

Advanced Master's Degree Senior Management in Marketing and Sales

A M D S M M S



Advanced Master's Degree Senior Management in Marketing and Sales

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

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01 Welcome

Marketing is undergoing a significant shift from traditional face-to-face shopping to an increase in online shopping, a shift that has been aided by the revolution in new technologies and developments in the field of communication. In this new scenario, those responsible for this area must create comprehensive marketing plans that provide a global vision of the company, consumers and the environment in order to be able to create more effective marketing policies. In this way, you will be able to achieve professional success and, above all, obtain the greatest possible benefits for your business.



Advanced Master's Degree in Senior Management in Marketing and Sales
TECH Technological University



“

New purchasing styles make it necessary to create comprehensive marketing plans and so professionals with high qualifications in this field are needed”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, the student will be able to make global decisions with an innovative perspective and an international vision.



“

We help you meet your objectives by offering the most up-to-date academic program in senior management in marketing and sales”

TECH makes the goals of their astudents their own goals too.
Working together to achieve them.

The Advanced Master's Degree in Senior Management in Marketing and Sales qualifies students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

04

Analyze in detail the consumer's decision process in relation to marketing stimuli

02

Integrate the Internet into the organization's marketing strategy

03

Develop techniques and strategies in the digital environment associated with marketing, sales and communication to establish channels for attracting, engaging and retaining users

05

Successfully lead partially or fully digitized sales and marketing teams



06

Develop marketing, market research and communication projects

08

Structure a business model around e-commerce

09

Discover new digital tools to acquire customers and strengthen your brand

07

Develop a solid and comprehensive digital marketing plan for the organization

10

Develop techniques and strategies in the digital environment associated with marketing, sales and communication to establish channels for attracting, engaging and retaining users



11

Manage digital suppliers optimally with the ability to choose, control and demand efficiently

14

Develop, lead and execute more effective, customer-focused sales strategies that offer personalized value propositions

12

Develop management skills to create and lead sales teams that generate added value to the organization

15

Develop strategies to make decisions in a complex and unstable environment, evaluating their impact on the company

13

Define the latest trends and developments in business management

16

Develop strategies to lead organizations and sales teams in times of change

17

Establish the most appropriate programs to select, train, incentivize, control, and develop the sales force

20

Develop the essential skills to manage the organizations commercial activity strategically

18

Develop the ability to detect, analyze and solve problems

21

Design innovative strategies and policies to improve commercial management and efficiency

19

Explain the company from a global point of view, as well as the responsibility and the new role of commercial managers

22

Formulate and implement commercial policies as growth strategies that adapt the company to changes in the national and international environment

05 Skills

After passing the evaluations of the Advanced Master's Degree in Senior Management in Marketing and Sales, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.



“

Acquire the necessary skills to design comprehensive marketing plans that meet your company's objectives"

01

Apply the different digital tools to marketing processes

02

Apply quantitative and qualitative market research methods and techniques

03

Have an in-depth understanding of customer purchasing behavior

04

Develop techniques, strategies and leadership skills that are essential for proper marketing management

05

Manage and control the company's logistic processes



06

Apply creativity and innovation for the development of new products

08

Understand, in-depth, sectorial marketing and the particularities for each sector

09

Achieve an international positioning of the company through marketing actions

07

Design and manage an adequate marketing plan

10

Design strategic e-commerce plans



11

Know in depth the changes in consumer tastes and purchasing methods and adapt the business to their needs

12

Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors

13

Apply quantitative and qualitative market research tools

14

Know the trends in digital marketing and keep up to date with the main developments in this field

15

Using social networks as essential tools for brand awareness



16

Perform web analytics, understand the results and use them to drive the company's online campaign

18

Gain in-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector



19

Apply specific leadership skills in sales and commercial management

17

Define and design a social media marketing and communication plan

20

Manage multicultural teams appropriately

21

Analyze the profitability of investment projects and value creation

22

Analyze the financial impact of decisions taken in the management area

23

Carry out a correct commercial organization and sales strategy





24

Control the company's commercial activity

25

Conduct commercial audits

26

Apply coaching techniques in sales actions

06

Structure and Content

The Advanced Master's Degree in Senior Management in Marketing and Sales is a tailor-made program that is delivered in a 100% online format so that the student can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

A syllabus designed to strengthen your knowledge in a field that is essential at the business level"

Syllabus

The Advanced Master's Degree in Senior Management in Marketing and Sales at TECH Technological University is an intensive program that prepares the professional to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of case studies will be analyzed through individual work, which will be very useful for your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree in Senior Management in Marketing and Sales deals in depth with the main areas of the company and is designed for managers to understand integrated marketing from a strategic, international and innovative perspective.

A plan designed for students, focused on professional improvement and preparing them to achieve excellence in the field of business management and administration. A program that understands the needs of your customers and your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the competencies to solve critical situations in a creative and efficient way.

This program takes place over 24 months and is divided into 29 modules:

Module 1	Market Research
Module 2	Management and Leadership
Module 3	Logistics and Economic Management
Module 4	Strategy in Marketing Management
Module 5	Customer Relationship Management
Module 6	Operational Marketing
Module 7	Sectorial Marketing
Module 8	Digital Marketing and E-Commerce
Module 9	Digital Marketing Strategy
Module 10	Inbound Marketing
Module 11	Entrepreneurship
Module 12	Performance Marketing
Module 13	Search Engine Marketing and Search Engine Optimization (SEO)
Module 14	Search Engine Marketing (SEM)

Module 15	Conversion Optimization
Module 16	Social Media and Community Management
Module 17	Designing the User Experience Strategy
Module 18	Mobile E-Commerce
Module 19	Web Analytics and Marketing Analytics
Module 20	Data Science and Big Data
Module 21	E-Commerce and Shopify
Module 22	Commercial Management
Module 23	1 to 1 Marketing
Module 24	Sales Campaign Planning
Module 25	Commercial and Sales Team Organization
Module 26	Selecting, Training, and Coaching the Sales Network
Module 27	Commercial Activity Process
Module 28	Integrating Digital Channels into the Commercial Strategy
Module 29	Commerce and International Marketing

Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Management in Marketing and Sales completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Market Research

1.1. Fundamentals of Marketing

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

1.2. Marketing: From the Idea to the Market

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

1.3. New Competitive Environment

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

1.4. Quantitative Research Methods and Techniques

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques
- 1.4.4. The Treatment and Analysis of Data

1.5. Qualitative Research Methods and Techniques

- 1.5.1. Direct Techniques: Focus Group
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques
- 1.5.4. The Two Face Mirror and The Delphi Method

1.6. Market Segmentation

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of the Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Defining the Target Audience

1.7. Types of Buying Behavior

- 1.7.1. Complex Behavior
- 1.7.2. Dissonance Reducing Behavior
- 1.7.3. Variety Seeking Behavior
- 1.7.4. Habitual Purchasing Behavior

1.8. Marketing Information Systems

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. Data Warehouse and Datamining
- 1.8.3. Geographical Information Systems

1.9. Research Project Management

- 1.9.1. Information Analysis Tools
- 1.9.2. Developing an Expectation Management Plan
- 1.9.3. Assessing the Feasibility of Projects

1.10. Marketing Intelligence

- 1.10.1. Big Data
- 1.10.2. User Experience
- 1.10.3. Applying Techniques

Module 2. Management and Leadership

2.1. General Management

- 2.1.1. Integrating Functional Strategies into the Global Business Strategies
- 2.1.2. Management Policy and Processes
- 2.1.3. Society and Enterprise

2.2. Strategic Management

- 2.2.1. Establish the Strategic Position: Mission, Vision and Values
- 2.2.2. Developing New Businesses
- 2.2.3. Growing and Consolidating Companies

2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4. Corporate Strategy

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization
- 2.5.3. Lean Management

2.6. Talent Management

- 2.6.1. Managing Human Capital
- 2.6.2. Environment, Strategy and Metrics
- 2.6.3. Innovation in People Management

2.7. Management and Leadership Development

- 2.7.1. Leadership and Leadership Styles
- 2.7.2. Motivation
- 2.7.3. Emotional Intelligence
- 2.7.4. Skills and Abilities of the Leader 2.0
- 2.7.5. Efficient Meetings

2.8. Change Management

- 2.8.1. Performance Analysis
- 2.8.2. Leading Change. Resistance to Change
- 2.8.3. Managing Change Processes
- 2.8.4. Managing Multicultural Teams

Module 3. Logistics and Economic Management
3.1. Financial Diagnosis

- 3.1.1. Indicators for Analyzing Financial Statements
- 3.1.2. Profitability Analysis
- 3.1.3. Economic and Financial Profitability of a Company

3.2. Economic Analysis of Decisions

- 3.2.1. Budget Control
- 3.2.2. Competitive Analysis. Comparative Analysis
- 3.2.3. Decision-Making. Business Investment or Divestment

3.3. Investment Valuation and Portfolio Management

- 3.3.1. Profitability of Investment Projects and Value Creation
- 3.3.2. Models for Evaluating Investment Projects
- 3.3.3. Sensitivity Analysis, Scenario Development and Decision Trees

3.4. Purchasing Logistics Management

- 3.4.1. Stocks Management
- 3.4.2. Warehouse Management
- 3.4.3. Purchasing and Procurement Management

3.5. Supply Chain Management

- 3.5.1. Costs and Efficiency of the Operations Chain
- 3.5.2. Change in Demand Patterns
- 3.5.3. Change in Operations Strategy

3.6. Logistical Processes

- 3.6.1. Organization and Management by Processes
- 3.6.2. Procurement, Production and Distribution
- 3.6.3. Quality, Quality Costs and Tools
- 3.6.4. After-Sales Service

3.7. Logistics and Customers

- 3.7.1. Demand Analysis and Forecasting
- 3.7.2. Sales Forecasting and Planning
- 3.7.3. Collaborative Planning, Forecasting and Replacement

3.8. International Logistics

- 3.8.1. Customs, Export and Import processes
- 3.8.2. Methods and Means of International Payment
- 3.8.3. International Logistics Platforms

Module 4. Strategy in Marketing Management
4.1. Marketing Management

- 4.1.1. Positioning and Value Creation
- 4.1.2. Company's Marketing Orientation and Positioning
- 4.1.3. Strategic Marketing vs. Operational Marketing
- 4.1.4. Objectives in Marketing Management
- 4.1.5. Integrated Marketing Communications

4.2. The Function of Strategic Marketing

- 4.2.1. Main Marketing Strategies
- 4.2.2. Segmentation, Targeting and Positioning
- 4.2.3. Managing Strategic Marketing

4.3. Marketing Strategy Dimensions

- 4.3.1. Necessary Resources and Investments
- 4.3.2. Fundamentals of Competitive Advantage
- 4.3.3. Company's Competitive Behavior
- 4.3.4. Focus Marketing

4.4. New Product Strategy Development

- 4.4.1. Creativity and Innovation in Marketing
- 4.4.2. Generation and Filtering of Ideas
- 4.4.3. Commercial Viability Analysis
- 4.4.4. Development, Market Testing and Commercialization

4.5. Pricing Policies

- 4.5.1. Short and Long Term Aims
- 4.5.2. Types of Pricing
- 4.5.3. Factors that Affect Pricing

4.6. Promotion and Merchandising Strategies

- 4.6.1. Advertising Management
- 4.6.2. Communication and Media Plan
- 4.6.3. Merchandising as a Marketing Technique
- 4.6.4. Visual Merchandising

4.7. Distribution, Expansion and Intermediation Strategies

- 4.7.1. Outsourcing of Sales Force and Customer Service
- 4.7.2. Commercial Logistics in Product and Service Sales Management
- 4.7.3. Sales Cycle Management

4.8. Developing the Marketing Plan

- 4.8.1. Analysis and Diagnosis
- 4.8.2. Strategic Decisions
- 4.8.3. Operational Decisions

Module 5. Customer Relationship Management

5.1. Knowing the Market and the Consumer

- 5.1.1. Open Innovation
- 5.1.2. Competitive Intelligence
- 5.1.3. Sharing Economy

5.2. CRM and Business Philosophy

- 5.2.1. Business Philosophy or Strategic Orientation
- 5.2.2. Customer Identification and Differentiation
- 5.2.3. The Company and its Stakeholders
- 5.2.4. Clienting

5.3. Database Marketing and Customer Relationship Management

- 5.3.1. Database Marketing Applications
- 5.3.2. Laws and Regulations
- 5.3.3. Information Sources, Storage, and Processing

5.4. Consumer Psychology and Behavior

- 5.4.1. The Study of Consumer Behavior
- 5.4.2. Internal and External Consumer Factors
- 5.4.3. Consumer Decision Process
- 5.4.4. Consumerism, Society, Marketing and Ethics

5.5. Areas of CRM Management

- 5.5.1. Customer Service.
- 5.5.2. Managing the Sales Force
- 5.5.3. Customer Service

5.6. Consumer Centric Marketing

- 5.6.1. Segmentation
- 5.6.2. Profitability Analysis
- 5.6.3. Customer Loyalty Strategies

5.7. CRM Management Techniques

- 5.7.1. Direct Marketing
- 5.7.2. Multichannel Integration
- 5.7.3. Viral Marketing

5.8. Advantages and Risks of Implementing CRM

- 5.8.1. CRM, Sales and Costs
- 5.8.2. Customer Satisfaction and Loyalty
- 5.8.3. Technology Implementation
- 5.8.4. Strategic and Management Errors

Module 6. Operational Marketing

6.1. Marketing Mix

- 6.1.1. The Marketing Value Proposition
- 6.1.2. Marketing Mix Policies, Strategies and Tactics
- 6.1.3. Elements of the Marketing Mix
- 6.1.4. Customer Satisfaction and Marketing Mix

6.2. Product Management

- 6.2.1. Consumption Distribution and Product Life Cycle
- 6.2.2. Obsolescence, Expiration, Periodic Campaigns
- 6.2.3. Order Management and Inventory Control Ratios

6.3. Pricing Principles

- 6.3.1. Environmental Analysis
- 6.3.2. Production Costs and Discount Margins
- 6.3.3. Final Price and Positioning Map

6.4. Distribution Channel Management

- 6.4.1. Trade Marketing
- 6.4.2. Distribution Culture and Competition
- 6.4.3. Designing and Managing Channels
- 6.4.4. Functions of Distribution Channels
- 6.4.5. Route to Market

6.5. Promotion and Sales Channels

- 6.5.1. Corporate Branding
- 6.5.2. Advertising
- 6.5.3. Sales Promotion
- 6.5.4. Public Relations and Personal Selling
- 6.5.5. Street Marketing

6.6. Branding

- 6.6.1. Brand Evolution
- 6.6.2. Creating and Developing a Successful Brand
- 6.6.3. Brand Equity
- 6.6.4. Category Management

6.7. Marketing Groups Management

- 6.7.1. Work Teams and Meeting Management
- 6.7.2. Coaching and Team Management
- 6.7.3. Managing Equality and Diversity

6.8. Communication and Marketing

- 6.8.1. Communication Integrated into Marketing
- 6.8.2. Designing a Marketing Communication Program
- 6.8.3. Communication Skills and Influence
- 6.8.4. Barriers to Business Communication

Module 7. Sectorial Marketing

7.1. Services Marketing

- 7.1.1. Evolution and Growth of the Services Sector
- 7.1.2. Function of Services Marketing
- 7.1.3. Marketing Strategy in the Service Sector

7.2. Touristic Marketing

- 7.2.1. Features of the Tourism Sector
- 7.2.2. Tourist Product
- 7.2.3. The Customer in Tourism Marketing

7.3. Political and Electoral Marketing

- 7.3.1. Political Marketing vs. Electoral Marketing
- 7.3.2. Political Market Segmentation
- 7.3.3. Electoral Campaign

7.4. Social Marketing and Responsible Marketing

- 7.4.1. Social Cause Marketing and CSR
- 7.4.2. Environmental Marketing
- 7.4.3. Segmentation in Social Marketing

7.5. Retail Management

- 7.5.1. Relevance
- 7.5.2. Reward
- 7.5.3. Cost Reduction
- 7.5.4. Relationship with the Customer

7.6. Banking Marketing

- 7.6.1. State Regulation
- 7.6.2. Branches and Segmentation
- 7.6.3. Inbound Marketing in the Banking Sector

7.7. Health Services Marketing

- 7.7.1. Internal Marketing
- 7.7.2. User Satisfaction Studies
- 7.7.3. Market Oriented Quality Management

7.8. Sensory Marketing

- 7.8.1. Shopping Experience as a Sensory Experience
- 7.8.2. Neuromarketing and Sensory Marketing
- 7.8.3. Arrangement and Presentation of the Point of Sale

Module 8. Digital Marketing and E-Commerce

8.1. Digital Marketing and E-Commerce

- 8.1.1. The Digital Economy and the Sharing Economy
- 8.1.2. Trends and Social Changes in Consumers
- 8.1.3. Digital Transformation of Traditional Companies
- 8.1.4. The Roles of the Chief Digital Officer

8.2. Digital Strategy

- 8.2.1. Segmentation and Positioning in the Competitive Context
- 8.2.2. New Marketing Strategies for Products and Services
- 8.2.3. From Innovation to Cash Flow

8.3. Technology Strategy

- 8.3.1. Basic Concepts of Web Development
- 8.3.2. Hosting and Cloud Computing
- 8.3.3. Content Management Systems (CMS)
- 8.3.4. Formats and Digital Media
- 8.3.5. Technological E-Commerce Platforms

8.4. Digital Regulation

- 8.4.1. Privacy Policy and Personal Data Protection Act
- 8.4.2. Fake Profiles and Fake Followers
- 8.4.3. Legal Aspects of Marketing, Advertising and Digital Content

8.5. Online Market Research

- 8.5.1. Quantitative Research Tools in Online Markets
- 8.5.2. Dynamic Qualitative Customer Research Tools

8.6. Online Agencies, Media, and Channels

- 8.6.1. Integral, Creative and Online Agencies
- 8.6.2. Traditional and New Media
- 8.6.3. Online Channels
- 8.6.4. Other Digital Players

Module 9. Digital Marketing Strategy

9.1. Managing Digital Business

- 9.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 9.1.2. Designing and Creating a Digital Marketing Plan
- 9.1.3. Digital Media Planning and Contracting
- 9.1.4. ROI Analysis in a Digital Marketing Plan

9.2. Digital Marketing to Reinforce a Brand

- 9.2.1. Branded Content and Storytelling
- 9.2.2. Hypersegmentation
- 9.2.3. Videomarketing
- 9.2.4. Social Sales

9.3. Defining the Digital Marketing Strategy

- 9.3.1. Closed Loop Marketing
- 9.3.2. Continuous Loop Marketing
- 9.3.3. Multichannel Marketing

9.4. Digital Marketing to Attract and Retain Customers

- 9.4.1. Hypersegmentation and Micro-Localization
- 9.4.2. Loyalty and Engagement Strategies using the Internet
- 9.4.3. Visitor Relationship Management

9.5. Digital Marketing Trends

- 9.5.1. Remarketing
- 9.5.2. Digital Neuromarketing
- 9.5.3. Avatar Marketing
- 9.5.4. Bluecasting

9.6. Managing Digital Campaigns

- 9.6.1. Display Advertising and Rich Media
- 9.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 9.6.3. Advertising on Digital Television

9.7. Online Marketing Plan

- 9.7.1. Online Research
- 9.7.2. Creating an Online Marketing Plan
- 9.7.3. Configuration and Activation
- 9.7.4. Launch and Management

9.8. Blended Marketing

- 9.8.1. Integrating On and Off Actions
- 9.8.2. Personalize and Segment
- 9.8.3. Improve the User Experience

Module 10. Inbound Marketing

10.1. The Definition of Inbound Marketing

- 10.1.1. Effective Inbound Marketing
- 10.1.2. The Benefits of Inbound Marketing
- 10.1.3. Measuring the Success of Inbound Marketing

10.2. Target Research

- 10.2.1. Consumer Intent Modelling and Buyer Personas
- 10.2.2. Customer Journey Mapping
- 10.2.3. Content Strategy

10.3. Content Optimization

- 10.3.1. Content Optimization for Search Engines
- 10.3.2. Recycling and Content Improvement

10.4. Content Creation

- 10.4.1. User and Brand Generated Content
- 10.4.2. Opportunity Blogging
- 10.4.3. Video and Other Formats

10.5. Content Dynamization

- 10.5.1. Influencers
- 10.5.2. Blogger Outreach
- 10.5.3. Paid Content Seeding

10.6. Conversion

- 10.6.1. Lead Capturing and CRO
- 10.6.2. Lead Nurturing and Marketing Automation

Module 11. Entrepreneurship

11.1. Innovation Methodology and Knowledge Society

- 11.1.1. Design Thinking
- 11.1.2. The Blue Ocean Strategy
- 11.1.3. Collaborative Innovation
- 11.1.4. Open Innovation

11.2. Strategic Innovation Intelligence

- 11.2.1. Technology Monitoring
- 11.2.2. Technology Foresight
- 11.2.3. Coolhunting

11.3. Entrepreneurship and Innovation

- 11.3.1. Strategies to Search for Business Opportunities
- 11.3.2. Assessing the Feasibility of New Projects
- 11.3.3. Innovation Management Systems
- 11.3.4. Entrepreneur Soft Skills

11.4. Project Management

- 11.4.1. Agile Development
- 11.4.2. Lean Management in Start-Ups
- 11.4.3. Project Tracking and Project Steering

11.5. Business Plan

- 11.5.1. Business Plan in the Digital Era
- 11.5.2. Value Proposition Model

11.6. Financing Start-Ups

- 11.6.1. Seed Phase: Financial Funds and Subsidies
- 11.6.2. Start-up Phase: Business Angels
- 11.6.3. Growth Phase: Venture Capital
- 11.6.4. Consolidation Phase: IPO

Module 12. Performance Marketing

12.1. Permission Marketing

- 12.1.1. How to Obtain a User's Permission
- 12.1.2. Personalizing the Message
- 12.1.3. Mail Confirmation or Double Opt-In

12.2. Strategy and Performance Techniques

- 12.2.1. Performance Marketing: Results
- 12.2.2. Digital Media Mix
- 12.2.3. The Importance of the Funnel

12.3. Programmatic Marketing and RTB

- 12.3.1. RTB: Real Time Planning and Purchasing
- 12.3.2. Programmatic Purchasing Ecosystem
- 12.3.3. How to Integrate RTB into the Media Mix
- 12.3.4. Keys to RTB on Different Devices

12.4. Affiliate Campaign Development

- 12.4.1. Agencies and Affiliate Programs
- 12.4.2. Postview
- 12.4.3. Defining Affiliate Programs

12.5. Launching an Affiliate Program

- 12.5.1. Affiliation and Direct Affiliation Networks
- 12.5.2. Results Analysis and Monitoring
- 12.5.3. Fraud Control

12.6. Developing Email Campaigns

- 12.6.1. Designing Email Marketing Campaigns
- 12.6.2. Email Marketing
- 12.6.3. Lists of Subscribers, Leads and Customers

12.7. Email Marketing Tools and Resources

- 12.7.1. Acumbamail
- 12.7.2. Mailchimp
- 12.7.3. Templates
- 12.7.4. Inbox Inspection

12.8. Online Writing for Email Marketing Campaigns

- 12.8.1. How to Create Good Headlines
- 12.8.2. Writing Content for Newsletters
- 12.8.3. Calls to Action in Newsletters

12.9. Display and Campaign Optimization

- 12.9.1. Advertising, Persuasive Communication
- 12.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
- 12.9.3. Affiliation
- 12.9.4. Campaign Preparation

12.10. Email Marketing Metrics

- 12.10.1. List Metrics
- 12.10.2. Newsletter Delivery Metrics
- 12.10.3. Conversion Metrics

Module 13. Search Engine Marketing and Search Engine Optimization (SEO)

13.1. How Search Engines Work

- 13.1.1. Indicators and Indexes
- 13.1.2. Algorithms
- 13.1.3. SEO and Corporate Branding

13.2. Fundamental Variables of SEO

- 13.2.1. Indexability
- 13.2.2. Contents
- 13.2.3. Popularity

13.3. SEO Analysis

- 13.3.1. Determining KPIs
- 13.3.2. Generating Scripts and Alerts
- 13.3.3. Optimization of Images, Videos and Other Elements

13.4. Linkbuilding

- 13.4.1. Ways of Carrying Out Effective Linkbuilding
- 13.4.2. Link Baiting
- 13.4.3. Link Audits
- 13.4.4. Penalties

13.5. App Store Optimization

- 13.5.1. App Indexing
- 13.5.2. App Visibility on Search Engines
- 13.5.3. Measuring the Visibility of Search Engine Apps

13.6. Technical SEO

- 13.6.1. Web Performance Optimization
- 13.6.2. Real Time and Content
- 13.6.3. Relevant Tagging and Headers
- 13.6.4. Advanced WPO Techniques

13.7. SEO and E-Commerce

- 13.7.1. Conversion Rate Optimization
- 13.7.2. Google WebMaster Tools
- 13.7.3. Social Proof and Viralization
- 13.7.4. Navigation and Indexability

13.8. Integration in an Online Marketing Plan

- 13.8.1. Metrics and Impact
- 13.8.2. Web Analytics
- 13.8.3. Other Monitoring Tools

Module 14. Search Engine Marketing (SEM)

14.1. Keyword Hunting for SEM

- 14.1.1. Adwords Keyword Tool
- 14.1.2. Google Suggest
- 14.1.3. Insights for Search
- 14.1.4. Google Trends

14.2. SEM and Google Adwords

- 14.2.1. Google Shopping
- 14.2.2. Google Display Network
- 14.2.3. Google AdWords Mobile
- 14.2.4. YouTube Advertising

14.3. Google Products

- 14.3.1. Google Products Integrated in Adwords
- 14.3.2. Product Extensions vs. Product Ads
- 14.3.3. Google Shopping and Local
- 14.3.4. Google Merchant

14.4. Pay-Per-Click and SEM

- 14.4.1. Search and Display
- 14.4.2. Creating PPC Campaigns
- 14.4.3. Tracking Conversions

14.5. Facebook Ads

- 14.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 14.5.2. Creating Facebook Ads
- 14.5.3. Facebook Power Editor
- 14.5.4. Campaign Optimization

14.6. Other PPC Platforms

- 14.6.1. Twitter Ads
- 14.6.2. LinkedIn
- 14.6.3. Baldu
- 14.6.4. Yandex

14.7. Strategy in SEM

- 14.7.1. Quality Score
- 14.7.2. CPC Bidding
- 14.7.3. Site Links

14.8. Measurement in SEM

- 14.8.1. KPIs
- 14.8.2. Impressions, Clicks, Conversions
- 14.8.3. Revenue, ROI, CPA

Module 15. Conversion Optimization

15.1. Introduction to Conversion Rate Optimization

- 15.1.1. Purchase Cycle and Elements of Online Behavior
- 15.1.2. Fundamentals of Neuromarketing
- 15.1.3. Usability vs. Persuasion

15.2. CRO Methodology

- 15.2.1. Scientific Method
- 15.2.2. Conversion Pyramid
- 15.2.3. The CRO Process

15.3. Web Analytics and CRO

- 15.3.1. Qualitative Analysis
- 15.3.2. Behavior Analysis
- 15.3.3. Business and User Objectives

15.4. User Experience y Conversion Rate Optimization

- 15.4.1. Lean and User Experience
- 15.4.2. Wireframing
- 15.4.3. Persuasive Copy

15.5. CRO and Psychology

- 15.5.1. Neuromarketing
- 15.5.2. Web Design and Neuromarketing
- 15.5.3. Learning, Memory and Emotions

15.6. Behavioral Economics

- 15.6.1. Decision Factors
- 15.6.2. Motivation and Anchoring
- 15.6.3. The Role of the Unconscious

15.7. Experimentation in CRO

- 15.7.1. A/B vs. Multivariate
- 15.7.2. Testing Tools
- 15.7.3. Implementation and Execution

15.8. CRO in E-Commerce

- 15.8.1. E-Commerce and CRO
- 15.8.2. The E-Commerce Funnel
- 15.8.3. Processes to Optimize

Module 16. Social Media and Community Management

16.1. Web 2.0 or the Social Web

- 16.1.1. Organization in the Age of Conversation
- 16.1.2. Web 2.0 Is All About People
- 16.1.3. New Environments, New Content

16.2. Digital Communication and Reputation

- 16.2.1. Crisis Management and Online Corporate Reputation
- 16.2.2. Online Reputation Report
- 16.2.3. Netiquette and Good Practices on Social Media
- 16.2.4. Branding and Networking 2.0

16.3. General, Professional, and Microblogging Platforms

- 16.3.1. Facebook
- 16.3.2. LinkedIn
- 16.3.3. Twitter

16.4. Video, Image, and Mobility Platforms

- 16.4.1. YouTube
- 16.4.2. Instagram
- 16.4.3. Flickr
- 16.4.4. Vimeo
- 16.4.5. Pinterest

16.5. Corporate Blogging

- 16.5.1. How to Create a Blog
- 16.5.2. Content Marketing Strategy
- 16.5.3. How to Create a Content Plan for Your Blog
- 16.5.4. Content Curation Strategy

16.6. Social Media Strategies

- 16.6.1. Corporate Communication Plan 2.0
- 16.6.2. Corporate PR and Social Media
- 16.6.3. Analysis and Evaluation of Results

16.7. Community Management

- 16.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 16.7.2. Social Media Manager
- 16.7.3. Social Media Strategist

16.8. Social Media Plan

- 16.8.1. Designing a Social Media Plan
- 16.8.2. Defining the Strategy to Be Followed in Each Medium
- 16.8.3. Contingency Protocol in Case of Crisis

Module 17. Designing the User Experience Strategy**17.1. UX Design**

- 17.1.1. Information Architecture
- 17.1.2. SEO and Analytics for UX
- 17.1.3. Landing Pages

17.2. Technical Terms in UX Design

- 17.2.1. Wireframe and Components
- 17.2.2. Interaction Pattern and Navigation Flow
- 17.2.3. User Profile
- 17.2.4. Process and Process Funnel

17.3. Research

- 17.3.1. Research in Interface Design Projects
- 17.3.2. Qualitative and Quantitative Approach
- 17.3.3. Announce the Results of the Research

17.4. Digital Design

- 17.4.1. Digital Prototype
- 17.4.2. Axure and Responsive
- 17.4.3. Interaction Design and Visual Design

17.5. User Experience

- 17.5.1. User Focused Design Methodology
- 17.5.2. User Research Techniques
- 17.5.3. Involve the Customer in the Process
- 17.5.4. Shopping Experience Management

17.6. Designing the User Experience Strategy

- 17.6.1. Content Trees
- 17.6.2. High-Fidelity Wireframes
- 17.6.3. Component Maps
- 17.6.4. Usability Guides

17.7. Usability Evaluation

- 17.7.1. Usability Evaluation Techniques
- 17.7.2. Viewing Data
- 17.7.3. Presenting Data

17.8. Customer Value and Customer Experience Management

- 17.8.1. Use of Narratives and Storytelling
- 17.8.2. Co-Marketing as a Strategy
- 17.8.3. Content Marketing Management
- 17.8.4. The ROI of Customer Experience Management

Module 18. Mobile E-Commerce**18.1. Mobile Marketing**

- 18.1.1. New Consumption and Mobility Habits
- 18.1.2. The SoLoMo Model
- 18.1.3. The 4 Ps of the Marketing Mix in Mobility

18.2. Mobile Technology

- 18.2.1. Mobile Operators
- 18.2.2. Mobile Devices and Operating Systems
- 18.2.3. Mobile Applications and WebApps
- 18.2.4. Sensors and Integration with the Physical World

18.3. Trends in Mobile Marketing

- 18.3.1. Mobile Publishing
- 18.3.2. Advergaming and Gamification
- 18.3.3. Mobile Geolocalization
- 18.3.4. Augmented Reality

18.4. Mobile User Behavior

- 18.4.1. New Search Habits on Mobile Devices
- 18.4.2. Multi-Screen
- 18.4.3. Mobile as a Purchasing Driver
- 18.4.4. ASO, Mobile User Acquisition and Loyalty.

18.5. User Interface and Shopping Experience

- 18.5.1. M-Commerce Rules and Platforms.
- 18.5.2. Omnichannel
- 18.5.3. Mobile & Proximity Marketing
- 18.5.4. Gap between Consumer and Advertiser
- 18.5.5. Mobile Commerce Content Managers

18.6. Apps and Purchases

- 18.6.1. Designing Mobile Commerce Apps
- 18.6.2. App Stores
- 18.6.3. App Marketing for Customer Loyalty
- 18.6.4. App Marketing for eCommerce

18.7. Mobile Payments

- 18.7.1. Value Chain and Business Models of Mobile Payment Methods
- 18.7.2. Keys to Improve UX in Mobile Payment
- 18.7.3. Positioning Strategies in the Mobile Payments Market
- 18.7.4. Fraud Management

18.8. Mobile Analytics

- 18.8.1. Mobile Measurement and Analysis Methodologies
- 18.8.2. Mobile Metrics: Main KPIs
- 18.8.3. Profitability Analysis
- 18.8.4. Mobile Analytics

18.9. Mobile Commerce

- 18.9.1. Services
- 18.9.2. Applications
- 18.9.3. Mobile Social Shopping

18.10. Mobile Social Media Applications

- 18.10.1 Integrating Cell Phones into Social Networks
- 18.10.2 Mobility, Relationship, Ubiquity and Publicity
- 18.10.3 Facebook Places
- 18.10.4 Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 19. Web Analytics and Marketing Analytics

19.1. Web Analysis

- 19.1.1. The Fundamentals of Web Analytics
- 19.1.2. Classic Media vs. Digital Media
- 19.1.3. The Web Analyst's Basic Methodology

19.2. Google Analytics

- 19.2.1. Configuring an Account
- 19.2.2. Javascript Tracking API
- 19.2.3. Customized Reports and Segments

19.3. Qualitative Analysis

- 19.3.1. Research Techniques Applied in Web Analytics
- 19.3.2. Customer Journey
- 19.3.3. Purchase Funnel

19.4. Digital Metrics

- 19.4.1. Basic Metrics
- 19.4.2. Ratios
- 19.4.3. Setting Objectives and KPIs

19.5. Acquisition and Marketing Analytics

- 19.5.1. ROI
- 19.5.2. ROAS
- 19.5.3. CLV

19.6. Strategy Analysis Areas

- 19.6.1. Web Traffic Acquisition
- 19.6.2. Activation
- 19.6.3. Conversion
- 19.6.4. Loyalty

19.7. Data Science and Big Data

- 19.7.1. Business Intelligence
- 19.7.2. Methodology and Analysis of Large Volumes of Data
- 19.7.3. Data Extraction, Processing and Loading

19.8. Application Programming Interface (API)

- 19.8.1. APIs and Google Analytics
- 19.8.2. Query Explorer
- 19.8.3. Supermetrics Functions

19.9. Viewing Data

- 19.9.1. Viewing and Interpreting Dashboards
- 19.9.2. Converting Data into a Value
- 19.9.3. Integrating Sources
- 19.9.4. Presenting Reports

19.10. Web Analytics Tools

- 19.10.1 Technological Basis of WA Tool
- 19.10.2 Logs and Tags
- 19.10.3 Basic and Ad-hoc Labeling

Module 20. Data Science and Big Data

20.1. Data Science and Big Data

- 20.1.1. Impact of Big Data and Data Science on Business Strategy
- 20.1.2. Introduction to Command Line
- 20.1.3. Data Science Problems and Solutions

20.2. Data Hacking Languages

- 20.2.1. SQL Databases
- 20.2.2. Introduction to Python
- 20.2.3. Programming in R

20.3. Statistics

- 20.3.1. Introduction to Statistics
- 20.3.2. Linear and Logistic Regression
- 20.3.3. PCA and Clustering

20.4. Machine Learning

- 20.4.1. Model Selection and Regularization
- 20.4.2. Random Trees and Forests
- 20.4.3. Processing Natural Language

20.5. Big Data

- 20.5.1. Hadoop
- 20.5.2. Spark
- 20.5.3. Collaborative Recommendation and Filtering Systems

20.6. Data Science Success Stories

- 20.6.1. Customer Segmentation Using the RFM Model
- 20.6.2. Experiment Design Application
- 20.6.3. Supply Chain Value: Forecasting
- 20.6.4. Business Intelligence

20.7. Hybrid Architectures in Big Data

- 20.7.1. Lambda Architecture
- 20.7.2. Kappa Architecture
- 20.7.3. Apache Flink and Practical Implementations
- 20.7.4. Amazon Web Services

20.8. Big Data in the Cloud

- 20.8.1. AWS: Kinesis
- 20.8.2. AWS: DynamoSDB
- 20.8.3. Google Cloud Computing
- 20.8.4. Google BigQuery

Module 21. E-Commerce and Shopify
21.1. Digital E-Commerce Management

- 21.1.1. New E-Commerce Business Models
- 21.1.2. Planning and Developing an E-Commerce Strategic Plan
- 21.1.3. Technological Structure in E-Commerce

21.2. E-Commerce Operations and Logistics

- 21.2.1. How to Manage Fulfillment
- 21.2.2. Digital Point-of-Sale Management
- 21.2.3. Contact Center Management
- 21.2.4. Automation in Management and Monitoring Processes

21.3. Implementing E-Commerce Techniques

- 21.3.1. Social Media and Integration in the E-Commerce Plan
- 21.3.2. Multichannel Strategy
- 21.3.3. Personalizing Dashboards

21.4. Digital Pricing

- 21.4.1. Online Payment Methods and Payment Gateways
- 21.4.2. Electronic Promotions
- 21.4.3. Digital Price Timing
- 21.4.4. E-Auctions

21.5. From E-Commerce to M-Commerce and S-Commerce

- 21.5.1. E-Marketplace Business Models
- 21.5.2. S-Commerce and Brand Experience
- 21.5.3. Purchase via Mobile Devices

21.6. Customer Intelligence: from E-CRM to S-CRM

- 21.6.1. Integrating the Consumer in the Value Chain
- 21.6.2. Online Research and Loyalty Techniques
- 21.6.3. Planning a Customer Relationship Management Strategy

21.7. Digital Marketing Trade

- 21.7.1. Cross Merchandising
- 21.7.2. Designing and Managing Facebook Ads Campaigns
- 21.7.3. Designing and Managing Google Ad Campaigns

21.8. Online Marketing for E-Commerce

- 21.8.1. Inbound Marketing
- 21.8.2. Display and Programmatic Purchasing
- 21.8.3. Communication Plan

Module 22. Commercial Management
22.1. Commercial Negotiation

- 22.1.1. Emotional Intelligence in Negotiation and Sales
- 22.1.2. Self-Motivation and Empathy
- 22.1.3. Developing Negotiation Abilities

22.2. Fundamentals of Commercial Management

- 22.2.1. Internal and External Analysis. SWOT Analysis
- 22.2.2. Sector and Competitive Analysis
- 22.2.3. CANVAS Model

22.3. Decision-Making in Commercial Management

- 22.3.1. Commercial Strategy and Competitive Strategy
- 22.3.2. Decision Making Models
- 22.3.3. Analytical and Decision Making Tools

22.4. Sales Network Management

- 22.4.1. Sales Campaign Planning
- 22.4.2. Networks Serving Commercial Activity
- 22.4.3. Salesperson Recruitment and Training Policies
- 22.4.4. Sales Management

22.5. Implementing the Commercial Function

- 22.5.1. Commercial Contract
- 22.5.2. Controlling Commercial Activity
- 22.5.3. The Commercial Agent's Code of Ethics

22.6. Key Account Management

- 22.6.1. Identifying Key Accounts
- 22.6.2. Benefits and Risks of the Key Account Manager
- 22.6.3. Sales and Key Account Management
- 22.6.4. KAM Strategic Action Phases

22.7. Commercial Forecast

- 22.7.1. Business Forecast and Sales Forecast
- 22.7.2. Sales Forecasting Methods
- 22.7.3. Practical Applications of Sales Forecasting

22.8. Financial and Budgetary Management

- 22.8.1. Marketing Balanced Scorecard
- 22.8.2. Control of the Annual Marketing Plan
- 22.8.3. Financial Impact of Strategic Decisions

Module 23. 1 to 1 Marketing

23.1. Emotional Intelligence in the Company

- 23.1.1. Emotional Intelligence and Communication
- 23.1.2. Assertiveness, Empathy, and Active Listening
- 23.1.3. Self-Esteem and Emotional Language

23.2. Relational Capital: Coworking

- 23.2.1. Managing Human Capital
- 23.2.2. Performance Analysis
- 23.2.3. Managing Equality and Diversity
- 23.2.4. Innovation in People Management

23.3. Leadership and Team Management

- 23.3.1. Leadership and Leadership Styles
- 23.3.2. Skills and Abilities of the Leader 2.0
- 23.3.3. Managing Change Processes
- 23.3.4. Managing Multicultural Teams
- 23.3.5. Coaching

23.4. Selecting Target Customers (CRM)

- 23.4.1. Designing an E-CRM
- 23.4.2. Implications and Limitations of the Personal Data Protection Law
- 23.4.3. Orientation towards the Consumer
- 23.4.4. 1 to 1 Planning

23.5. Key Account Management

- 23.5.1. Identifying Key Accounts
- 23.5.2. Benefits and Risks of the Key Account Manager
- 23.5.3. Sales and Key Account Management
- 23.5.4. KAM Strategic Action Phases

23.6. The Loyalty Process

- 23.6.1. In-Depth Knowledge of the Client
- 23.6.2. The Commercial Process to be Carried Out with the Customer
- 23.6.3. The Value that the Customer Has for the Company

Module 24. Sales Campaign Planning

24.1. Customer Portfolio Analysis

- 24.1.1. Customer Planning
- 24.1.2. Customer Classification

24.2. Commercial Segmentation

- 24.2.1. Analysis of Distribution Channels, Sales Areas and Products
- 24.2.2. Preparing Commercial Areas
- 24.2.3. Implementing the Visiting Plan

24.3. Selecting Target Customers (CRM)

- 24.3.1. Designing an E-CRM
- 24.3.2. Implications and Limitations of the Personal Data Protection Law
- 24.3.3. Orientation towards the Consumer
- 24.3.4. 1 to 1 Planning

24.4. Key Account Management

- 24.4.1. Identifying Key Accounts
- 24.4.2. Benefits and Risks of the Key Account Manager
- 24.4.3. Sales and Key Account Management
- 24.4.4. KAM Strategic Action Phases

24.5. Sales Projections

- 24.5.1. Business Forecast and Sales Forecast
- 24.5.2. Sales Forecasting Methods
- 24.5.3. Practical Applications of Sales Forecasting

24.6. Setting Sales Objectives

- 24.6.1. Coherence of Corporate, Commercial and Sales Objectives
- 24.6.2. Programming Objectives and Detailed Budgets
- 24.6.3. Distributing Objectives by Business Activity Units
- 24.6.4. Sales and Participation Objectives

24.7. Sales Quota and Setting the Sales Quota

- 24.7.1. Activity Quotas
- 24.7.2. Volume and Profitability Quotas
- 24.7.3. Participation Quotas
- 24.7.4. Economic and Financial Quotas
- 24.7.5. Seasonality and Quotas

24.8. Contingency Plan

- 24.8.1. Information Systems and Sales Control
- 24.8.2. Scorecards
- 24.8.3. Corrective Measures and Contingency Plans

Module 25. Commercial and Sales Team Organization
25.1. Commercial Organization

- 25.1.1. Introduction to Commercial Organization
- 25.1.2. Typical Commercial Structures
- 25.1.3. Delegations Organization
- 25.1.4. Developing Commercial Organizational Models

25.2. Sales Network Organization

- 25.2.1. Department Organization Chart
- 25.2.2. Designing Sales Networks
- 25.2.3. Multichannel Reality

25.3. Internal Market Analysis

- 25.3.1. Service Chain Definition
- 25.3.2. Quality of Service Analysis
- 25.3.3. Product Benchmark
- 25.3.4. Key Business Success Factors

25.4. Sales Strategy

- 25.4.1. Sales Methods
- 25.4.2. Acquisition Strategies
- 25.4.3. Service Strategies

25.5. Go-To-Market Strategy

- 25.5.1. Channel Management
- 25.5.2. Competitive Advantage
- 25.5.3. Sales Force

25.6. Controlling Commercial Activity

- 25.6.1. Main Ratios and Control Methods
- 25.6.2. Supervision Tools
- 25.6.3. Balanced Scorecard Methodology

25.7. After-Sales Service Organization

- 25.7.1. After-Sales Actions
- 25.7.2. Relationships with the Customer
- 25.7.3. Self-Analysis and Improvement

25.8. Commercial Audit

- 25.8.1. Possible Lines of Intervention
- 25.8.2. Express Commercial Audit
- 25.8.3. Strategic Team Assessment
- 25.8.4. Marketing Policy Assessment

Module 26. Selecting, Training, and Coaching the Sales Network
26.1. Managing Human Capital

- 26.1.1. Intellectual Capital The Intangible Asset of Knowledge
- 26.1.2. Talent Acquisition
- 26.1.3. Preventing the Loss of Human Resources

26.2. Selecting Sales Teams

- 26.2.1. Recruitment Actions
- 26.2.2. Salesperson Profiles
- 26.2.3. Interview
- 26.2.4. Welcome Plan

26.3. Training High-Level Salespeople

- 26.3.1. Training Plan
- 26.3.2. Salesperson Characteristics and Duties
- 26.3.3. Training and Managing High-Performing Teams

26.4. Training Management

- 26.4.1. Learning Theories
- 26.4.2. Talent Detection and Retention
- 26.4.3. Gamification and Talent Management
- 26.4.4. Training and Professional Obsolescence

26.5. Personal Coaching and Emotional Intelligence

- 26.5.1. Emotional Intelligence Applied to Sales Techniques
- 26.5.2. Assertiveness, Empathy, and Active Listening
- 26.5.3. Self-Esteem and Emotional Language
- 26.5.4. Multiple intelligences

26.6. Motivation

- 26.6.1. The Nature of Motivation
- 26.6.2. Expectations Theory
- 26.6.3. Needs Theory
- 26.6.4. Motivation and Financial Compensation

26.7. Compensation of Sales Networks

- 26.7.1. Compensation Systems
- 26.7.2. Incentive and Compensation Systems
- 26.7.3. Distribution of Salary Concepts

26.8. Compensation and Non-Economic Benefits

- 26.8.1. Quality of Life in the Workplace Programs
- 26.8.2. Expansion and Enrichment of the Job
- 26.8.3. Flexible Schedules and Job Sharing

Module 27. Commercial Activity Process

27.1. Development of the Sales Process

- 27.1.1. Methodology in the Sales Process
- 27.1.2. Attracting Attention and Argumentation
- 27.1.3. Objections and Demonstration

27.2. Preparing the Commercial Visit

- 27.2.1. Studying the Customers File
- 27.2.2. Setting Customer Sales Targets
- 27.2.3. Preparing the Interview

27.3. Conducting the Commercial Visit

- 27.3.1. Customer Presentation
- 27.3.2. Determining Needs
- 27.3.3. Argumentation

27.4. Psychology and Sales Techniques

- 27.4.1. Notions of Psychology Applied to Sales
- 27.4.2. Techniques to Improve Verbal and Non-Verbal Communication
- 27.4.3. Factors that Influence Consumer Behavior

27.5. Negotiation and Closing the Sale

- 27.5.1. Negotiation Phases
- 27.5.2. Negotiation Tactics
- 27.5.3. Closing and Customer Commitment
- 27.5.4. Commercial Visit Analysis

27.6. The Loyalty Process

- 27.6.1. In-Depth Knowledge of the Client
- 27.6.2. The Commercial Process to be Carried Out with the Customer
- 27.6.3. The Value that the Customer Has for the Company

Module 28. Integrating Digital Channels into the Commercial Strategy

28.1. Digital E-Commerce Management

- 28.1.1. New E-Commerce Business Models
- 28.1.2. Planning and Developing an E-Commerce Strategic Plan
- 28.1.3. Technological Structure in E-Commerce

28.2. Implementing E-Commerce Techniques

- 28.2.1. Social Media and Integration in the E-Commerce Plan
- 28.2.2. Multichannel Strategy
- 28.2.3. Personalizing Dashboards

28.3. Digital Pricing

- 28.3.1. Online Payment Methods and Payment Gateways
- 28.3.2. Electronic Promotions
- 28.3.3. Digital Price Timing
- 28.3.4. E-Auctions

28.4. From E-Commerce to M-Commerce and S-Commerce

- 28.4.1. E-Marketplace Business Models
- 28.4.2. S-Commerce and Brand Experience
- 28.4.3. Purchase via Mobile Devices

28.5. Customer Intelligence: From E-CRM to S-CRM

- 28.5.1. Integrating the Consumer in the Value Chain
- 28.5.2. Online Research and Loyalty Techniques
- 28.5.3. Planning a Customer Relationship Management Strategy

28.6. Managing Virtual Communities: Community Management

- 28.6.1. Changes in Communication Paradigms
- 28.6.2. Business Intelligence and the Consumer 2.0
- 28.6.3. Managing Networks and Communities
- 28.6.4. Social Media Content Management
- 28.6.5. Monitoring, Analytics and Results in Social Media

28.7. Social Media Plan

- 28.7.1. Designing a Social Media Plan
- 28.7.2. Defining the Strategy to Be Followed in Each Medium
- 28.7.3. Contingency Protocol in Case of Crisis

28.8. Web Analytics and Social Media Intelligence

- 28.8.1. Setting Objectives and KPIs
- 28.8.2. ROI in Digital Marketing
- 28.8.3. Viewing and Interpreting Dashboards

Module 29. Commerce and International Marketing**29.1. International Market Research**

- 29.1.1. Emerging Markets Marketing
- 29.1.2. PES Analysis
- 29.1.3. What, How, and Where to Export
- 29.1.4. International Marketing-Mix Strategies

29.2. International Segmentation

- 29.2.1. Criteria for Market Segmentation at the International Level
- 29.2.2. Market Niches
- 29.2.3. International Segmentation Strategies

29.3. International Positioning

- 29.3.1. Branding in International Markets
- 29.3.2. Positioning Strategies in International Markets
- 29.3.3. Global, Regional and Local Brands

29.4. Product Strategies in International Markets

- 29.4.1. Product Modification, Adaptation and Diversification
- 29.4.2. Global Standardized Products
- 29.4.3. The Product Portfolio

29.5. Prices and Exports

- 29.5.1. Export Prices Calculation
- 29.5.2. Incoterms
- 29.5.3. International Price Strategy

29.6. Quality in International Commerce

- 29.6.1. Quality and International Commerce
- 29.6.2. Standards and Certifications
- 29.6.3. CE Marking

29.7. International Promotion

- 29.7.1. The International Promotion MIX
- 29.7.2. Advertising and Publicity
- 29.7.3. International Fairs
- 29.7.4. Country Branding

29.8. Distribution through International Channels

- 29.8.1. Channel and Trade Marketing
- 29.8.2. Export Consortiums
- 29.8.3. Types of Exports and Foreign Trade



A unique, key, and decisive experience to boost your professional development and make the definitive leap”

07

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization”

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

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



This program prepares you to face business challenges in uncertain environments and achieve business success.



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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

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

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

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

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



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

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



Study Material

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

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



Classes

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

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



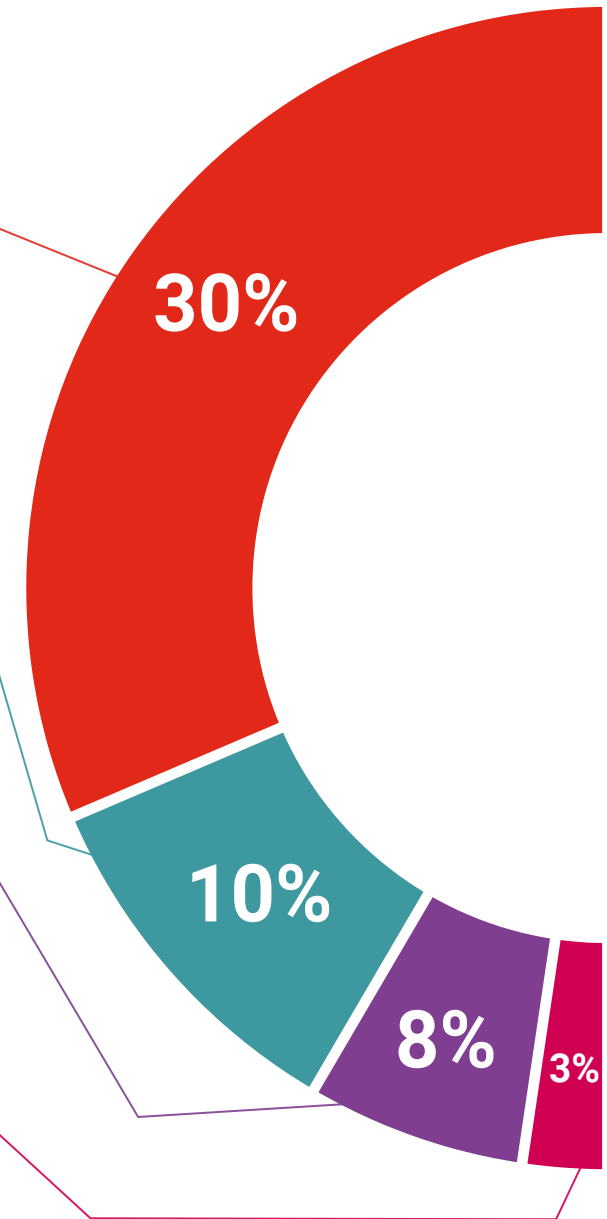
Management Skills Exercises

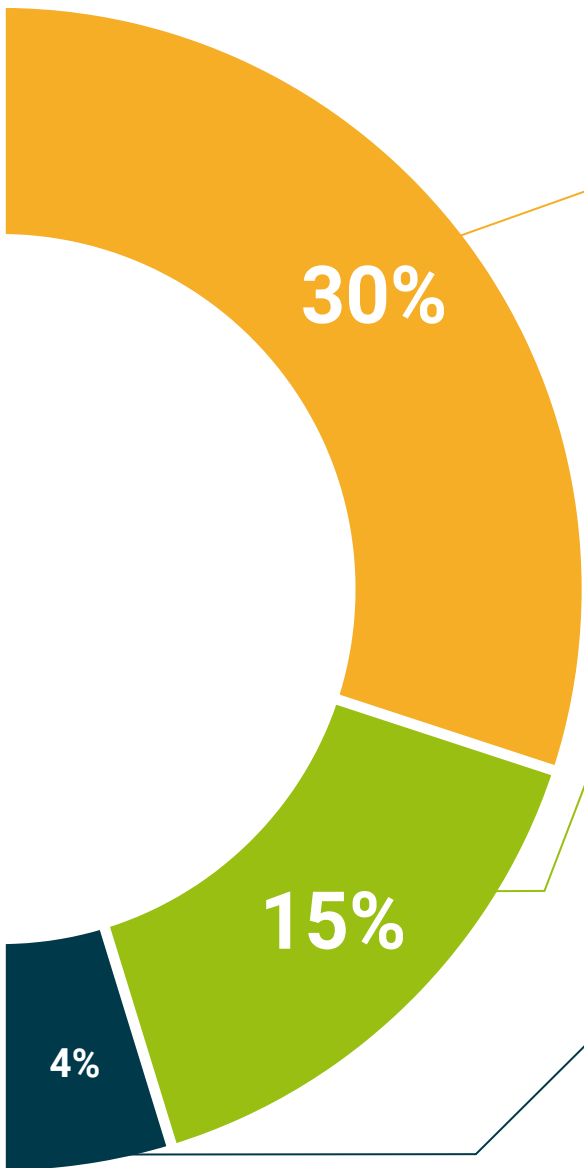
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

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



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



08

Our Students' Profiles

The Advanced Master's Degree in Senior Management in Marketing and Sales is a tailor-made program that is delivered in a 100% online format so that the student can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 24 months and is intended to be a unique and stimulating experience for the professional to lay the foundations for success as an integrated marketing manager.





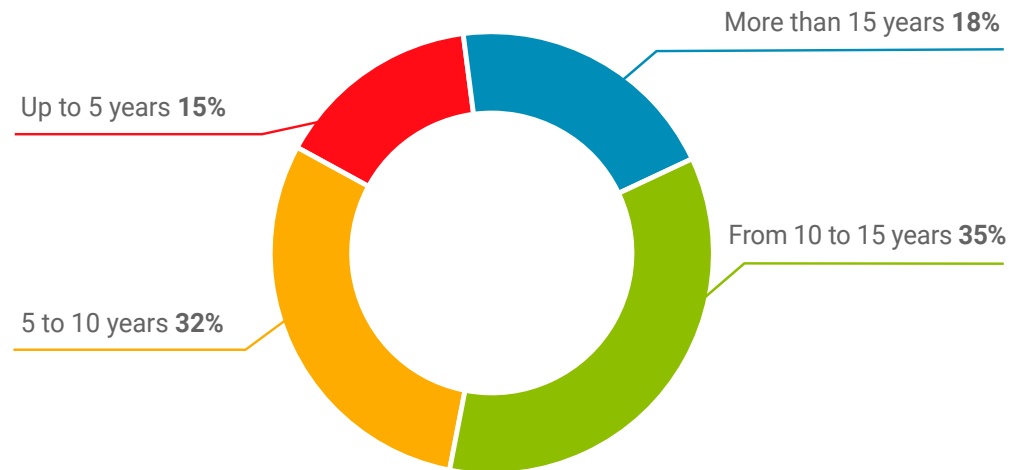
“

A program designed for professionals with extensive experience in the sector, but who wish to update their knowledge with the latest information on the market”

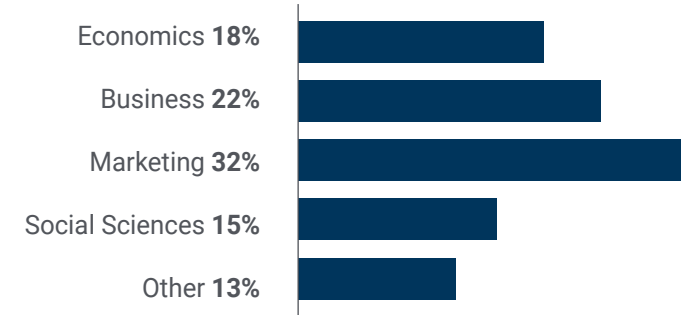
Average Age

Between **35** and **45** years old

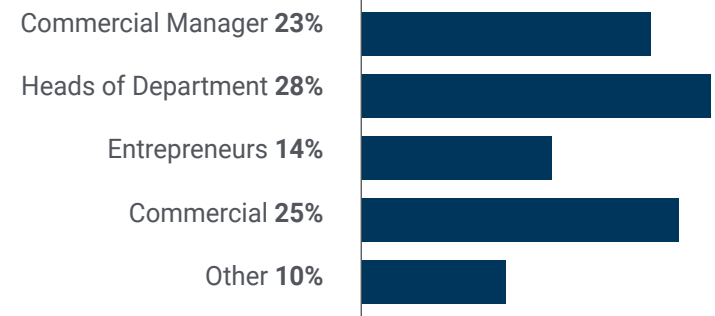
Years of Experience



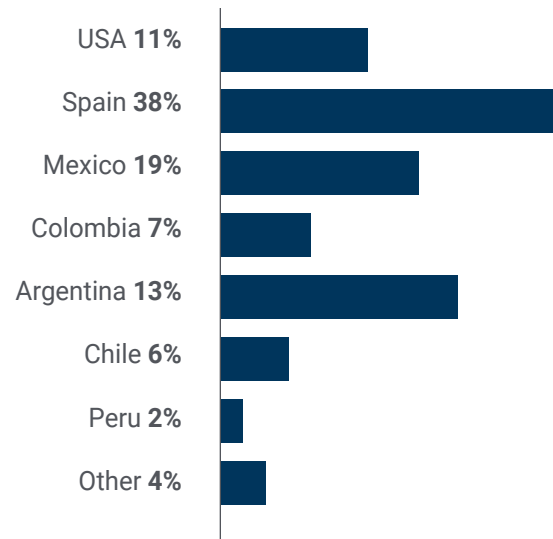
Training



Academic Profile



Geographical Distribution



Miguel Salcedo

Managing Director of a Multinational Company

"This TECH Advanced Master's Degree has been totally beneficial to improve my skills in Senior Management in Marketing and Sales, since it has a totally up-to-date syllabus adapted to my needs. I will definitely come back to study at this university whenever I need to specialize in any sector"

09

Course Management

The program's teaching staff includes reference experts in Senior Management in Marketing and Sales, who pour into this program the experience of their years of work. In addition, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Advanced Master's Degree in an interdisciplinary way, making it a unique and highly nourishing academic experience for students.



“

A highly prestigious teaching staff to help train professionals who seek excellence"

International Guest Director

Dr. Aric Rindfleisch is a leading international authority in the field of Marketing and innovation. In addition, his dedication to research in key areas such as 3D printing, new product development and consumer values is noteworthy.

He has held senior roles such as President of Marketing and Executive Director at Illinois MakerLab, the world's first Business School 3D Printing Lab. Here, he has focused on providing professors and students with the knowledge and resources needed to be at the forefront of the emerging Maker Movement, teaching users how to design, manufacture and market physical objects.

His professional career has been marked by exceptional dedication and extensive experience in a variety of areas. For example, he has worked in Account Management at J. Walter Thompson Japan, an experience that has given him a deep understanding of the business world and market dynamics. He has also practiced in Hospital Administration at Connecticut Valley Hospital, where he has acquired very useful skills in management and leadership.

But his contribution extends beyond research, as he has played important roles in publishing, serving on the editorial board and as editor of renowned journals related to Marketing, consumer psychology and supply chain management. His excellence in teaching has also been recognized with several awards, including being named to The Princeton Review's list of "Top 300 Professors" in America.

Undoubtedly, Dr. Rindfleisch has left an indelible mark on the global community. In fact, he has published numerous articles in internationally renowned academic journals, addressing relevant and current topics in the field of Marketing.



Dr. Rindfleisch, Aric

- ◆ President of Marketing and Chief Executive Officer at Illinois MakerLab, Urbana-Champaign, United States
- ◆ Assistant Advertising Account Manager at J. Walter Thompson Japan
- ◆ Hospital Administration Assistant at Connecticut Valley Hospital, Connecticut, U.S.A.
- ◆ Ph.D., University of Wisconsin-Madison, U.S.A
- ◆ M.B.A. from Cornell University
- ◆ Bachelor of Science degree from Connecticut State University
- ◆ Associate Editor:
 - ◆ Journal of Supply Chain Management
 - ◆ Journal of Product Innovation Management
- ◆ Editorial Board Member at:
 - ◆ Journal of the Academy of Marketing Science
 - ◆ Journal of Consumer Psychology
 - ◆ Journal of Public Policy and Marketing
 - ◆ Marketing Letters
 - ◆ Academy of Marketing Sciences Marketing Science Review

“

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

International Guest Director

Scott Stevenson is a distinguished Digital Marketing industry expert who, for over 19 years, has been associated with 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 in Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business. As such, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.



Mr. Stevenson, Scott

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

Management



Mr. López, Adolfo

- ♦ Economist
- ♦ Master's Degree in Marketing
- ♦ He has worked mainly in the field of Strategy, Marketing and Market Research Consulting
- ♦ He has extensive experience in undergraduate and master's degree training at universities and business schools
- ♦ Former president of the Marketing Club in Valencia and member of the board of directors of the Iberoamerican Association of Neurosciences for Communication and Business



10

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

Therefore, they put all their efforts and tools at the student's disposal so that they can acquire the necessary skills and abilities to achieve this change.



“

We want to help you specialize in an essential area in business and, to do so, we offer you the best program on the market”

If you are looking for a high-level program to improve your skills and knowledge, do not hesitate and enroll in this Advanced Master's Degree.

Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in Senior Management in Marketing and Sales of TECH Technological University is an intensive program that prepares the student to face challenges and business decisions at both national and international levels.

The main objective is to promote your personal and professional growth, helping you to achieve success.

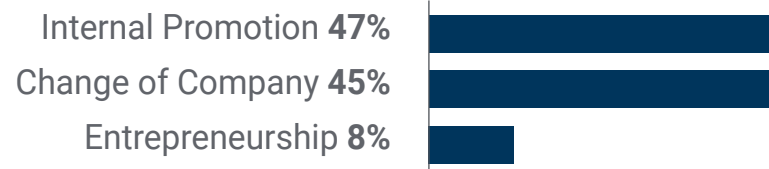
If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

We offer you a unique opportunity to turn your career around.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students.



11

Benefits for Your Company

The Advanced Master's Degree in Senior Management in Marketing and Sales contributes to elevating the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will bring an improvement not only on a personal level but, above all, on a professional level, enhancing knowledge and improving management skills. .

Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

After completing this Advanced Master's Degree you will bring a new business vision to the company"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The student will bring new concepts to the company, strategies and perspectives that can bring about relevant changes in the organization.

02

Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

Building Agents of Change

The student will be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

04

Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The student will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06

Increased Competitiveness

This program will equip our students with the necessary skills to take on new challenges and drive the organization forward.

12 Certificate

The Advanced Master's Degree in Senior Management in Marketing and Sales guarantees you, in addition to the most rigorous and up-to-date training, access to a Advanced Master's Degree issued by TECH Technological University.





“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **Advanced Master's Degree in Senior Management in Marketing and Sales** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Advanced Master's Degree in Senior Management in Marketing and Sales**
 Official N° of hours: **3,000 h.**



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



**Advanced Master's
Degree**
Senior Management
in Marketing and Sales

Language: English

Course Modality: Online

Duration: 2 years

Accreditation: TECH Technological University

Official N° of hours: 3,000 h.

Advanced Master's Degree Senior Management in Marketing and Sales

