emotions. As a result, Neuromarketing has emerged as a key discipline for understanding and taking advantage of consumers' brain responses to marketing stimuli. Therefore, professionals need to design marketing strategies that are both cognitively appealing and emotionally effective.

With this idea in mind, TECH has developed a groundbreaking Advanced Master's Degree in Marketing Management, Neuromarketing Expert Designed by renowned specialists in this area, the academic itinerary will delve into subjects ranging from the fundamentals of market research or the neurological bases of Neuroscience to the use of state-of-the-art technological tools. Thanks to this, students will acquire the necessary skills to design and implement marketing strategies based on neurological insights, optimizing the emotional connection with consumers and improving the impact of campaigns.

In addition, this university program will be taught 100% online, without fixed schedules or continuous assessment timetables. Graduates will have the opportunity to access the contents freely, according to their own availability and at any time of the 24 hours of the day. Likewise, for the assimilation of the more complex contents of this educational proposal, it will be able to rely on disruptive and original methods such as Relearning. This teaching strategy will enhance the assimilation of theoretical knowledge and the development of practical skills in a more efficient way.

This **Advanced Master's Degree in Marketing Management, Neuromarketing Expert** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ♦ The development of case studies presented by experts in Marketing Management, Neuromarketing Expert
- ♦ 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 Marketing Management, Neuromarketing Expert
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



You will develop skills to design brand experiences that influence consumers' purchasing decisions through neurological stimuli"

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You will segment the market precisely and position products to maximize their appeal”

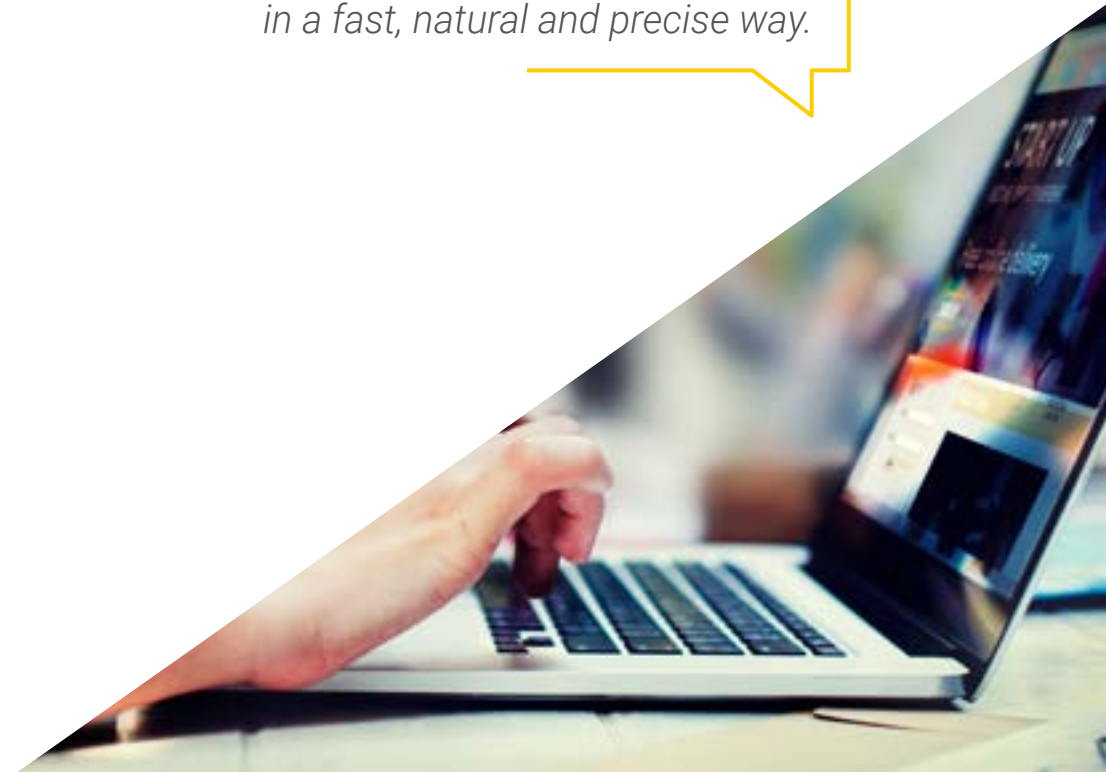
Its teaching staff includes professionals from the field of Marketing Management, an experts in Neuromarketing, who bring their work experience to this program, as well as renowned specialists from leading companies and prestigious universities.

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

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

You will optimize advertising campaigns, improving the customer experience and increasing profitability, by connecting more deeply with the emotions and motivations of your target audience.

Thanks to TECHs relearning, you will be able assimilate the essential concepts in a fast, natural and precise way.



02

Why Study at TECH?

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



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Study at the world's largest online university and guarantee your professional success. The future starts at TECH”

The world's best online university, according to FORBES

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

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

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

The best top international faculty

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

TOP
international faculty

The most effective methodology

A unique learning method

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

The world's largest online university

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

World's No.1
The World's largest online university

The official online university of the NBA

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

Leaders in employability

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



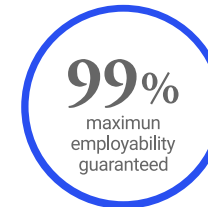
Google Premier Partner

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



The top-rated university by its students

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



03 Syllabus

The program will address the importance of understanding consumer behavior and the opportunities that market analysis offers. In this way, entrepreneurs will be able to apply market research and neuromarketing techniques, identifying and evaluating trends in different sectors and distribution channels at an international level. Through this approach, the creation of sustainable value and the implementation of dynamic business models will be promoted, with a clear focus on long-term profitability, using *Design Thinking* and Sensory Marketing as key tools to transform the customer experience and lead business growth.



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You will have access to comprehensive and up-to-date education that will enable you to acquire the essential skills to lead in an increasingly complex and digitalized business context”

Module 1. Leadership, Ethics and Social Responsibility in Companies

- 1.1. Globalization and Governance
 - 1.1.1. Governance and Corporate Governance
 - 1.1.2. The Fundamentals of Corporate Governance in Companies
 - 1.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 1.2. Leadership
 - 1.2.1. Leadership. A Conceptual Approach
 - 1.2.2. Leadership in Companies
 - 1.2.3. The Importance of Leaders in Business Management
- 1.3. *Cross-Cultural Management*
 - 1.3.1. Cross-Cultural Management Concept
 - 1.3.2. Contributions to Knowledge of National Cultures
 - 1.3.3. Diversity Management
- 1.4. Management and Leadership Development
 - 1.4.1. Concept of Management Development
 - 1.4.2. Concept of Leadership
 - 1.4.3. Leadership Theories
 - 1.4.4. Leadership Styles
 - 1.4.5. Intelligence in Leadership
 - 1.4.6. The Challenges of Today's Leader
- 1.5. Business Ethics
 - 1.5.1. Ethics and Morality
 - 1.5.2. Business Ethics
 - 1.5.3. Leadership and Ethics in Companies
- 1.6. Sustainability
 - 1.6.1. Sustainability and Sustainable Development
 - 1.6.2. The 2030 Agenda
 - 1.6.3. Sustainable Companies
- 1.7. Corporate Social Responsibility
 - 1.7.1. International Dimensions of Corporate Social Responsibility
 - 1.7.2. Implementing Corporate Social Responsibility
 - 1.7.3. The Impact and Measurement of Corporate Social Responsibility



- 1.8. Responsible Management Systems and Tools
 - 1.8.1. CSR: The Corporate Social Responsibility
 - 1.8.2. Essential Aspects for Implementing a Responsible Management Strategy
 - 1.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
 - 1.8.4. CSR Tools and Standards
- 1.9. Multinationals and Human Rights
 - 1.9.1. Globalization, Multinational Companies and Human Rights
 - 1.9.2. Multinational Corporations and International Law
 - 1.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 1.10. Legal Environment and Corporate Governance
 - 1.10.1. International Rules on Importation and Exportation
 - 1.10.2. Intellectual and Industrial Property
 - 1.10.3. International Labor Law

Module 2. Strategic Management and Executive Management

- 2.1. Organizational Analysis and Design
 - 2.1.1. Conceptual Framework
 - 2.1.2. Key Elements in Organizational Design
 - 2.1.3. Basic Organizational Models
 - 2.1.4. Organizational Design: Typologies
- 2.2. Corporate Strategy
 - 2.2.1. Competitive Corporate Strategy
 - 2.2.2. Types of Growth Strategies
 - 2.2.3. Conceptual Framework
- 2.3. Strategic Planning and Strategy Formulation
 - 2.3.1. Conceptual Framework
 - 2.3.2. Elements of Strategic Planning
 - 2.3.3. Strategy Formulation: Strategic Planning Process
- 2.4. Strategic Thinking
 - 2.4.1. The Company as a System
 - 2.4.2. Organization Concept
- 2.5. Financial Diagnosis
 - 2.5.1. Concept of Financial Diagnosis
 - 2.5.2. Stages of Financial Diagnosis
 - 2.5.3. Assessment Methods for Financial Diagnosis
- 2.6. Planning and Strategy
 - 2.6.1. The Plan from a Strategy
 - 2.6.2. Strategic Positioning
 - 2.6.3. Strategy in Companies
- 2.7. Strategy Models and Patterns
 - 2.7.1. Conceptual Framework
 - 2.7.2. Strategic Models
 - 2.7.3. Strategic Patterns: The Five P's of Strategy
- 2.8. Competitive Strategy
 - 2.8.1. Competitive Advantage
 - 2.8.2. Choosing a Competitive Strategy
 - 2.8.3. Strategies based on the Strategic Clock Model
 - 2.8.4. Types of Strategies According to the Industrial Sector Life Cycle
- 2.9. Strategic Management
 - 2.9.1. The Concept of Strategy
 - 2.9.2. The Process of Strategic Management
 - 2.9.3. Approaches in Strategic Management
- 2.10. Strategy Implementation
 - 2.10.1. Indicator Systems and Process Approach
 - 2.10.2. Strategic Map
 - 2.10.3. Strategic Alignment
- 2.11. Executive Management
 - 2.11.1. Conceptual Framework of Executive Management
 - 2.11.2. Executive Management. The Role of the Board of Directors and Corporate Management Tools
- 2.12. Strategic Communication
 - 2.12.1. Interpersonal Communication
 - 2.12.2. Communication Skills and Influence
 - 2.12.3. Internal Communication
 - 2.12.4. Barriers to Business Communication

Module 3. People and Talent Management

- 3.1. Organizational Behavior
 - 3.1.1. Organizational Behavior. Conceptual Framework
 - 3.1.2. Main Factors of Organizational Behavior
- 3.2. People in Organizations
 - 3.2.1. Quality of Work Life and Psychological Well-Being
 - 3.2.2. Work Teams and Meeting Management
 - 3.2.3. Coaching and Team Management
 - 3.2.4. Managing Equality and Diversity
- 3.3. Strategic People Management
 - 3.3.1. Strategic Human Resources Management
 - 3.3.2. Strategic People Management
- 3.4. Evolution of Resources. An Integrated Vision
 - 3.4.1. The Importance of HR
 - 3.4.2. A New Environment for People Management and Leadership
 - 3.4.3. Strategic HR Management
- 3.5. Selection, Group Dynamics and HR Recruitment
 - 3.5.1. Approach to Recruitment and Selection
 - 3.5.2. Recruitment
 - 3.5.3. The Selection Process
- 3.6. Human Resources Management by Competencies
 - 3.6.1. Analysis of the Potential
 - 3.6.2. Remuneration Policy
 - 3.6.3. Career/Succession Planning
- 3.7. Performance Evaluation and Performance Management
 - 3.7.1. Performance Management
 - 3.7.2. Performance Management: Objectives and Process
- 3.8. Training Management
 - 3.8.1. Learning Theories
 - 3.8.2. Talent Detection and Retention
 - 3.8.3. Gamification and Talent Management
 - 3.8.4. Training and Professional Obsolescence
- 3.9. Talent Management
 - 3.9.1. Keys for Positive Management
 - 3.9.2. Conceptual Origin of Talent and its Implication in the Company
 - 3.9.3. Map of Talent in the Organization
 - 3.9.4. Cost and Added Value
- 3.10. Innovation in Talent and People Management
 - 3.10.1. Strategic Talent Management Models
 - 3.10.2. Talent Identification, Training and Development
 - 3.10.3. Loyalty and Retention
 - 3.10.4. Proactivity and Innovation
- 3.11. Motivation
 - 3.11.1. The Nature of Motivation
 - 3.11.2. Expectations Theory
 - 3.11.3. Needs Theory
 - 3.11.4. Motivation and Financial Compensation
- 3.12. *Employer Branding*
 - 3.12.1. Employer Branding in HR
 - 3.12.2. Personal Branding for HR Professionals
- 3.13. High-Performance Teams Development
 - 3.13.1. High-Performance Teams: Self-Managed Teams
 - 3.13.2. Methodologies for the Management of High-Performance Self-Managed Teams

- 3.14. Management Skills Development
 - 3.14.1. What are Manager Competencies?
 - 3.14.2. Elements of Competencies
 - 3.14.3. Knowledge
 - 3.14.4. Management Skills
 - 3.14.5. Attitudes and Values in Managers
 - 3.14.6. Managerial Skills
- 3.15. Time Management
 - 3.15.1. Benefits
 - 3.15.2. What Can be the Causes of Poor Time Management?
 - 3.15.3. Time
 - 3.15.4. Time Illusions
 - 3.15.5. Attention and Memory
 - 3.15.6. State of Mind
 - 3.15.7. Time Management
 - 3.15.8. Being Proactive
 - 3.15.9. Be Clear About the Objective
 - 3.15.10. Order
 - 3.15.11. Planning
- 3.16. Change Management
 - 3.16.1. Change Management
 - 3.16.2. Type of Change Management Processes
 - 3.16.3. Stages or Phases in the Change Management Process
- 3.17. Negotiation and Conflict Management
 - 3.17.1. Negotiation
 - 3.17.2. Conflict Management
 - 3.17.3. Crisis Management
- 3.18. Executive Communication
 - 3.18.1. Internal and External Communication in the Corporate Environment
 - 3.18.2. Communication Departments
 - 3.18.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 3.19. Human Resources Management and Occupational Hazard Prevention Teams
 - 3.19.1. Management of Human Resources and Teams
 - 3.19.2. Occupational Risk Prevention
- 3.20. Productivity, Attraction, Retention and Activation of Talent
 - 3.20.1. Productivity
 - 3.20.2. Talent Attraction and Retention Levers
- 3.21. Monetary Compensation Vs. Non-Monetary
 - 3.21.1. Monetary Vs. Non-Monetary Compensation
 - 3.21.2. Wage Band Models
 - 3.21.3. Non-Monetary Compensation Models
 - 3.21.4. Working Model
 - 3.21.5. Corporate Community
 - 3.21.6. Company Image
 - 3.21.7. Emotional Salary
- 3.22. Innovation in Talent and People Management
 - 3.22.1. Innovation in Organizations
 - 3.22.2. New Challenges in the Human Resources Department
 - 3.22.3. Innovation Management
 - 3.22.4. Tools for Innovation
- 3.23. Knowledge and Talent Management
 - 3.23.1. Knowledge and Talent Management
 - 3.23.2. Knowledge Management Implementation
- 3.24. Transforming Human Resources in the Digital Era
 - 3.24.1. The Socioeconomic Context
 - 3.24.2. New Forms of Corporate Organization
 - 3.24.3. New Methodologies

Module 4. Economic and Financial Management

- 4.1. Economic Environment
 - 4.1.1. Macroeconomic Environment and the National Financial System
 - 4.1.2. Financial Institutions
 - 4.1.3. Financial Markets
 - 4.1.4. Financial Assets
 - 4.1.5. Other Financial Sector Entities
- 4.2. Company Financing
 - 4.2.1. Sources of Financing
 - 4.2.2. Types of Financing Costs
- 4.3. Executive Accounting
 - 4.3.1. Basic Concepts
 - 4.3.2. The Company's Assets
 - 4.3.3. The Company's Liabilities
 - 4.3.4. The Company's Net Worth
 - 4.3.5. The Income Statement
- 4.4. Management Accounting to Cost Accounting
 - 4.4.1. Elements of Cost Calculation
 - 4.4.2. Expenses in General Accounting and Cost Accounting
 - 4.4.3. Costs Classification
- 4.5. Information Systems and Business Intelligence
 - 4.5.1. Fundamentals and Classification
 - 4.5.2. Cost Allocation Phases and Methods
 - 4.5.3. Choice of Cost Center and Impact
- 4.6. Budget and Management Control
 - 4.6.1. The Budget Model
 - 4.6.2. The Capital Budget
 - 4.6.3. The Operating Budget
 - 4.6.5. Treasury Budget
 - 4.6.6. Budget Monitoring



- 4.7. Treasury Management
 - 4.7.1. Accounting Working Capital and Necessary Working Capital
 - 4.7.2. Calculation of Operating Cash Requirements
 - 4.7.3. *Credit Management*
- 4.8. Corporate Tax Responsibility
 - 4.8.1. Basic Tax Concepts
 - 4.8.2. Corporate Income Tax
 - 4.8.3. Value Added Tax
 - 4.8.4. Other Taxes Related to Commercial Activity
 - 4.8.5. The Company as a Facilitator of the Work of the State
- 4.9. Corporate Control Systems
 - 4.9.1. Analysis of Financial Statements
 - 4.9.2. The Company's Balance Sheet
 - 4.9.3. The Profit and Loss Statement
 - 4.9.4. The Statement of Cash Flows
 - 4.9.5. Ratio Analysis
- 4.10. Financial Management
 - 4.10.1. The Company's Financial Decisions
 - 4.10.2. Financial Department
 - 4.10.3. Cash Surpluses
 - 4.10.4. Risks Associated with Financial Management
 - 4.10.5. Financial Administration Risk Management
- 4.11. Financial Planning
 - 4.11.1. Definition of Financial Planning
 - 4.11.2. Actions to be Taken in Financial Planning
 - 4.11.3. Creation and Establishment of the Business Strategy
 - 4.11.4. The Cash Flow Table
 - 4.11.5. The Working Capital Table

- 4.12. Corporate Financial Strategy
 - 4.12.1. Corporate Strategy and Sources of Financing
 - 4.21.2. Financial Products for Corporate Financing
- 4.13. Macroeconomic Context
 - 4.13.1. Macroeconomic Context
 - 4.13.2. Relevant Economic Indicators
 - 4.13.3. Mechanisms for the Control of Macroeconomic Magnitudes
 - 4.13.4. Economic Cycles
- 4.14. Strategic Financing
 - 4.14.1. Self-Financing
 - 4.14.2. Increase in Equity
 - 4.14.3. Hybrid Resources
 - 4.14.4. Financing Through Intermediaries
- 4.15. Money and Capital Markets
 - 4.15.1. The Money Market
 - 4.15.2. The Fixed Income Market
 - 4.15.3. The Equity Market
 - 4.15.4. The Foreign Exchange Market
 - 4.15.5. The Derivatives Market
- 4.16. Financial Analysis and Planning
 - 4.16.1. Analysis of the Balance Sheet
 - 4.16.2. Analysis of the Income Statement
 - 4.16.3. Profitability Analysis
- 4.17. Analyzing and Solving Cases/Problems
 - 4.17.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

Module 5. Operations and Logistics Management

- 5.1. Operations Direction and Management
 - 5.1.1. The Role of Operations
 - 5.1.2. The Impact of Operations on the Management of Companies
 - 5.1.3. Introduction to Operations Strategy
 - 5.1.4. Operations Management
- 5.2. Industrial Organization and Logistics
 - 5.2.1. Industrial Organization Department
 - 5.2.2. Logistics Department
- 5.3. Structure and Types of Production (MTS, MTO, ATO, ETO...)
 - 5.3.1. Production System
 - 5.3.2. Production Strategy
 - 5.3.3. Inventory Management System
 - 5.3.4. Production Indicators
- 5.4. Structure and Types of Procurement
 - 5.4.1. Function of Procurement
 - 5.4.2. Procurement Management
 - 5.4.3. Types of Purchases
 - 5.4.4. Efficient Purchasing Management of a Company
 - 5.4.5. Stages of the Purchase Decision Process
- 5.5. Economic Control of Purchasing
 - 5.5.1. Economic Influence of Purchases
 - 5.5.2. Cost Centers
 - 5.5.3. Budget
 - 5.5.4. Budgeting vs. Actual Expenditure
 - 5.5.5. Budgetary Control Tools
- 5.6. Warehouse Operations Control
 - 5.6.1. Inventory Control
 - 5.6.2. Location Systems
 - 5.6.3. Stock Management Techniques
 - 5.6.4. Storage Systems

- 5.7. Strategic Purchasing Management
 - 5.7.1. Business Strategy
 - 5.7.2. Strategic Planning
 - 5.7.3. Purchasing Strategies
- 5.8. Typologies of the Supply Chain Management (SCM)
 - 5.8.1. Supply Chain
 - 5.8.2. Benefits of Supply Chain Management
 - 5.8.3. Logistical Management in the Supply Chain
- 5.9. *Supply Chain Management*
 - 5.9.1. The Concept of Management of the Supply Chain (SCM)
 - 5.9.2. Costs and Efficiency of the Operations Chain
 - 5.9.3. Demand Patterns
 - 5.9.4. Operations Strategy and Change
- 5.10. Interactions Between the SCM and All Other Departments
 - 5.10.1. Interaction of the Supply Chain
 - 5.10.2. Interaction of the Supply Chain. Integration by Parts
 - 5.10.3. Supply Chain Integration Problems
 - 5.10.4. Supply Chain
- 5.11. Logistics Costs
 - 5.11.1. Logistics Costs
 - 5.11.2. Problems with Logistics Costs
 - 5.11.3. Logistic Costs Optimization
- 5.12. Profitability and Efficiency of Logistics Chains: KPIS
 - 5.12.1. Logistics Chain
 - 5.12.2. Profitability and Efficiency of the Logistics Chain
 - 5.12.3. Indicators of Profitability and Efficiency of the Supply Chain
- 5.13. Process Management
 - 5.13.1. Process Management
 - 5.13.2. Process-Based Approach: Process Mapping
 - 5.13.3. Improvements in Process Management
- 5.14. Distribution and Transportation Logistics
 - 5.14.1. Distribution in the Supply Chain
 - 5.14.2. Transportation Logistics
 - 5.14.3. Geographic Information Systems as a Support for Logistics
- 5.15. Logistics and Customers
 - 5.15.1. Demand Analysis
 - 5.15.2. Demand and Sales Forecast
 - 5.15.3. Sales and Operations Planning
 - 5.15.4. Collaborative Planning, Forecasting and Replenishment Planning (CPFR)
- 5.16. International Logistics
 - 5.16.1. Export and Import Processes
 - 5.16.2. Customs
 - 5.16.3. Methods and Means of International Payment
 - 5.16.4. International Logistics Platforms
- 5.17. Outsourcing of Operations
 - 5.17.1. Operations Management and Outsourcing
 - 5.17.2. Outsourcing Implementation in Logistics Environments
- 5.18. Competitiveness in Operations
 - 5.18.1. Operations Management
 - 5.18.2. Operational Competitiveness
 - 5.18.3. Operations Strategy and Competitive Advantages
- 5.19. Quality Management
 - 5.19.1. Internal and External Customers
 - 5.19.2. Quality Costs
 - 5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

- 6.1. Technological Environment
 - 6.1.1. Technology and Globalization
 - 6.1.2. Economic Environment and Technology
 - 6.1.3. Technological Environment and its Impact on Companies
- 6.2. Information Systems in Companies
 - 6.2.1. The Evolution of the IT Model
 - 6.2.2. Organization and IT Departments
 - 6.2.3. Information Technology and Economic Environment
- 6.3. Corporate Strategy and Technology Strategy
 - 6.3.1. Creating Value for Customers and Shareholders
 - 6.3.2. Strategic IS/IT Decisions
 - 6.3.3. Corporate Strategy vs. Technological and Digital Strategy
- 6.4. Information Systems Management
 - 6.4.1. Corporate Governance of Technology and Information Systems
 - 6.4.2. Management of Information Systems in Companies
 - 6.4.3. Expert Managers in Information Systems: Roles and Functions
- 6.5. Information Technology Strategic Planning
 - 6.5.1. Information Systems and Corporate Strategy
 - 6.5.2. Strategic Planning of Information Systems
 - 6.5.3. Phases of Information Systems Strategic Planning
- 6.6. Information Systems for Decision Making
 - 6.6.1. *Business Intelligence*
 - 6.6.2. *Data Warehouse*
 - 6.6.3. BSC or Balanced Scorecard
- 6.7. Exploring the Information
 - 6.7.1. SQL: Relational Databases. Basic Concepts
 - 6.7.2. Networks and Communications
 - 6.7.3. Operational System: Standardized Data Templates
 - 6.7.4. Strategic System: OLAP, Multidimensional Model and Graphical Dashboards
 - 6.7.5. Strategic DB Analysis and Report Composition
- 6.8. Enterprise Business Intelligence
 - 6.8.1. The World of Data
 - 6.8.2. Relevant Concepts
 - 6.8.3. Main Characteristics
 - 6.8.4. Solutions in Today's Market
 - 6.8.5. Overall Architecture of a BI Solution
 - 6.8.6. Cybersecurity in BI and Data Science
- 6.9. New Business Concept
 - 6.9.1. Why BI?
 - 6.9.2. Obtaining Information
 - 6.9.3. BI in the Different Departments of the Company
 - 6.9.4. Reasons to Invest in BI
- 6.10. BI Tools and Solutions
 - 6.10.1. How to Choose the Best Tool?
 - 6.10.2. Microsoft Power BI, MicroStrategy y Tableau
 - 6.10.3. SAP BI, SAS BI and Qlikview
 - 6.10.4. Prometheus
- 6.11. BI Project Planning and Management
 - 6.11.1. First Steps to Define a BI Project
 - 6.11.2. BI Solution for the Company
 - 6.11.3. Requirements and Objectives
- 6.12. Corporate Management Applications
 - 6.12.1. Information Systems and Corporate Management
 - 6.12.2. Applications for Corporate Management
 - 6.12.3. Enterprise Resource Planning or ERP Systems
- 6.13. Digital Transformation
 - 6.13.1. Conceptual Framework of Digital Transformation
 - 6.13.2. Digital Transformation; Key Elements, Benefits and Drawbacks
 - 6.13.3. Digital Transformation in Companies

- 6.14. Technology and Trends
 - 6.14.1. Main Trends in the Field of Technology that are Changing Business Models
 - 6.14.2. Analysis of the Main Emerging Technologies
- 6.15. IT Outsourcing
 - 6.15.1. Conceptual Framework of Outsourcing
 - 6.15.2. IT Outsourcing and its Impact on the Business.
 - 6.15.3. Keys to Implement Corporate IT Outsourcing Projects

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- 7.1. Commercial Management
 - 7.1.1. Conceptual Framework of Commercial Management
 - 7.1.2. Business Strategy and Planning
 - 7.1.3. The Role of Sales Managers
- 7.2. Marketing
 - 7.2.1. The Concept of Marketing
 - 7.2.2. The Basic Elements of Marketing
 - 7.2.3. Marketing Activities in Companies
- 7.3. Strategic Marketing Management
 - 7.3.1. The Concept of Strategic Marketing
 - 7.3.2. Concept of Strategic Marketing Planning
 - 7.3.3. Stages in the Process of Strategic Marketing Planning
- 7.4. Digital Marketing and E-Commerce
 - 7.4.1. Digital Marketing and E-commerce Objectives
 - 7.4.2. Digital Marketing and Media Used
 - 7.4.3. E-Commerce. General Context
 - 7.4.4. Categories of E-Commerce
 - 7.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce
- 7.5. *Managing Digital Business*
 - 7.5.1. Competitive Strategy given the Growing Digitalization of the Media
 - 7.5.2. Design and Creation of a Digital Marketing Plan
 - 7.5.3. ROI Analysis in a Digital Marketing Plan
- 7.6. Digital Marketing to Reinforce a Brand
 - 7.6.1. Online Strategies to Improve Your Brand's Reputation
 - 7.6.2. Branded Content and Storytelling
- 7.7. Digital Marketing Strategy
 - 7.7.1. Defining the Digital Marketing Strategy
 - 7.7.2. Digital Marketing Strategy Tools
- 7.8. Digital Marketing to Attract and Retain Customers
 - 7.8.1. Loyalty and Engagement Strategies through the Internet
 - 7.8.2. *Visitor Relationship Management*
 - 7.8.3. Hypersegmentation
- 7.9. Managing Digital Campaigns
 - 7.9.1. What is a Digital Advertising Campaign?
 - 7.9.2. Steps to Launch an Online Marketing Campaign
 - 7.9.3. Mistakes in Digital Advertising Campaigns
- 7.10. Online Marketing Plan
 - 7.10.1. What is an Online Marketing Plan?
 - 7.10.2. Steps to Create an Online Marketing Plan
 - 7.10.3. Advantages of Having an Online Marketing Plan
- 7.11. *Blended Marketing*
 - 7.11.1. What is Blended Marketing?
 - 7.11.2. Differences Between Online and Offline Marketing
 - 7.11.3. Aspects to be Taken into Account in the Blended Marketing Strategy
 - 7.11.4. Characteristics of a Blended Marketing Strategy
 - 7.11.5. Recommendations in Blended Marketing
 - 7.11.6. Benefits of Blended Marketing

- 7.12. Sales Strategy
 - 7.12.1. Sales Strategy
 - 7.12.2. Sales Methods
- 7.13. Corporate Communication
 - 7.13.1. Concept
 - 7.13.2. The Importance of Communication in the Organization
 - 7.13.3. Type of Communication in the Organization
 - 7.13.4. Functions of Communication in the Organization
 - 7.13.5. Elements of Communication
 - 7.13.6. Communication Problems
 - 7.13.7. Communication Scenarios
- 7.14. Corporate Communication Strategy
 - 7.14.1. Motivational Programs, Social Action, Participation and Training with HR
 - 7.14.2. Internal Communication Tools and Supports
 - 7.14.3. Internal Communication Plan
- 7.15. Digital Communication and Reputation
 - 7.15.1. Online Reputation
 - 7.15.2. How to Measure Digital Reputation?
 - 7.15.3. Online Reputation Tools
 - 7.15.4. Online Reputation Report
 - 7.15.5. Online Branding

Module 8. Market Research, Advertising and Commercial Management

- 8.1. Market Research
 - 8.1.1. Marketing Research: Historical Origin
 - 8.1.2. Analysis and Evolution of the Conceptual Framework of Marketing Research
 - 8.1.3. Key Elements and Value Contribution of Market Research
- 8.2. Quantitative Research Methods and Techniques
 - 8.2.1. Sample Size
 - 8.2.2. Sampling
 - 8.2.3. Types of Quantitative Techniques

- 8.3. Qualitative Research Methods and Techniques
 - 8.3.1. Types of Qualitative Research
 - 8.3.2. Qualitative Research Techniques
- 8.4. Market Segmentation
 - 8.4.1. Market Segmentation Concept
 - 8.4.2. Utility and Segmentation Requirements
 - 8.4.3. Consumer Market Segmentation
 - 8.4.4. Industrial Market Segmentation
 - 8.4.5. Segmentation Strategies
 - 8.4.6. Segmentation Based on Marketing Mix Criteria
 - 8.4.7. Market Segmentation Methodology
- 8.5. Research Project Management
 - 8.5.1. Market Research as a Process
 - 8.5.2. Planning Stages in Market Research
 - 8.5.3. Stages of Market Research Implementation
 - 8.5.4. Managing a Research Project
- 8.6. International Market Research
 - 8.6.1. International Market Research
 - 8.6.2. International Market Research Process
 - 8.6.3. The Importance of Secondary Sources in International Market Research
- 8.7. Feasibility Studies
 - 8.7.1. Concept and Usefulness
 - 8.7.2. Outline of a Feasibility Study
 - 8.7.3. Development of a Feasibility Study
- 8.8. Advertising
 - 8.8.1. Historical Background of Advertising
 - 8.8.2. Conceptual Framework of Advertising; Principles, Concept of Briefing and Positioning
 - 8.8.3. Advertising Agencies, Media Agencies and Advertising Professionals
 - 8.8.4. Importance of Advertising in Business
 - 8.8.5. Advertising Trends and Challenges

- 8.9. Developing the Marketing Plan
 - 8.9.1. Marketing Plan Concept
 - 8.9.2. Situation Analysis and Diagnosis
 - 8.9.3. Strategic Marketing Decisions
 - 8.9.4. Operational Marketing Decisions
- 8.10. Promotion and Merchandising Strategies
 - 8.10.1. Integrated Marketing Communication
 - 8.10.2. Advertising Communication Plan
 - 8.10.3. Merchandising as a Communication Technique
- 8.11. Media Planning
 - 8.11.1. Origin and Evolution of Media Planning
 - 8.11.2. Media
 - 8.11.3. Media Plan
- 8.12. Fundamentals of Commercial Management
 - 8.12.1. The Role of Commercial Management
 - 8.12.2. Systems of Analysis of the Company/Market Commercial Competitive Situation
 - 8.12.3. Commercial Planning Systems of the Company
 - 8.12.4. Main Competitive Strategies
- 8.13. Commercial Negotiation
 - 8.13.1. Commercial Negotiation
 - 8.13.2. Psychological Issues in Negotiation
 - 8.13.3. Main Negotiation Methods
 - 8.13.4. The Negotiation Process
- 8.14. Decision Making in Commercial Management
 - 8.14.1. Commercial Strategy and Competitive Strategy
 - 8.14.2. Decision-Making Models
 - 8.14.3. Decision-Making Analytics and Tools
 - 8.14.4. Human Behavior in Decision Making
- 8.15. Sales Network Management
 - 8.15.1. Sales Management Sales Management
 - 8.15.2. Networks Serving Commercial Activity
 - 8.15.3. Salesperson Recruitment and Training Policies
 - 8.15.4. Remuneration Systems for Own and External Commercial Networks
 - 8.15.5. Management of the Commercial Process. Control and Assistance to the Work of the Sales Representatives Based on the Information
- 8.16. Implementing the Commercial Function
 - 8.16.1. Recruitment of Own Sales Representatives and Sales Agents
 - 8.16.2. Commercial Activity Control
 - 8.16.3. The Code of Ethics of Sales Personnel
 - 8.16.4. Compliance with Legislation
 - 8.16.5. Generally Accepted Standards of Business Conduct
- 8.17. Key Account Management
 - 8.17.1. Concept of Key Account Management
 - 8.17.2. The Key Account Manager
 - 8.17.3. Key Account Management Strategy
- 8.18. Financial and Budgetary Management
 - 8.18.1. The Break-Even Point
 - 8.18.2. The Sales Budget. Control of Management and of the Annual Sales Plan
 - 8.18.3. Financial Impact of Strategic Sales Decisions
 - 8.18.4. Cycle Management, Turnover, Profitability and Liquidity
 - 8.18.5. Income Statement

Module 9. Innovation and Project Management

- 9.1. Innovation
 - 9.1.1. Introduction to Innovation
 - 9.1.2. Innovation in the Entrepreneurial Ecosystem
 - 9.1.3. Instruments and Tools for the Business Innovation Process
- 9.2. Innovation Strategy
 - 9.2.1. Strategic Intelligence and Innovation
 - 9.2.2. Innovation from Strategy
- 9.3. Project Management for Startups
 - 9.3.1. Startup Concept
 - 9.3.2. Lean Startup Philosophy
 - 9.3.3. Stages of Startup Development
 - 9.3.4. The Role of a Project Manager in a Startup
- 9.4. Business Model Design and Validation
 - 9.4.1. Conceptual Framework of a Business Model
 - 9.4.2. Business Model Design and Validation
- 9.5. Project Management
 - 9.5.1. Project Management: Identification of Opportunities to Develop Corporate Innovation Projects.
 - 9.5.2. Main Stages or Phases in Innovation Projects Management
- 9.6. Project Change Management: Training Management
 - 9.6.1. Concept of Change Management
 - 9.6.2. The Change Management Process
 - 9.6.3. Change Implementation
- 9.7. Project Communication Management
 - 9.7.1. Project Communications Management
 - 9.7.2. Key Concepts for Project Communications Management
 - 9.7.3. Emerging Trends
 - 9.7.4. Adaptations to the Team
 - 9.7.5. Planning Communications Management
 - 9.7.6. Communications Management
 - 9.7.7. Communications Monitoring

- 9.8. Traditional and Innovative Methodologies
 - 9.8.1. Innovative Methodologies
 - 9.8.2. Basic Principles of Scrum
 - 9.8.3. Differences between the Main Aspects of Scrum and Traditional Methodologies
- 9.9. Creation of a Startup
 - 9.3.1. Creation of a Startup
 - 9.3.2. Organization and Culture
 - 9.3.3. Top Ten Reasons Why Startups Fail
 - 9.3.4. Legal Aspects
- 9.10. Project Risk Management Planning
 - 9.10.1. Risk Planning
 - 9.10.2. Elements for Creating a Risk Management Plan
 - 9.10.3. Tools for Creating a Risk Management Plan
 - 9.10.4. Content of the Risk Management Plan

Module 10. Executive Management

- 10.1. General Management
 - 10.1.1. The Concept of General Management
 - 10.1.2. The Role of the CEO
 - 10.1.3. The General Director and its Responsibilities
 - 10.1.4. Transformation of the Management's Role
- 10.2. Manager Functions. Organizational Culture and Approaches
 - 10.2.1. Manager Functions. Organizational Culture and Approaches
- 10.3. Operations Management
 - 10.3.1. The Importance of Management
 - 10.3.2. Value Chain
 - 10.3.3. Quality Management
- 10.4. Public Speaking and Spokesperson Training
 - 10.4.1. Interpersonal Communication
 - 10.4.2. Communication Skills and Influence
 - 10.4.3. Communication Barriers

- 10.5. Personal and Organizational Communications Tools
 - 10.5.1. Interpersonal Communication
 - 10.5.2. Interpersonal Communication Tools
 - 10.5.3. Communication in the Organization
 - 10.5.4. Tools in the Organization
- 10.6. Communication in Crisis Situations
 - 10.6.1. Crisis
 - 10.6.2. Phases of the Crisis
 - 10.6.3. Messages: Contents and Moments
- 10.7. Preparation of a Crisis Plan
 - 10.7.1. Analysis of Possible Problems
 - 10.7.2. Planning
 - 10.7.3. Adequacy of Personnel
- 10.8. Emotional Intelligence
 - 10.8.1. Emotional Intelligence and Communication
 - 10.8.2. Assertiveness, Empathy and Active Listening
 - 10.8.3. Self-Esteem and Emotional Communication
- 10.9. Personal Branding
 - 10.9.1. Strategies for Personal Brand Development
 - 10.9.2. Personal Branding Laws
 - 10.9.3. Tools for Creating Personal Brands
- 10.10. Leadership and Team Management
 - 10.10.1. Leadership and Leadership Styles
 - 10.10.2. Leader Capabilities and Challenges
 - 10.10.3. Managing Change Processes
 - 10.10.4. Managing Multicultural Teams

Module 11. Fundamentals and Tools in Market Research in Interaction with Neuromarketing

- 11.1. The Trajectory of Market Research and the Role of Neuromarketing
 - 11.1.1. Market Research and Neuromarketing in Today's Scenario
 - 11.1.2. Contributions of Neuroscience to Marketing Research
 - 11.1.3. Neuromarketing and the Future of Marketing Research
- 11.2. Business Intelligence Applied to Marketing Research and Neuromarketing
 - 11.2.1. From Market Research to Business Intelligence
 - 11.2.2. Role of Neuromarketing in Business Intelligence
 - 11.2.3. Techniques and Tools Applied to Market Research in Combination with Neuromarketing
- 11.3. Research Techniques and their Combination with Neuromarketing Today
 - 11.3.2. Surveys in Combination with Neuromarketing and their Application to Marketing Research
 - 11.3.3. Interviews and Focus Groups and their Combination with Neuromarketing applied to Market Research
 - 11.3.4. Triangulation and its Importance in the Success of a Marketing Research Project
- 11.4. Neuromarketing Tools. Application to Marketing Research
 - 11.4.2. *Facial Coding*
 - 11.4.3. *Eye Tracker*
 - 11.4.4. *Skin Conductance*
 - 11.4.5. *Electroencephalogram*
 - 11.4.6. TAI
- 11.5. Neuromarketing Research Design
 - 11.5.1. Briefing and Company Project
 - 11.5.2. Recruitment Filter and Sample Recruitment
 - 11.5.3. Field Work
 - 11.5.4. Analysis and Interpretation of Results
 - 11.5.5. Preparation and Presentation of Results
 - 11.5.6. Lessons Learned and Conclusions

- 11.6. Experiential Neuroqualitative and its Application to Market Research
 - 11.6.1. Transformational Insight
 - 11.6.2. Experiential Neuro-Qualitatives
 - 11.6.3. Usefulness of the Experiential Neuro-Qualitatives
 - 11.6.4. Tools used in the Experiential Neuro-Qualitative
 - 11.6.5. Execution of a Plan with Experiential Neuro-Qualitative
- 11.7. Ethnographic Research and its Combination with Neuromarketing Applied to Marketing Research
 - 11.7.1. Ethnographic Research Combined with Neuromarketing
 - 11.7.2. Objectives of Ethnography and Neuromarketing and its Powerful Combination from Market Research
 - 11.7.3. Methodology in a Marketing Research Project: Ethnographic Research and Neuromarketing
- 11.8. Neuromarketing and Digital Communication
 - 11.8.1. Building Winning Brands through Neuromarketing
 - 11.8.2. Neuromarketing in Current Communication and Media Planning
 - 11.8.3. Neuromarketing's Contributions to Traditional Communications
- 11.9. Ethics in Neuromarketing
 - 11.9.1. Ethics Applied to Neuromarketing
 - 11.9.2. Ethics in Advertising
 - 11.9.3. NMSBA Code of Ethics
- 11.10. Success Stories in Neuromarketing Market Research Projects
 - 11.10.1. The Contributions of Neuromarketing to the Analysis of a Brand
 - 11.10.2. Project Neuromarketing in the Cosmetics Sector
 - 11.10.3. Neuromarketing Project in the Pharmaceutical Sector

Module 12. Implementation of Neuromarketing in the Enterprise: a Path of No Return

- 12.1. The Neuromarketing Discipline
 - 12.1.1. Perimeter of Neuromarketing: Identify and Implement
 - 12.1.2. Neuroscience Applied to Marketing
 - 12.1.3. Areas of Application of Neuromarketing Actions
- 12.2. Consistency between Marketing Strategy and Neuromarketing Actions
 - 12.2.1. Neuromarketing in the Strategy as a Principle of the Action Process
 - 12.2.2. Analysis of the Internal and External Context of the Company from the Neuromarketing Perspective
 - 12.2.3. Implementation of a Strategic Neuromarketing Plan
- 12.3. Definition of Objectives, Measurement of Results and Connection with Customers with a Neuromarketing Perspective
 - 12.3.1. The Objectives of the Neuromarketing Plan
 - 12.3.2. Measuring Results and its Application to Branding
 - 12.3.3. Consumers' Needs as the Basis for their Emotional Connection with the Brand
- 12.4. Consumer Behavior and Psychology
 - 12.4.1. Consumer Markets and Consumer Purchasing Behavior
 - 12.4.2. The Purchase Decision Process in the Physical Channel
 - 12.4.3. The Purchase Decision Process in the Online Channel
- 12.5. The Power of Emotions in Consumer Behavior
 - 12.5.1. Emotions and their Role in Purchasing Decisions
 - 12.5.2. Marketing of Feelings. The Activation of the Five Senses
 - 12.5.3. Experience as the Sixth Sense
- 12.6. Experiential Marketing: the Space to be Built by the Brand
 - 12.6.1. Innovation in the Communication Mix Taking Neuromarketing into Account
 - 12.6.2. Excellence at the Physical Point of Sale
 - 12.6.3. Excellence in Digital Channels
- 12.7. Brand Value Creation that Connects with Emotions
 - 12.7.1. Research Strategies to Identify Consumer Attraction Stimuli
 - 12.7.2. Defining the Brand Value Proposition Based on Scientific Data
 - 12.7.3. Limitations of Neuromarketing according to Physical and Online Channels
- 12.8. Transforming Market Research from Neuromarketing
 - 12.8.1. Types of Neuromarketing Actions Based on the Marketing Plan
 - 12.8.2. Combination of Qualitative and Quantitative Methods in the Neuromarketing Action Plan
 - 12.8.3. Exploratory Work in Laboratories and Fieldwork

- 12.9. Branding and Neuromarketing. Successful Alliance
 - 12.9.1. Neuromarketing at the Service of Building Strong Brands
 - 12.9.2. Points of Parity and Points of Difference: When Selling More is the Consequence
 - 12.9.3. Target-Market Selection: How Neuromarketing Helps Us
- 12.10. Ethics in Neuromarketing
 - 12.10.1. Ethical Principles of Neuromarketing as a Market Research Technique
 - 12.10.2. Advantages and Disadvantages of the Implementation of Neuromarketing Techniques
 - 12.10.3. Challenges of Neuromarketing in the Medium and Long-Term

Module 13. Psychology Applied to the Practice of Neuromarketing

- 13.1. Psychology and Neuromarketing: a Necessary Alliance
 - 13.1.1. Consumer Psychology
 - 13.1.2. Research in Psychology Applied to Neuromarketing
 - 13.1.3. The Psychology of Essential Processes Applied to Neuromarketing
- 13.2. Sensations and Perceptions in the Purchase Decision Processes
 - 13.2.1. The Laws of Sensation
 - 13.2.2. Perception Mechanisms
 - 13.2.3. Attention in Purchase Contexts
- 13.3. Cognitive Psychology: How does the Consumer Process Information and How does it Relate to Good Neuromarketing Activities
 - 13.3.1. Cognitive Psychology in Consumer Processes
 - 13.3.2. Cognitive Science. Current Trends that Interact Consumers' Objectives with the Proposals They Receive as a Target Market
 - 13.3.3. Levels of Analysis of Cognitive Processes
- 13.4. What Do Consumers Remember and What Do They Forget?
 - 13.4.1. Memory and Intention
 - 13.4.2. Memory and Attention
 - 13.4.3. Automaticity and Memory
- 13.5. Cognition and Mental Capacities: Implications for Consumption Processes
 - 13.5.1. Psychology of Thought, Information Processing in Consumption Contexts
 - 13.5.2. Biases and Heuristics, How We Trick our Minds
 - 13.5.3. Study of the Intelligence Present in Purchase, Use and Consumption Processes

- 13.6. Neuromarketing of Communication: Use of Language
 - 13.6.1. Psychology of Language
 - 13.6.2. Language Perception and Comprehension Processes
 - 13.6.3. Language, Thought and Culture. The Power of Words in Neuromarketing
- 13.7. Motivation: What Drives the Consumer?
 - 13.7.1. Motivation
 - 13.7.2. Maslow's Hierarchy of Needs
 - 13.7.3. Intrinsic and Extrinsic Motivation
 - 13.7.4. Social Motives: Achievement, Power, Affiliation
- 13.8. Emotions and Feelings in Consumption Processes
 - 13.8.1. Communication of Facial Expressions
 - 13.8.2. From Emotions to Feelings
 - 13.8.3. Emotional Evaluation and Subjective Emotional Experience
- 13.9. Neuromarketing in the Choice and Decision-Making Processes
 - 13.9.1. Classical Models of Decision Making
 - 13.9.2. Emotion and Decision Making
 - 13.9.3. Choice, Impulse, and Compulsion to Buy
- 13.10. Learning by Conditioning: Implications for Consumer Processes
 - 13.10.1. Classical Conditioning
 - 13.10.2. Instrumental or Operant Conditioning
 - 13.10.3. Applications

Module 14. Consumer Psychology: Impact of Memory and Personality on the Buying Process

- 14.1. Psychological Aspects Related to Consumer Behavior
 - 14.1.1. Analysis and Contributions of Psychology to Consumer Behavior
 - 14.1.2. The Psychological Core: Internal Consumer Processes
 - 14.1.3. Consumer Understanding and Behavior
- 14.2. Personality Theories Related to Buying Behavior
 - 14.2.1. Psychodynamic Theory
 - 14.2.2. Humanistic Theory
 - 14.2.3. Trait Theory
 - 14.2.4. Personality Traits and Consumer Behavior

- 14.3. Consumer Personality and Behavior
 - 14.3.1. The Consumer as an Individual
 - 14.3.2. Facets of Personality
 - 14.3.3. Personality and the Understanding of Consumer Behavior
- 14.4. Psychographics: Values, Personality and Lifestyles. How Do They Influence Consumer Behavior?
 - 14.4.1. Values as an Influence on Consumer Behavior
 - 14.4.2. Personality Research Methods
 - 14.4.3. Behavioral Patterns and Lifestyle
 - 14.4.4. Psychographics: Combining Values, Personalities and Lifestyles
- 14.5. Memory as an Internal Influence on Consumption Behavior
 - 14.5.1. How Does the Brain Encode Information
 - 14.5.2. Memory Systems
 - 14.5.3. In What Ways Does the Memory Store Information
 - 14.5.4. Memory and Retrieval
- 14.6. The Role of Memory in Consumer Decisions
 - 14.6.1. Evocation of Memories
 - 14.6.2. Memory and Emotion
 - 14.6.3. Memory and Context
 - 14.6.4. Memory and Perceived Purchase Experience
- 14.7. Consumer Attitude Formation and Attitude Change
 - 14.7.1. Attitudes
 - 14.7.2. Structural Models of Attitudes
 - 14.7.3. Attitude Formation
 - 14.7.4. Attitude Change Strategies
- 14.8. Attribution Studies. A Panoramic View from the Consumer's Perception
 - 14.8.1. Attribution Theory
 - 14.8.2. Sensory Dynamics of Perception
 - 14.8.3. Elements of Perception
 - 14.8.4. Image Formation in the Consumer

- 14.9. Helping Behavior as a Facilitator of Well-Being in Consumer Behavior
 - 14.9.1. Behavioral Help
 - 14.9.2. Costs and Benefits
 - 14.9.3. Providing or Requesting Help
 - 14.9.4. The Conduct of Assistance in the Commercial Sphere
- 14.10. Consumer Decision Making
 - 14.10.1. The Cognitive Component of Consumer Decision Making
 - 14.10.2. Strategic Implications in Consumer Decisions
 - 14.10.3. Buying Behavior: Beyond Decision Making

Module 15. *Customer Relationship Management*

- 15.1. Knowing the Market and the Consumer
 - 15.1.1. Open Innovation
 - 15.1.2. Competitive Intelligence
 - 15.1.3. *Sharing Economy*
- 15.2. CRM and Business Philosophy
 - 15.2.1. Business Philosophy or Strategic Orientation
 - 15.2.2. Customer Identification and Differentiation
 - 15.2.3. The Company and its Stakeholders
 - 15.2.4. Clienting
- 15.3. Database Marketing and Customer Relationship Management
 - 15.3.1. Database Marketing Applications
 - 15.3.2. Information Sources, Storage, and Processing
- 15.4. Consumer Psychology and Behavior
 - 15.4.1. The Study of Consumer Behavior
 - 15.4.2. Internal and External Consumer Factors
 - 15.4.3. Consumer Decision Process
 - 15.4.4. Consumerism, Society, Marketing, and Ethics
- 15.5. Areas of CRM Management
 - 15.5.1. *Customer Service*
 - 15.5.2. Managing the Sales Force
 - 15.5.3. Customer Service

- 15.6. Consumer Centric Marketing
 - 15.6.1. Segmentation
 - 15.6.2. Profitability Analysis
 - 15.6.3. Customer Loyalty Strategies
- 15.7. CRM Management Techniques
 - 15.7.1. Direct Marketing
 - 15.7.2. Multichannel Integration
 - 15.7.3. Viral Marketing
- 15.8. Advantages and Risks of Implementing CRM
 - 15.8.1. CRM, Sales and Costs
 - 15.8.2. Customer Satisfaction and Loyalty
 - 15.8.3. Technology Implementation
 - 15.8.4. Strategic and Management Errors

Module 16. Neurological Bases and Neuroscience Technology Applied to Neuromarketing

- 16.1. The Brain and its Functions from a Neuromarketing Perspective
 - 16.1.1. Neuroscience and Neuromarketing-Focused Knowledge of the Brain
 - 16.1.2. The Brain, its Structure and its Effect on Neuromarketing
 - 16.1.3. Cognitive Processes Located in the Brain Related to Buyer Decision Making.
- 16.2. The Nervous System and Neurons: Role in Consumer Decision Making
 - 16.2.1. Nervous System: Involvement in Buyer Decision Making
 - 16.2.2. Nervous System: Cell Types and How They Influence Neuromarketing
 - 16.2.3. Nervous System: Functioning and Transmission of Information in the Buyer's Choice of Products
- 16.3. Basic Cognitive Processes: Consumer Attention and Consciousness
 - 16.3.1. Attention and its Application to Neuromarketing
 - 16.3.2. Consciousness and its Functioning Related to Neuromarketing
 - 16.3.3. The Relevance of Attention and Consciousness to Neuromarketing
- 16.4. Basic Cognitive Processes: The Consumer's Memory
 - 16.4.1. Memory: Functioning and Classification. Involvement in Consumer Decision Making
 - 16.4.2. Memory Models Involved in Neuromarketing
 - 16.4.3. Memory and its Relevance to Neuromarketing
- 16.5. Neuroimaging Technologies in Neuromarketing I: Positron Emission Tomography (PET)
 - 16.5.1. Neuroimaging Techniques
 - 16.5.2. PET: Operation
 - 16.5.3. PET: Applicability to Neuromarketing
- 16.6. Neuroimaging Technologies in Neuromarketing II: Functional Magnetic Resonance Imaging (fMRI) and Magnetic Resonance Imaging (MRI)
 - 16.6.1. fMRI Operation
 - 16.6.2. MRI Operation
 - 16.6.3. Utility of fMRI and MRI in Neuromarketing
- 16.7. Neuroimaging Technologies in Neuromarketing III: Electroencephalogram (EEG)
 - 16.7.1. Function and Use of the EEG in Consumer Decision Making
 - 16.7.2. Applicability of EEG in Neuromarketing
 - 16.7.3. Comparison of Neuroimaging Techniques
- 16.8. Physiological Techniques I: Galvanic Response (GSR) in the Choice of a Product
 - 16.8.1. Applied Neuroscience Physiological Techniques
 - 16.8.2. GSR: Operation
 - 16.8.3. GSR and its Role in Neuromarketing
- 16.9. Physiological Techniques II: Eye-Tracking and Consumer Decision Making
 - 16.9.1. Sight: Information Processing Focused on Neuromarketing
 - 16.9.2. Eye-tracking: Operation and Applicability in Buyer Decision Making
 - 16.9.3. Eye-Tracking: Impact on Neuromarketing
- 16.10. Measures of Consumer Behavior: Facial-Coding
 - 16.10.1. Emotions: Role from Neuroscience
 - 16.10.2. Behavioral Measures
 - 16.10.3. FACS: Function and Applicability in Neuromarketing

Module 17. Sectorial Marketing

- 17.1. Services Marketing
 - 17.1.1. Evolution and Growth of the Service Sector
 - 17.1.2. Function of Services Marketing
 - 17.1.3. Marketing Strategy in the Service Sector
- 17.2. Touristic Marketing
 - 17.2.1. Features of the Tourism Sector
 - 17.2.2. Tourism Product
 - 17.2.3. The Customer in Tourism Marketing
- 17.3. Political and Electoral Marketing
 - 17.3.1. Political vs. Electoral Marketing
 - 17.3.2. Political Market Segmentation
 - 17.3.3. Electoral Campaign
- 17.4. Social Marketing and Responsible Marketing
 - 17.4.1. Social Cause Marketing and CSR
 - 17.4.2. Environmental Marketing
 - 17.4.3. Segmentation in Social Marketing
- 17.5. Retail Management
 - 17.5.1. Relevance
 - 17.5.2. Reward
 - 17.5.3. Cost Reduction
 - 17.5.4. Relationship with the Customer
- 17.6. Banking Marketing
 - 17.6.1. State Regulation
 - 17.6.2. Branches and Segmentation
 - 17.6.3. Inbound Marketing in the Banking Sector
- 17.7. Health Services Marketing
 - 17.7.1. Internal Marketing
 - 17.7.2. User Satisfaction Studies
 - 17.7.3. Market-Oriented Quality Management
- 17.8. Sensory Marketing
 - 17.8.1. Shopping Experience as a Sensory Experience
 - 17.8.2. Neuromarketing and Sensory Marketing
 - 17.8.3. Arrangement and Presentation of the Point of Sale

Module 18. Sensory Marketing: Connecting with the Consumer's Senses from the Neuromarketing Field

- 18.1. The Shopping Experience through Neuromarketing
 - 18.1.1. Human-Centered Neuromarketing
 - 18.1.2. The Shopping Experience as Seen through Neuromarketing
 - 18.1.3. The Importance of the Senses in the Purchase Decision Processes
 - 18.1.4. Attention and Awareness in Consumer Behavior
- 18.2. The Senses and Emotions in Buying Behavior
 - 18.2.1. Rational Processes and Emotional Processes in the Purchasing Process
 - 18.2.2. Peak and End Rule
 - 18.2.3. Buying Behavior: How do Emotions Influence the Senses
- 18.3. The Sensory System and its Impact on the Buying and Consumption Processes
 - 18.3.1. Functioning of the Sensory System in the Buying Behavior
 - 18.3.2. Persuasive Communication and the Senses
 - 18.3.3. Synaesthesia and Sensory Marketing
 - 18.3.4. Are there Other Senses?
 - 18.3.5. Bouba/Kiki Effect
- 18.4. The Senses: Marketing of Touch
 - 18.4.1. The Powers of Touch
 - 18.4.2. The Great Capacity of the Hands
 - 18.4.3. Marketing of Touch
- 18.5. The Senses. Visual Marketing: the Power of Vision in Consumerism
 - 18.5.1. Vision. Involvement in Consumption
 - 18.5.2. The Influence of Light on Shopping Experiences
 - 18.5.3. Colors in Branding and Sales
 - 18.5.4. A View through Neuromarketing
- 18.6. The Senses: Olfactory Marketing as Seen Through Neuromarketing
 - 18.6.1. Smell: The What, But Not The How
 - 18.6.2. Memory and Smell. Implication in the Shopping Experience
 - 18.6.3. The Influence of Smell on Purchases. Practical Applications
 - 18.6.4. Olfactory Marketing and Neuromarketing

- 18.7. The Senses: Taste Marketing
 - 18.7.1. Functional Properties of Taste
 - 18.7.2. Flavors
 - 18.7.3. Elements of Taste Marketing
- 18.8. The Senses: Auditory Marketing
 - 18.8.1. How Does Hearing Work
 - 18.8.2. Sound and its Qualities
 - 18.8.3. Auditory Marketing
- 18.9. Sensory Marketing and Neuromarketing
 - 18.9.1. Sensory Marketing as a Key Player in the Consumer Experience
 - 18.9.2. The Power of Neuromarketing in the Sensory Domain
 - 18.9.3. Neuromarketing and Sensory Marketing: Differentiators of the Shopping Experience
- 18.10. Sensory Marketing in Practice
 - 18.10.1. Sensory Marketing and Branding
 - 18.10.2. Steps to Sensory Branding
 - 18.10.4. Application of Sensory Marketing in Companies
 - 18.10.5. Success Stories

Module 19. Digital Marketing and E-commerce

- 19.1. Digital Marketing and E-commerce
 - 19.1.1. The Digital Economy and the Sharing Economy
 - 19.1.2. Trends and Social Changes in Consumers
 - 19.1.3. Digital Transformation of Traditional Companies
 - 19.1.4. The Roles of the Chief Digital Officer
- 19.2. Digital Strategy
 - 19.2.1. Segmentation and Positioning in the Competitive Context
 - 19.2.2. New Marketing Strategies for Products and Services
 - 19.2.3. *From Innovation to Cash Flow*
- 19.3. Technology Strategy
 - 19.3.1. Web Development
 - 19.3.2. *Hosting and Cloud Computing*
 - 19.3.3. Content Management Systems (CMS)
 - 19.3.4. Formats and Digital Media
 - 19.3.5. Technological e-Commerce Platforms

- 19.4. Digital Regulation
 - 19.4.1. Privacy Policy and Personal Data Protection Act
 - 19.4.2. Fake Profiles and Fake Followers
 - 19.4.3. Legal Aspects of Marketing, Advertising and Digital Content
- 19.5. Online Market Research
 - 19.5.1. Quantitative Research Tools in Online Markets
 - 19.5.2. Dynamic Qualitative Customer Research Tools
- 19.6. Online Agencies, Media and Channels
 - 19.6.1. Integral, Creative and Online Agencies
 - 19.6.2. Traditional and New Media
 - 19.6.3. Online Channels
 - 19.6.4. Other Digital Players

Module 20. E-Commerce and Shopify

- 20.1. Digital E-Commerce *Management*
 - 20.1.1. New E-Commerce Business Models
 - 20.1.2. Planning and Developing an E-Commerce Strategic Plan
 - 20.1.3. Technological Structure in e-Commerce
- 20.2. E-Commerce Operations and Logistics
 - 20.2.1. How to Manage Fulfillment
 - 20.2.2. Digital Point-of-Sale Management
 - 20.2.3. Contact Center Management
 - 20.2.4. Automation in Management and Monitoring Processes
- 20.3. Implementing E-Commerce Techniques
 - 20.3.1. Social Media and Integration in the E-Commerce Plan
 - 20.3.2. Multichannel Strategy
 - 20.3.3. Personalizing Dashboards
- 20.4. *Digital Pricing*
 - 20.4.1. Online Payment Methods and Payment Gateways
 - 20.4.2. Electronic Promotions
 - 20.4.3. Digital Price Timing
 - 20.4.4. E-Auctions

- 20.5. From E-Commerce to M-Commerce and S-Commerce
 - 20.5.1. E-Marketplace Business Models
 - 20.5.2. S-Commerce and Brand Experience
 - 20.5.3. Purchase via Mobile Devices
- 20.6. Customer Intelligence: from E-CRM to S-CRM
 - 20.6.1. Integrating the Consumer in the Value Chain
 - 20.6.2. Online Research and Loyalty Techniques
 - 20.6.3. Planning a Customer Relationship Management Strategy
- 20.7. *Digital Marketing Trade*
 - 20.7.1. *Cross Merchandising*
 - 20.7.2. Designing and Managing Facebook Ads Campaigns
 - 20.7.3. Designing and Managing Google Ad Campaigns
- 20.8. Online Marketing for E-Commerce
 - 20.8.1. Inbound Marketing
 - 20.8.2. Display and Programmatic Purchasing
 - 20.8.3. Communication Plan

Module 21. Social Media and Community Management

- 21.1. Web 2.0 or the Social Web
 - 21.1.1. Organization in the Age of Conversation
 - 21.1.2. Web 2.0 Is All About People
 - 21.1.3. New Environments, New Content
- 21.2. Digital Communication and Reputation
 - 21.2.1. Crisis Management and Online Corporate Reputation
 - 21.2.2. Online Reputation Report
 - 21.2.3. Netiquette and Good Practices on Social Media
 - 21.2.4. Branding and Networking 2.0.
- 21.3. General, Professional, and Microblogging Platforms
 - 21.3.1. Facebook
 - 21.3.2. LinkedIn
 - 21.3.3. Google+
 - 21.3.4. Twitter

- 21.4. Video, Image, and Mobility Platforms
 - 21.4.1. YouTube
 - 21.4.2. Instagram
 - 21.4.3. Flickr
 - 21.4.4. Vimeo
 - 21.4.5. Pinterest
- 21.5. Corporate Blogging
 - 21.5.1. How to Create a Blog
 - 21.5.2. Content Marketing Strategy
 - 21.5.3. How to Create a Content Plan for Your Blog
 - 21.5.4. Content Curation Strategy
- 21.6. Social Media Strategies
 - 21.6.1. Corporate Communication Plan 2.0.
 - 21.6.2. Corporate PR and Social Media
 - 21.6.3. Analysis and Evaluation of Results
- 21.7. Community Management
 - 21.7.1. Functions, Duties and Responsibilities of the Community Manager
 - 21.7.2. *Social Media Manager*
 - 21.7.3. *Social Media Strategist*
- 21.8. *Social Media Plan*
 - 21.8.1. Designing a Social Media Plan
 - 21.8.2. Defining the Strategy to Be Followed in Each Medium
 - 21.8.3. Contingency Protocol in Case of Crisis

Module 22. Neuromarketing Applied to the Digital Experience

- 22.1. Consumer Behavior of Digital Experiences
 - 22.1.1. Marketing 5.0
 - 22.1.2. The New Online Consumer
 - 22.1.3. Psychology of the Online Shopper
- 22.2. Neuromarketing and Digital Experiences
 - 22.2.1. Changes in Online Shopping Behavior
 - 22.2.2. Neuromarketing as an Innovation in Digital Marketing
 - 22.2.3. Digital Tools Applied to Neuromarketing

- 22.3. Neuromarketing Techniques for Measuring Usability and User Satisfaction Levels
 - 22.3.1. Neuromarketing for Measuring Digital Environments
 - 22.3.2. Research Design for Digital Environments
 - 22.3.3. Interpretation of the Results
- 22.4. Consumer Behavior in Social Networks
 - 22.4.1. User Behavior in Social Networks
 - 22.4.3. Emotional Evaluation of a Brand: Tone, Voice and Style
 - 22.4.4. Content Strategy Designed to Connect with the User
- 22.5. Current user Behavior from a Neuromarketing Perspective
 - 22.5.1. Non-Conscious Processes in Online Customer Behavior
 - 22.5.2. Awakening the Desire to Sell
 - 22.5.3. Identifying Behaviors: The Customer Journey
- 22.6. Neuromarketing as a Digital Tool applied to Business
 - 22.6.1. Designing Strategies: Neuromarketing, Empirical Knowledge and Design Thinking
 - 22.6.2. Neuromarketing: A Necessary Asset for the Company's Toolkit
 - 22.6.3. Neuromarketing as a Tool that Boosts the ROI of Digital Marketing Campaigns
- 22.7. UX Techniques from a Neuromarketing Perspective
 - 22.7.1. UX Writing Techniques that Strengthen the Emotional Experience
 - 22.7.2. UX Design with Neuromarketing Techniques
 - 22.7.3. Web Pages that Work: Avoiding Confusing and Frustrating Customer Experiences
 - 22.7.4. How Does the Brain Consume Web Pages
 - 22.7.5. Neuro Design Applied to Digital Marketing
- 22.8. Neuromarketing in Online Advertising
 - 22.8.1. Online Advertising and Emotions
 - 22.8.2. Implicit Memory in Digital Advertising
 - 22.8.3. Neuromarketing as a Tool for Online Advertising
- 22.9. A New Look at Digital Neuromarketing
 - 22.9.1. Digital Neuromarketing: Cognitive Biases
 - 22.9.2. The Human Being We Call "Customer"
 - 22.9.3. Cognitive Biases: a Different Perspective
- 22.10. Neuromarketing for Researching User Behavior in Social Networks: Practical Application
 - 22.10.1. Real Case: Neuromarketing Research on Instagram
 - 22.10.2. Definition of Research on Instagram
 - 22.10.3. Tools Used in the Research
 - 22.10.4. Analysis of the Research Results

Module 23. Social Media Intelligence and Growth Marketing applied to Neuromarketing

- 23.1. Growth and its Interaction with Neuromarketing
 - 23.1.1. Growth Marketing
 - 23.1.2. Growth Neuromarketing
 - 23.1.3. Meeting Points of Both Spaces
- 23.2. Neuro Growth Marketing, the Fusion of the Future
 - 23.2.1. Growth Data and Neuromarketing Analyses
 - 23.2.2. Market Research Under Neuro Growth Parameters
 - 23.2.3. Strategy Development from the Neuro Growth Fusion
- 23.3. Social Media Intelligence and its Touch Point with Neuromarketing
 - 23.3.1. Market Analysis with a Transversal Approach
 - 23.3.2. Benchmarking and Neuromarketing
 - 23.3.3. The Market, Analysis, Data and First Steps of the Strategy
- 23.4. Growth Marketing Funnel and its KPIs Associated with Neuromarketing
 - 23.4.1. Traditional Growth Funnel vs. Neuro Growth Funnel
 - 23.4.2. KPIs Goals and Actionable KPIs of the Strategy
 - 23.4.3. Determination of Objectives and Brand Strategy
- 23.5. The Strategy and the Purchase Decision Process from a Neuro Growth Approach
 - 23.5.1. Data and Analysis on the Trigger in the Purchase Decision Process
 - 23.5.2. Experience as an Ally in the Strategy
 - 23.5.3. E-Commerce and its Role in the Purchasing Process
- 23.6. Buyer Persona, its Path in the Buying Process
 - 23.6.1. Researching the Target Consumer from Neuro Growth
 - 23.6.2. Touch Point of the Buyer Persona and the Decision-Making Process in Neuro Growth
 - 23.6.3. Customer Journey Map, Expectations and Our Value Proposition
- 23.7. Digital Ecosystem, Brand Presence and Neuromarketing
 - 23.7.1. Buyer Persona Expectations on Social Networks
 - 23.7.2. Impact Generation Beyond Paid Media
 - 23.7.3. Content Strategy Thinking about the Buyers and their Buying Process

- 23.8. Content in Social Media from Neuromarketing
 - 23.8.1. Content and its Role in Buyer's Decision Making
 - 23.8.2. The Communication Tone and its Influence on Consumer's Decisions
 - 23.8.3. Social Media, Omnichannel and the Experience with my Brand
- 23.9. Life Time Value. The Long-Term Experience in Neuro Growth
 - 23.9.1. Understanding the Life Cycle of my Customer and the Product
 - 23.9.2. Customer Life Time Value. Experiences as Determining Elements
 - 23.9.3. Neuro Growth and the Optimization of my Customer's Life Time Value
- 23.10. Web Analytics and Purchase Flow in the Digital Channel
 - 23.10.1. Google Analytics and the Flow of the Purchase Process within the Website
 - 23.10.2. Interpretation and Analysis of the Leakage in the Process Under the Eyes of Neuro Growth
 - 23.10.3. Web Analytics Data, Analysis, Optimizations and Neuro Growth

Module 24. Neuromarketing Applied to Organizational Development

- 24.1. Social Psychology and Conformism in Work Teams. Neuromarketing Culture
 - 24.1.1. How Does a Good Neuromarketing Culture Help the Organization
 - 24.1.2. Identification and Internalization: The Value of Sharing and Involvement
 - 24.1.3. Central and Peripheral Persuasion: Two Paths to the Same Purpose
- 24.2. Social Cognition and Neuromarketing
 - 24.2.1. Contextual Influences in Social Environments
 - 24.2.2. Judgment Heuristics in Work Groups
 - 24.2.3. Relationships Between Attitudes, Beliefs and Behavior
- 24.3. Internal Marketing Communication Processes
 - 24.3.1. Empathy and Humility Are Not in Fashion
 - 24.3.2. Planning vs. Improvising
 - 24.3.3. Affectivity and Effectiveness in Communication Processes
- 24.4. Cognitive Diversity: Thinking and Reasoning within a Good Organizational Development. The Role of Neuromarketing Applied to the Internal Customer
 - 24.4.1. The Value of Team Reasoning
 - 24.4.2. The Value of Team Creation
 - 24.4.3. The Value of Team Learning
- 24.5. Apollo Syndrome: Developing Roles for Team Performance with Internal Neuromarketing Approaches
 - 24.5.1. Development of Neuromarketing Performance Strategies from Inside the Organization to Outside the Organization
 - 24.5.2. The Value of Looking More Inside to Act Better Outside, Also Inside the Company
 - 24.5.3. Individual Intelligence, Collective Intelligence
- 24.6. Group Talent, Individual Talents: The Necessary Combination for Good Organizational Development
 - 24.6.1. Balance in the Combination of Effective and Affective
 - 24.6.2. Results vs. Sales
 - 24.6.3. Efficiency vs. Effectiveness
- 24.7. Organizations that Learn from Consumers: Activating Teams that are not Self-Righteous
 - 24.7.1. Assuming and Managing Cognitive Dissonance Processes in our Teams
 - 24.7.2. Managing Before and After Decision Making in the Group
 - 24.7.3. Market Observation and Learning from Mistakes Methodology
- 24.8. Aspects of Neuromarketing that Help to Understand the Behavior of Individuals and Work Teams
 - 24.8.1. Managing the 50/50 Rule within the Group
 - 24.8.2. Caring for the Team as the Basis for Caring for Customers
 - 24.8.3. The Value of Empathy in the Technological Age
- 24.9. Neuromarketing and Internal Communication
 - 24.9.1. Internal Communication as an Investment and not as an Expense
 - 24.9.2. Knowledge and Self-Esteem within the Customer and Team Listening Process
 - 24.9.3. The Art of Developing an Emotional Team
- 24.10. Expert Knowledge and Experiential Knowledge, Two Ingredients to Which Neuromarketing Facilitates Development
 - 24.10.1. Alignment of Marketing and Internal Communication approaches with Other Areas of the Company
 - 24.10.2. Internal Customer, External Customer: Two Sides of the Same Coin
 - 24.10.3. Limits of Technology and Personal Values Applied in the Management of the Internal Customer

Module 25. Operational Marketing

- 25.1. *Marketing Mix*
 - 25.1.1. *The Marketing Value Proposition*
 - 25.1.2. Marketing Mix Policies, Strategies and Tactics
 - 25.1.3. Elements of Marketing Mix
 - 25.1.4. Customer Satisfaction and Marketing Mix
- 25.2. Product Management
 - 25.2.1. Consumption Distribution and Product Life Cycle
 - 25.2.2. Obsolescence, Expiration, Periodic Campaigns
 - 25.2.3. Order Management and Inventory Control Ratios
- 25.3. Pricing Principles
 - 25.3.1. Analysis of the Environment
 - 25.3.2. Production Costs and Discount Margins
 - 25.3.3. Final Price and Positioning Map
- 25.4. Distribution Channel Management
 - 25.4.1. *Trade Marketing*
 - 25.4.2. Distribution Culture and Competition
 - 25.4.3. *Designing and Managing Channels*
 - 25.4.4. Functions of Distribution Channels
 - 25.4.5. *Route to Market*
- 25.5. Promotion and Sales Channels
 - 25.5.1. Corporate Branding
 - 25.5.2. Advertising
 - 25.5.3. Sales Promotion
 - 25.5.4. Public Relations and Personal Selling
 - 25.5.5. *Street Marketing*
- 25.6. *Branding*
 - 25.6.1. *Brand Evolution*
 - 25.6.2. Creating and Developing a Successful Brand
 - 25.6.3. *Brand Equity*
 - 25.6.4. *Category Management*

- 25.7. Managing Marketing Groups
 - 25.7.1. Work Teams and Meeting Management
 - 25.7.2. Coaching and Team Management
 - 25.7.3. Managing Equality and Diversity
- 25.8. Communication and Marketing
 - 25.8.1. Communication Integrated into Marketing
 - 25.8.2. Designing a Marketing Communication Program
 - 25.8.3. Communication Skills and Influence
 - 25.8.4. Barriers to Business Communication

Module 26. International Marketing

- 26.1. International Market Research
 - 26.1.1. Emerging Markets Marketing
 - 26.1.2. PEST Analysis
 - 26.1.3. What, How and Where to Export
 - 26.1.4. International Marketing-Mix Strategies.
- 26.2. International Segmentation
 - 26.2.1. Criteria for Market Segmentation at the International Level
 - 26.2.2. Market Niches
 - 26.2.3. International Segmentation Strategies
- 26.3. International Positioning
 - 26.3.1. Branding in International Markets
 - 26.3.2. Positioning Strategies in International Markets
 - 26.3.3. Global, Regional and Local Brands
- 26.4. Product Strategies in International Markets
 - 26.4.1. Product Modification, Adaptation and Diversification.
 - 26.4.2. Global Standardized Products
 - 26.4.3. The Product Portfolio
- 26.5. Prices and Exports
 - 26.5.1. Export Prices Calculation
 - 26.5.2. Incoterms
 - 26.5.3. International Price Strategy

- 26.6. Quality in International Marketing
 - 26.6.1. Quality and International Marketing
 - 26.6.2. Standards and Certifications
 - 26.6.3. CE Marking
- 26.7. International Promotion
 - 26.7.1. The International Promotion MIX
 - 26.7.2. Advertising and Publicity
 - 26.7.3. International Fairs
 - 26.7.4. Country Branding
- 26.8. Distribution through International Channels
 - 26.8.1. Channel and Trade Marketing
 - 26.8.2. Export Consortiums
 - 26.8.3. Types of Exports and Foreign Trade

Module 27. Neuromarketing Applied to Face-to-Face Commercial Activities, Online Channel, Meetings and Negotiations

- 27.1. Retail Neuromarketing: Design and Execution of a Fieldwork
 - 27.1.1. Field Work in Retail and Retail Trade in General
 - 27.1.2. Designing the Research and Defining Objectives (Methodology and Context)
 - 27.1.3. Conducting Fieldwork and Report Writing.
- 27.2. Neuromarketing in Digital Environments: Design and Execution of Fieldwork
 - 27.2.1. Fieldwork Conducted in Digital Environments
 - 27.2.2. Research Design and Definition of Objectives (Methodology and Context)
 - 27.2.3. Conducting Fieldwork and Report Writing.
- 27.3. Neuromarketing Applied in Institutional Environments, Public Sector and Citizenship. Design and Execution of a Fieldwork
 - 27.3.1. Field Work Conducted in Public Institutional Environments
 - 27.3.2. Research Design and Definition of Objectives (Methodology and Context)
 - 27.3.3. Conducting Fieldwork and Report Writing.
- 27.4. Research with Neuromarketing in the Tourism Sector
 - 27.4.1. Research in Outbound Tourism Markets
 - 27.4.2. Research in Tourist Destinations (Receiving Markets)
 - 27.4.3. Research in the Professional Channel of Prescribers, Mediators and Wholesalers of the Tourism Sector
- 27.5. Conversion of Neuromarketing Research Results into Marketing Actions within the Organization
 - 27.5.1. Differences between Elements and Areas Analyzed
 - 27.5.2. Methodology for Integrating Neuromarketing results into the Marketing Processes and Actions of the Company
 - 27.5.3. Planning and Systematization of the use of Neuromarketing Research in the Company
- 27.6. Neuromarketing Applied to the Design and Preparation of Effective Business Meetings
 - 27.6.1. Group Dialogue to Achieve Meaningful Meetings
 - 27.6.2. Defining Cognitive Objectives and Inherent Emotional Aspects
 - 27.6.3. The Value of Determining When and How Much
- 27.7. Neuromarketing Applied to the Development of Effective Business Meetings
 - 27.7.1. Motivated Attendees: Relevant Emotional Aspects
 - 27.7.2. Attention, Interest, Desire, and Action through Neuromarketing
 - 27.7.3. Rational Responses and Feelings that Shape a Meeting
- 27.8. Neuromarketing Applied in Sales Management
 - 27.8.1. Building a Neuromarketing-Driven Sales Culture
 - 27.8.2. Productive Sales Meetings that Equalize, Protect, Mentor, and Empower
 - 27.8.3. Strategies for Selecting Sales Targets Taking into Account What Neuromarketing Tells Us About Customers
- 27.9. The Principles of Negotiation According to Neuromarketing
 - 27.9.1. Negotiation Styles with Flexible Approaches
 - 27.9.2. Listening, Questioning, Interpreting. What Neuromarketing Teaches Us
 - 27.9.3. Overcoming Obstacles in Negotiation Processes under the Neuromarketing Approach
- 27.10. From Theory to Practice as a Validation Formula for Neuromarketing
 - 27.10.1. Formats for Converting Data into Operational Marketing Actions
 - 27.10.2. Marketing Responses that Connect with the Consumer's Senses
 - 27.10.3. Neuromarketing as a Means to Achieve Better Results for Consumers and Businesses



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You will develop your leadership skills, focusing on strategic decision making and the creation of sustainable business plans. What are you waiting for to enroll?"

04 Teaching Objectives

Through comprehensive preparation, entrepreneurs will be able to develop and apply innovative marketing strategies based on a deep understanding of consumer behavior, optimizing the customer experience through Neuromarketing techniques. The goal is also to strengthen leadership, decision making and team management skills, while fostering the creation of sustainable and competitive business models. In addition, the aim will be to prepare professionals to implement advanced technologies and digital tools that improve operational efficiency and maximize the long-term profitability of their companies.





“

You will apply innovative technologies and digital tools to improve the efficiency and competitiveness of your company, developing corporate strategies that guarantee the fulfillment of objectives”



General Objectives

- ♦ Develop the key leadership skills that should define working professionals
- ♦ Delve into the sustainability criteria set by international standards when developing a business plan
- ♦ Develop strategies to carry out decision-making in a complex and unstable environment
- ♦ Encourage the creation of corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives
- ♦ Work more effectively, more agile and aligned with today's new technologies and tools
- ♦ Design innovative strategies and policies to improve management and business efficiency
- ♦ Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community
- ♦ Be able to manage the company's economic and financial plan
- ♦ Apply information and communication technologies to the different areas of the company
- ♦ Carry out the Marketing strategy that allows to make the product known to potential clients and to generate an adequate image of the company





Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- ♦ Develop ethical leadership skills that integrate principles of social responsibility into business decision making
- ♦ Gain skills in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- ♦ Delve into the formulation and execution of effective business strategies
- ♦ Acquire skills in the management of executive teams to improve organizational performance

Module 3. People and Talent Management

- ♦ Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- ♦ Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- ♦ Handle innovative tools for strategic financial decision making that optimizes resources and ensures the profitability of the company
- ♦ Learn to prepare and manage budgets, financial reports and the feasibility analysis of projects

Module 5. Operations and Logistics Management

- ♦ Develop skills in the planning, coordination and control of logistical operations within the supply chain
- ♦ Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- ♦ Optimize the management of information systems to improve organizational efficiency
- ♦ Develop skills to make decisions about the implementation of information systems aligned with business objectives

Module 7. Commercial Management, Strategic Marketing and Corporate Communication

- ♦ Learn how to create and execute commercial and marketing strategies that align the business offer with market demands
- ♦ Develop skills in the management of corporate communication to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- ♦ Master the use of tools and methodologies to carry out market research that identifies business opportunities
- ♦ Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- ♦ Foster the ability to manage innovative projects that add value and differentiate the company in the market
- ♦ Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- ♦ Acquire skills to lead management teams in dynamic and globalized business environments
- ♦ Learn to make strategic decisions that optimize resources and improve organizational performance

Module 11. Fundamentals and Tools in Market Research in Interaction with Neuromarketing

- ♦ Understand the theoretical and practical foundations of market research and how it relates to Neuromarketing
- ♦ Develop skills to integrate traditional market research with Neuromarketing tools for more informed decision making

Module 12. Implementation of Neuromarketing in the Enterprise: a Path of No Return

- ♦ Acquire skills to implement neuromarketing techniques and strategies within the business structure
- ♦ Evaluate the viability and impact of neuromarketing in different areas of the company, from advertising to customer experience

Module 13. Psychology Applied to the Practice of Neuromarketing

- ♦ Explore how the principles of human psychology apply to Neuromarketing to understand consumer decision-making processes
- ♦ Develop skills to use consumer psychology to create more effective and personalized marketing strategies

Module 14. Consumer psychology: impact of memory and personality on the buying process.

- ♦ Analyze the impact of memory and consumer personality traits on purchasing decisions
- ♦ Apply psychological theories to predict purchasing behavior and design personalized marketing strategies

Module 15. Customer Relationship Management

- ♦ Apply strategies to improve the customer experience and encourage long-term loyalty
- ♦ Assess and optimize interactions with customers through different channels, taking advantage of Neuromarketing to personalize communication

Module 16. Neurological Bases and Neuroscience Technology Applied to Neuromarketing

- ♦ Understand the neurological and scientific bases that underpin neuromarketing techniques
- ♦ Apply advanced neuroscience technologies, such as functional magnetic resonance imaging and electroencephalography, to analyze the brain responses of consumers

Module 17. Sectorial Marketing

- ♦ Analyze the particularities of marketing in different sectors and apply Neuromarketing to maximize the effectiveness of campaigns
- ♦ Implement sectoral marketing tactics that optimize the impact and emotional connection with consumers in specific markets

Module 18. Sensory Marketing: Connecting with the Consumer's Senses from the Neuromarketing Field

- ♦ Explore how sensory stimuli (sight, hearing, touch, taste and smell) affect consumer behavior and how to use them in marketing
- ♦ Develop sensory marketing strategies that create immersive and exciting experiences for consumers

Module 19. Digital Marketing and E-commerce

- ♦ Apply neuromarketing techniques to design attractive user experiences on e-commerce platforms
- ♦ Use data analysis tools to better understand consumer behavior and adjust digital marketing strategies in real time

Module 20. E-Commerce and Shopify

- ♦ Implement Neuromarketing strategies in e-commerce platforms to improve the shopping experience and increase sales
- ♦ Optimize the interface and design of the online store using Neuromarketing principles to improve conversion and customer satisfaction

Module 21. Social Media and Community Management

- ♦ Apply neuromarketing techniques to create attractive content that captures the attention of consumers on social platforms
- ♦ Use social media analytics tools to measure the impact of campaigns and adjust strategies in real time

Module 22. Neuromarketing applied to the digital experience

- ♦ Explore how Neuromarketing principles can improve the consumer's digital experience through personalization and optimization of the user interface
- ♦ Apply Neuromarketing techniques to create immersive digital experiences that increase customer conversion and retention

Module 23. Social Media Intelligence and Growth Marketing applied to Neuromarketing

- ♦ Implement Growth Marketing strategies based on Neuromarketing to promote the organic growth of the brand
- ♦ Apply advanced Neuromarketing techniques to identify and benefit from growth opportunities on social network platforms

Module 24. Neuromarketing applied to organizational development

- ♦ Apply the principles of Neuromarketing to optimize the company's internal processes, such as organizational culture and employee experience
- ♦ Develop Neuromarketing strategies to improve productivity and commitment within the organization





Module 25. Operational Marketing

- ♦ Apply neuromarketing techniques in the implementation of tactical marketing actions, ensuring their alignment with long-term objectives
- ♦ Evaluate the effectiveness of operational marketing campaigns by analyzing neurological and consumer behavior data

Module 26. International Marketing

- ♦ Apply international marketing strategies based on Neuromarketing, adapted to the particularities of different global markets
- ♦ Develop skills to adjust marketing campaigns according to the habits, emotions and cultural needs of international consumers

Module 27. Neuromarketing Applied to Face-to-Face Commercial Activities, Online Channel, Meetings and Negotiations

- ♦ Apply neuromarketing techniques to influence purchasing decisions during meetings and business negotiations
- ♦ Optimize commercial interactions, both online and face-to-face, using strategies based on consumer behavior and emotions

“

With expert teachers, TECH guarantees you effective learning. You will have outstanding professionals to guide you through each step of the program. Boost your future with the best!”

05

Career Opportunities

Professionals will be qualified to take on key roles such as Marketing Directors, Neuromarketing strategists, business consultants and team managers in digital environments. They will also be able to lead innovative projects, design Marketing policies aimed at customer loyalty and optimize advertising campaigns through the analysis of consumer behavior. In addition, they will be prepared to occupy leadership positions in companies from different sectors, managing digital transformation, developing strategic plans and applying advanced sensory marketing and neuromarketing techniques.



“

This Advanced Master's Degree in Marketing Management, Neuromarketing Expert, will open up a wide range of professional opportunities for entrepreneurs who wish to take a decisive step forward in their careers”

Graduate Profile

The profile of the graduate will be that of a professional with a strategic and advanced vision of Marketing, capable of leading and managing complex projects in dynamic and globalized contexts. In this way, they will possess a solid expertise in Neuromarketing techniques, applying the psychological and emotional factors that influence consumer decisions. In addition, they will be leaders capable of making informed decisions in situations of uncertainty, with a high capacity to manage multidisciplinary teams, implement innovative technologies and design marketing plans that increase the competitiveness and profitability of organizations.

You will focus on innovation and the latest trends in digital marketing and consumer behavior, transforming your strategies to maximize their impact on business results.

- ♦ **Strategic Leadership:** Manage multidisciplinary teams, inspire innovation and make strategic decisions that guide the company towards its long-term objectives, even in uncertain and changing environments.
- ♦ **Critical Thinking and Problem Solving:** Analyze complex situations, evaluate different scenarios and apply effective solutions, tackling challenges in an agile way and with an analytical approach
- ♦ **Digital Adaptability:** Understand new technologies and digital tools applied to Marketing, integrating innovations such as Neuromarketing and digital platforms to improve the competitiveness and efficiency of the company.
- ♦ **Effective and Persuasive Communication:** Transmit messages clearly and persuasively to different audiences, whether within the organization or in its interactions with customers and stakeholders.



After completing the Advanced Master's Degree, you will be able to apply your knowledge and skills in the following positions:

1. **Chief Marketing Officer:** Responsible for planning, executing and supervising all the company's marketing strategies, focusing on increasing brand visibility, attracting customers and generating sustainable growth.
2. **Neuromarketing Manager:** Responsible for applying neuromarketing techniques to analyze consumer behavior and develop strategies based on emotional and cognitive data
3. **Digital Marketing Strategy Consultant:** Advisor in the creation and implementation of digital strategies that improve the online presence of companies, using advanced tools and data to maximize return on investment
4. **Chief Marketing Officer (CMO):** High-level executive who leads the Marketing department, coordinates all initiatives at the corporate level and ensures that strategies are aligned with the company's long-term objectives
5. **Market Research Manager:** Responsible for conducting market research to understand the needs and desires of consumers, identifying trends and opportunities
6. **Corporate Communications Director:** Responsible for internal and external communication, managing the corporate image, media relations and the creation of content to strengthen the relationship with customers and other stakeholders
7. **Sensory Marketing & Customer Experience Manager:** Specialist in the implementation of sensory marketing strategies, using visual, sound and tactile stimuli to create memorable experiences
8. **Digital Content Strategist:** Develops and supervises the creation of digital content to attract consumers, generate traffic on online platforms and improve the company's positioning in search engines
9. **Director of Innovation and Digital Transformation:** Leader in the integration of new technologies in the company's Marketing and sales strategy, guiding the adoption of digital tools and emerging platforms
10. **International Marketing Manager:** Responsible for designing and executing Marketing strategies adapted to different global markets, managing the brand's presence in several countries and coordinating commercial actions

06

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

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

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

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

“

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



The most comprehensive study plans at the international level

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

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

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

“

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

Case Studies and Case Method

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

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

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



Relearning Methodology

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

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

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

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



A 100% online Virtual Campus with the best teaching resources

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

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

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

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



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

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

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

The university methodology top-rated by its students

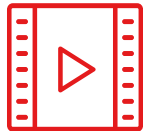
The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

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

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

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

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



Study Material

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

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



Practicing Skills and Abilities

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



Interactive Summaries

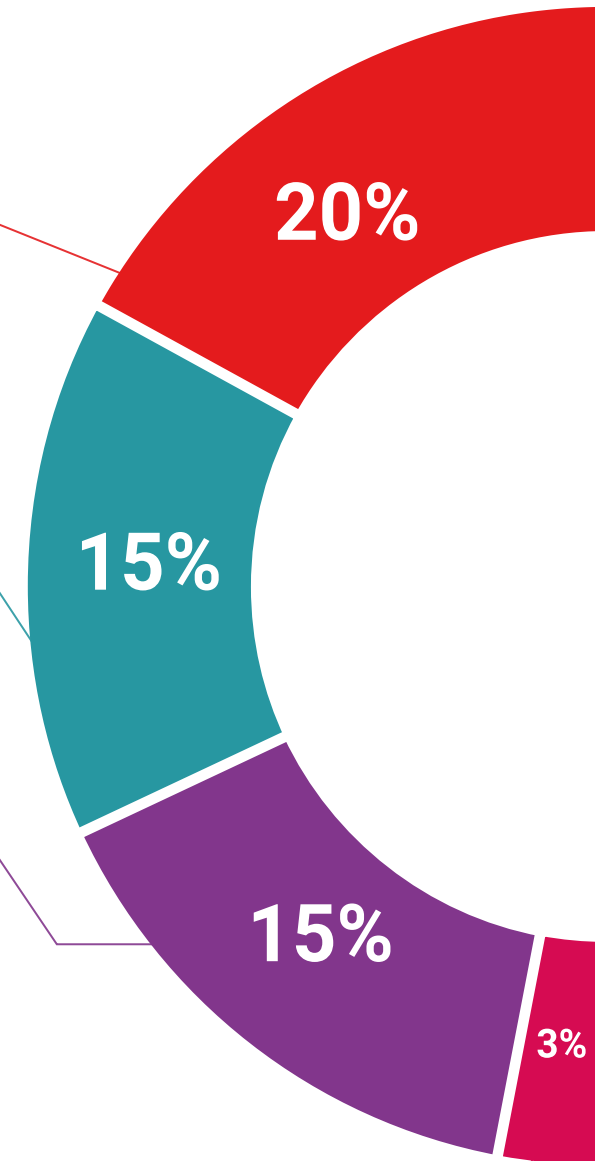
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

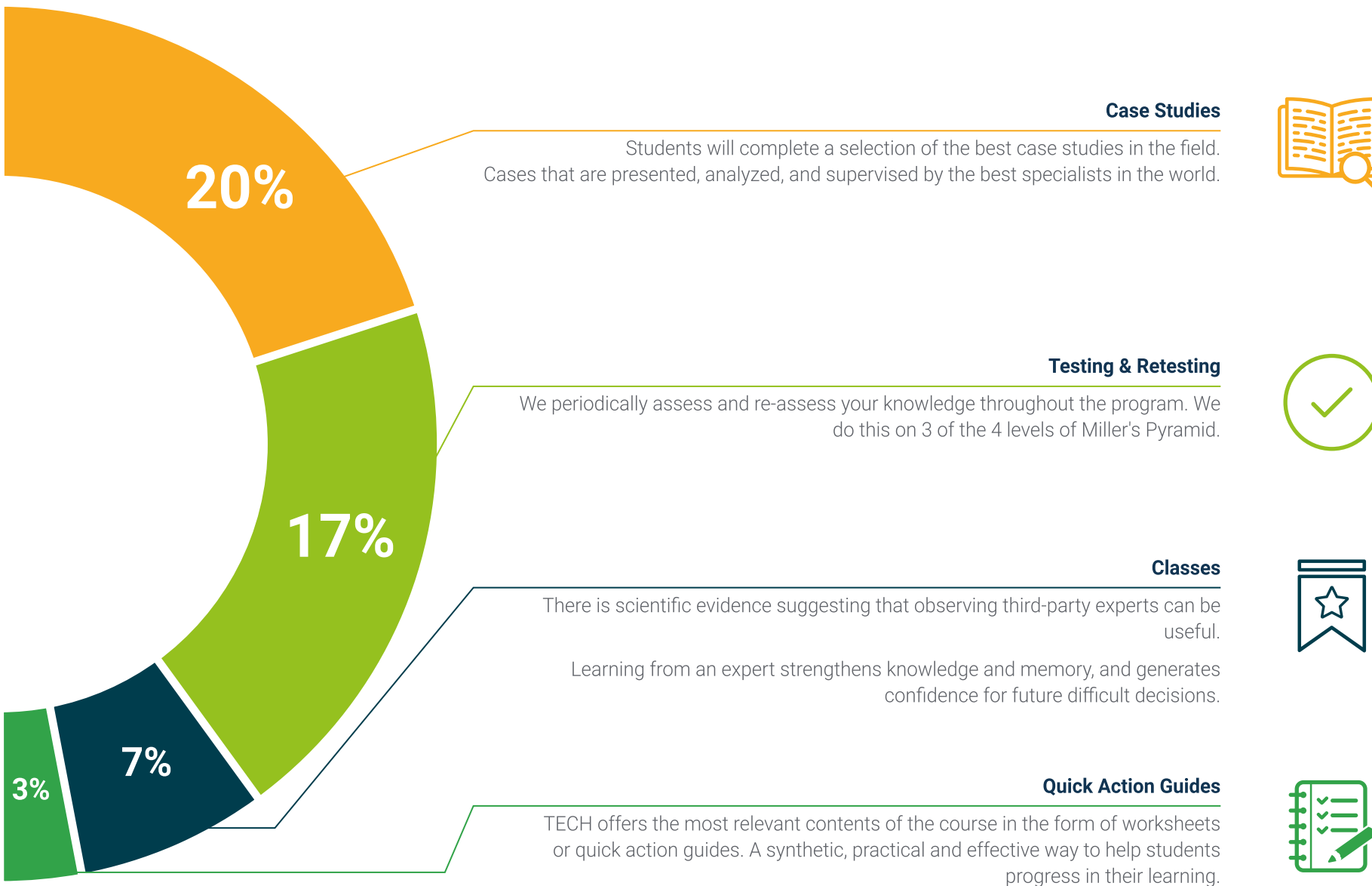
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Teaching Staff

The teaching staff is made up of a team of renowned professionals with extensive experience in both the academic and business worlds. In fact, they are experts in key areas such as Digital Marketing, Neuromarketing, leadership, market research and sustainability, which guarantees cutting-edge education. In addition, they have a solid background in the practical application of their knowledge in international sectors, which will allow graduates to obtain a global and up-to-date perspective on the best marketing strategies.



“

This multidisciplinary and highly specialized approach will ensure that you receive quality training, which will not only be based on theory, but also on real experience and current market challenges"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50** companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments. As **Vice President of Talent Acquisition at Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media. Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of **Miami**, she has held senior recruiting positions at companies in a variety of fields. On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies in recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness** programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition, NBCUniversal Media, New York, United States
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, United States
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of **clouds services** and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees. He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, USA
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in *Commercial Diving* from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

“

Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**. The strategies designed by Arman have a latent impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them. Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting customers' complex decarbonization demands supporting a "cost-effective decarbonization"** and **overhauling a fragmented data, digital and technology landscape**. As such, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture. In addition, the executive stands out for his mastery of the **business applications** of Artificial Intelligence, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.



Mr. Arman, Romi

- *Digital* Transformation Director (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds Postgraduate Degree in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive *Digital* Transformation Course

“

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International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating process and workflow management improvements that have resulted in significant cost savings. With more than a decade of work providing *digital* solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing**, **media analytics**, **measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**. Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic** and **political/regulatory factors** affecting technology adoption and diffusion. He has also led teams at companies such as **Eaton**, **Airbus** and **Siemens**, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and working seamlessly with people at all levels of an organization, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, California, United States
Senior Manager, B2B Analytics and Technology at Google, United States
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

“

*Thanks to TECH you will be
able to learn with the best
professionals in the world"*

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All this, linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others. The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptation to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products. As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments. On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. He has also been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations. These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics at the University of Eastern Piedmont

“

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment. On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on gathering information and generating concrete actions from them. One of his most outstanding projects in recent years has been the Walmart Data Café platform, the largest of its kind in the world that is anchored in the cloud aimed at *Big Data* analysis. In addition, he has held the position of Director of *Business Intelligence* at Red Bull, covering areas such as Sales, Distribution, Marketing and Supply Chain Operations. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the University of Berkeley, in the United States, and the University of Copenhagen, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thereby, he has come to be considered a born leader of the new global economy, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Cafe
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-commerce at the University of Copenhagen
- B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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Thanks to TECH you will be able to learn with the best professionals in the world"

International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics** and **creative workflows** across a variety of *digital* platforms, including social media, search, display and linear media. This executive's leadership has been crucial in driving paid media **production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management. Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers*. On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**.. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and *Digital Media*.



Mr. Stevenson, Scott

- Director of *Digital* Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

“

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information. On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality. In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor's Degree in Political Science and Industrial Sociology from the University of KwaZulu-Natal
- Bachelor's Degree in Psychology from the University of South Africa

“

Thanks to TECH you will be able to learn with the best professionals in the world"

Management



Mr. López Rausell, Adolfo

- ♦ Independent consultant in KMC
- ♦ Commercial and Research Technician at Investgroup
- ♦ Marketing Consultant at Alcoworking
- ♦ Manager at Innovation Club of the Valencian Community
- ♦ Degree in Economics and Business Administration from the University of Valencia
- ♦ Diploma in Marketing from ESEM Business School
- ♦ Member of: AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia (Former President)



Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and Director of FusiónLab Applied Neuromarketing
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association (AEN)
- ♦ Degree in Business Administration from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes
- ♦ University Expert Program: Neuromarketing and Consumer Behavior by the Nebrija University
- ♦ Technical Course in Development and Applications of Eye Tracking in Neuromarketing SMI
- ♦ Honorary Member: Mexican Association of Neuromarketing and Consumer Analysis (AMNAC)



Professors

Mr. Holgado Mollà, Jesús

- ♦ Specialist in Marketing and Psychology
- ♦ Client Executive at Kantar Insights
- ♦ Analyst at Kantar Worldpanel
- ♦ Associate Professor of Statistics and Marketing
- ♦ Degree in Psychology from the URV
- ♦ Master's Degree in Neuromarketing by UNIR
- ♦ Bootcamp in Marketing Data Analytics at EDIX
- ♦ Member of: Neuromarketing Science and Business Association (NMSBA)

Mr. Pulido Martín, Pablo

- ♦ Health Psychologist at La Paz Psychological Services Center
- ♦ Health Psychologist in several companies
- ♦ Degree in Psychology from the Autonomous University of Madrid
- ♦ Specialist in Clinical Hypnosis from the Autonomous University of Madrid
- ♦ Master's Degree in General Health Psychology from the Autonomous University of Madrid
- ♦ Internship in Psychology of Thought at the Faculty of Psychology from the Autonomous University of Madrid
- ♦ Teaching of the Training Program in Intervention with Aggressors due to Gender Violence in the CUPIF Association
- ♦ Member of: Rapid Action Team for Railway Accident Emergencies at RENFE (Spanish Railway Network)

Ms. Cuesta Iglesias, Miriam

- ♦ Laboratory Technician in the Neuromarketing Area
- ♦ Expansion and Marketing Coordinator at Vivadecor Center
- ♦ Trainer in In Company Programs in the areas of Neuromarketing and People Management
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior by the European University Miguel de Cervantes
- ♦ University Expert in Neuromarketing and Consumer Behavior from the Nebrija University
- ♦ Member of: Organizing Committee of the Neuromarketing Congress of the European Neuromarketing Association (AEN)

Ms. Duarte Llacer, Patricia

- ♦ Specialist in Neuropsychology and Clinical Care
- ♦ Research Scientist at Thimus
- ♦ Research and Data Analysis Assistant at the Erasmus Rotterdam Hospital
- ♦ Therapeutic Assistant at NISA Hospital. Valencia
- ♦ In Company Trainer in Psychology topics
- ♦ Degree in Psychology with Neurosciences from the University of Reading
- ♦ Master's Degree in Neuropsychology by the University of Leiden
- ♦ Master's Degree in Degree Management and Monitoring of Clinical Trials from TECH University

Ms. Alff Machado, Larissa

- ♦ Neuromarketing Specialist
- ♦ Consultant and Implementation Technician at FusiónLab Neuromarketing Aplicado
- ♦ Degree in Advertising from UNP
- ♦ Master's Degree in Neuromarketing and Consumer Behavior by UCM
- ♦ Master's Degree in Digital Marketing from EAE Business School
- ♦ Postgraduate Degree in Strategic Marketing from Higher Marketing School. Rio de Janeiro

Ms. Carvacho, Carol

- ♦ Growth Marketing Consultant specializing in Apps at EmbiMedia
- ♦ Growth Marketing Consultant in e-commerce
- ♦ Web Analytics Consultant at Centria Group
- ♦ Teacher in IT Education in different subjects such as Digital Marketing, Google Analytics, Social Media Ads, e-commerce, HTML5 Introduction, Email Marketing, among others
- ♦ Degree in Design
- ♦ Neuromarketing Specialist
- ♦ Postgraduate Degree in Neuromarketing
- ♦ Program in E-commerce, Digital Media, Growth Marketing and Product Owner

Ms. El Mehdi, Ibtissam

- ♦ Marketing Analyst and Consultant at Sprinkl
- ♦ Head of Marketing and Communication Department at Hispasur Global Trading
- ♦ Comprehensive Marketing Strategy Trainer and Consultant
- ♦ Degree in Marketing and Market Research from the University of Málaga
- ♦ Master's Degree in Hotel and Catering Business Management at Ostelea Tourism Management School
- ♦ Certification in Branding and Digital Neuromarketing: the Science of Selling by Udemy
- ♦ Course Diploma in Neuromarketing by Ibecon

Ms. Parra Devia, Mariana Sofía

- ♦ Collaborator in the Technical Department of FusiónLab Applied Neuromarketing
- ♦ Psychoeducational Evaluator
- ♦ Customer Service Representative in Sutherland
- ♦ Community Manager of Johanna Posada Curvy and Gee Gee Store
- ♦ Degree in Psychology from the University of the North. Colombia
- ♦ Diploma in Leadership and Emotional Education by Fundación Liderazgo Chile (FLICH)
- ♦ Community Management Course by Domestika

Ms. Díaz Pizarro , Cristina

- ♦ Assistant Office Manager at Banco Santander
- ♦ Double Degree in Business Administration and Tourism Management from the University of Extremadura
- ♦ MIFID II Certification in Financial Advice
- ♦ Specialist in Neuromarketing by INEAF Business School
- ♦ Expert in Digital Marketing by IAB Spain

08 Certificate

The Advanced Master's Degree in Marketing Management, Neuromarketing Expert guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree diploma 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”

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Title: **Advanced Master's Degree in Marketing Management, Neuromarketing Expert**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**





Advanced Master's Degree
Marketing Management,
Neuromarketing Expert

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Accreditation: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Advanced Master's Degree Marketing Management, Neuromarketing Expert

