

Advanced Master's Degree Operational Marketing Senior Management

A M D O M S M



Advanced Master's Degree Operational Marketing Senior Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/pk/school-of-business/advanced-master-degree/advanced-master-degree-operational-marketing-senior-management

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01 Welcome

Marketing is becoming increasingly important in companies, as it is an essential element for commercializing products and services. It helps to make our brand known, attract and retain customers, as well as discover the needs of users. In short, it should be an essential component of any company. Likewise, it is equally important for company managers to know their consumers in order to detect their needs and be able to direct their campaigns and publicize their products effectively. For all these reasons, marketing plays a fundamental role in any company and its knowledge is essential for professionals in the sector. Specifically, this program in Operational Marketing Senior Management is based on three main blocks: Marketing management, advertising communication and market research and techniques management.



Advanced Master's Degree in Operational Marketing
Senior Management. TECH Technological University

“

Learn the main marketing strategies that you can apply to publicize your company and generate a positive reputation"

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 ground-breaking 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, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*We help you meet your academic goals with
the most up-to-date program on the market"*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Operational Marketing Senior Management** will enable you to:

01

Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style

04

Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations

02

Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences

05

Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the English language, analyzing the different levels and components that make up the English linguistic system, as well as the discursive products that are framed in the different textual typologies

03

Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

06

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

07

Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

10

Encourage creativity and persuasion through different communication formats and media

08

Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

11

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

09

Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

12

Integrate the Internet into the organization's marketing strategy

13

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

14

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

15

Successfully lead partially or fully digitized sales and marketing teams

16

Develop marketing, market research and communication projects

17

Develop a solid and comprehensive digital marketing plan for the organization

18

Define the latest trends and developments in business management

19

Build a personal and managerial skills development and improvement plan

22

Identify the types of market research and know how to apply the most appropriate for the company

20

Develop strategies to carry out decision-making in a complex and unstable environment

23

Develop the main techniques in market research

21

Develop a marketing plan for the company

24

Know and apply the main digital tools for market analysis and metrics

05 Skills

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



“

Create and manage marketing campaigns
that are effective for your company and
help it attract customers”

At the end of this program, the student will be able to:

01

Describe the characteristics and fundamentals of communication

03

Develop a plan for the creation of the corporate identity

02

Know how to use the different online communication platforms

04

Use psychological mechanisms present in communication



05

Apply creative techniques in communication

07

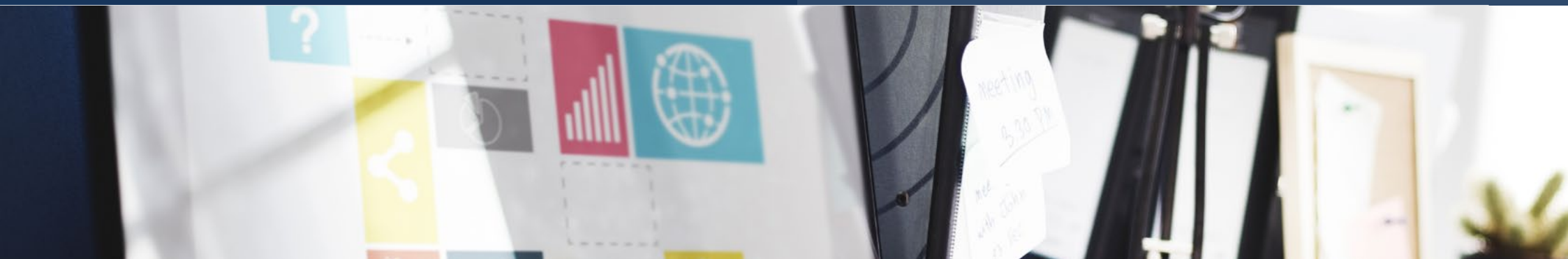
Develop a corporate identity for an organization

06

Write advertising texts using the most appropriate language for this sector

08

Recognize the flows of public opinion and the ability to exert force on them



09

Apply the different digital tools to marketing processes

11

Have an in-depth understanding of customer purchasing behavior



10

Apply quantitative and qualitative market research methods and techniques

12

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

13

Manage and control the company's logistic processes

15

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



14

Apply creativity and innovation for the development of new products

16

Achieve an international positioning of the company through marketing actions

17

Strategic planning in line with the company's objectives

20

Identify the different market segments

18

Apply technological resources within the framework of the company's corporate strategy

19

Use marketing tools to raise awareness of the company and achieve an online reputation appropriate to the objectives

21

Competitive positioning of the company



22

Know in depth the different types of market research and to implement the most appropriate ones to meet the company's objectives

24

Know how to carry out questionnaires and interviews necessary for market research

25

Perform an adequate analysis of Internet metrics to obtain the necessary information to direct the company's strategy

23

Apply quantitative and qualitative research techniques

26

Conduct national and international market research



06

Structure and Content

The Advanced Master's Degree in Operational Marketing Senior Management is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule 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 very well-structured curriculum designed to provide you with superior training that will enable you to achieve professional success"

Syllabus

The Advanced Master's Degree in Operational Marketing Senior Management of TECH - Technological University is an intensive program that prepares you 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, you will analyze a multitude of practical cases through individual work, thanks to which you will obtain a learning experience that will be very useful for your daily practice. It is, therefore, an authentic immersion in real business situations.

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

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 26 modules:

Module 1	Structure of the Communication
Module 2	Introduction to the Psychology of Communication
Module 3	Advertising Language
Module 4	Creativity in Communication
Module 5	Advertising Creativity I: Copywriting
Module 6	Advertising Creativity II: Art Direction
Module 7	Market Research
Module 8	Management and Leadership
Module 9	Logistics and Economic Management
Module 10	Marketing Processes and Variables
Module 11	Strategy in Marketing Management
Module 12	Customer Relationship Management
Module 13	Operational Marketing

Module 14	Sectorial Marketing
Module 15	International Marketing
Module 16	Digital Marketing and E-Commerce
Module 17	E-Commerce and Shopify
Module 18	Social Media and Community Management
Module 19	Corporate Identity
Module 20	Public Opinion
Module 21	Advertising Law
Module 22	Market and Customer Management
Module 23	Qualitative Research Techniques
Module 24	Quantitative Research Techniques
Module 25	Internet Analytics and Metrics
Module 26	Analysis of Results and Market Research Applications

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, 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. Structure of the Communication

1.1. Theory, Concept and Method of the Communication Structure

- 1.1.1. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.2. The Structuralist Method
- 1.1.3. Definition and Purpose of the "Communication Structure"
- 1.1.4. Guide to the Analysis of Communication Structure

1.2. New International Communication Order

- 1.2.1. Control and Ownership of Communication
- 1.2.2. Communication Marketing
- 1.2.3. Cultural Dimension of Communication

1.3. Major Information Agencies

- 1.3.1. What is an Information Agency?
- 1.3.2. Information and News Importance of the Journalist
- 1.3.3. Before the Internet, the Great Unknown
- 1.3.4. A Globalized Map From Local to Transnational
- 1.3.5. News Agencies Can Be Seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

1.4. The Advertising Industry and its Relationship with the Media System

- 1.4.1. Advertising Industry, Consciousness Industries
- 1.4.2. The Need of Advertising for the Media
- 1.4.3. Structure of the Advertising Industry
- 1.4.4. The Media and its Relationship with the Advertising Industry
- 1.4.5. Advertising Regulation and Ethics

1.5. Cinema and the Culture and Leisure Market

- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World
- 1.5.5. The Power of Hollywood
- 1.5.6. From the Golden Hollywood Oscars to the photocall of new platforms.
- 1.5.7. New Displays

1.6. Political Power and the Media

- 1.6.1. Influence of the Media in the Formation of Society
- 1.6.2. Media and Political Power
- 1.6.3. Manipulation and (Political) Power

1.7. Media Concentration and Communication Policies

- 1.7.1. Theoretical Approach to External Growth Processes
- 1.7.2. Competition and Communication Policies in the European Union

1.8. Communication Structure in Spain

- 1.8.1. The Communication Sector within the Framework of Spain's Economic Activity
- 1.8.2. Communication Market
- 1.8.3. Communication in the Spanish Production System: Between Perfect Competition and Oligopoly
- 1.8.4. The Public and Private Communication Sectors in Spain
- 1.8.5. Main Media Sectors in the Spanish Information Market
- 1.8.6. Television Structure in Spain
- 1.8.7. The Radio in Spain
- 1.8.8. Written and Digital Press
- 1.8.9. Communication Groups and Supplements
- 1.8.10. The Decline of the Free Press and the Emerging Digital Press

1.9. Communication Structure in Latin America

- 1.9.1. Introduction
- 1.9.2. Historical Approach
- 1.9.3. Bipolarity of the Latin American Media System
- 1.9.4. U.S. Hispanic Media

1.10. A Prospective of the Structure of Communication and Journalism

- 1.10.1. Digitalization and the New Media Structure
- 1.10.2. The Structure of Communication in Democratic Countries

Module 2. Introduction to the Psychology of Communication

2.1. History of Psychology

- 2.1.1. We Begin with the Study of Psychology
- 2.1.2. Science in Evolution Historical and Paradigmatic Changes
- 2.1.3. Paradigms and Stages in Psychology
- 2.1.4. Cognitive Science

2.2. Introduction to Social Psychology

- 2.2.1. Beginning with the Study of Social Psychology: The Influence
- 2.2.2. Empathy, Altruism and Helping Behavior

2.3. Social Cognition: The Processing of Social Information

- 2.3.1. Thinking and Knowing, Vital Needs
- 2.3.2. Social Cognition
- 2.3.3. Organizing Information
- 2.3.4. Thinking: Prototypical or Categorical
- 2.3.5. The Mistakes We Make in Thinking: Inferential Biases
- 2.3.6. Automatic Information Processing

2.4. Personality Psychology

- 2.4.1. What is The Self? Identity and Personality
- 2.4.2. Self-Awareness
- 2.4.3. Self-Esteem
- 2.4.4. Self-Knowledge
- 2.4.5. Interpersonal Variables in Personality Shaping
- 2.4.6. Macro-Social Variables in the Configuration of Personality

2.5. Emotions

- 2.5.1. What Do We Talk About When We Get Excited?
- 2.5.2. The Nature of Emotions
- 2.5.3. Emotions and Personality
- 2.5.4. From Another Perspective. Social Emotions

2.6. Psychology of Communication. Persuasion and Attitude Change

- 2.6.1. Introduction to the Psychology of Communication
- 2.6.2. Attitudes
- 2.6.3. Historical Models in the Study of Persuasive Communication
- 2.6.4. The Elaboration Probability Model (elm)
- 2.6.5. Communication Processes through the Media

2.7. The Sender

- 2.7.1. The Source of Persuasive Communication
- 2.7.2. Characteristics of the Source Credibility
- 2.7.3. Characteristics of the Source Attractiveness
- 2.7.4. Sender Characteristics Power
- 2.7.5. Processes in Persuasive Communication Mechanisms Based on Primary Cognition

2.8. The Message

- 2.8.1. We Begin by Studying the Composition of the Message
- 2.8.2. Types of Messages: Rational vs. Emotional Messages
- 2.8.3. Emotional Messages and Communication: Fear Inducing Messages
- 2.8.4. Rational Messages and Communication

2.9. The Receiver

- 2.9.1. The Role of the Receiver Under the Elaboration Probability Model
- 2.9.2. Receiver Needs and Motives: Their Impact on Changing Attitudes

2.10. New Perspectives in the Study of Communication

- 2.10.1. Non-Conscious Processing of Information Automatic Processes
- 2.10.2. The Measurement of Automatic Processes in Communication
- 2.10.3. First Steps in the New Paradigms
- 2.10.4. Theories of Dual Processing Systems

Module 3. Advertising Language

3.1. Thinking and Writing: Definition

- 3.1.1. Definition of Advertising Copywriting
- 3.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

3.2. Advertising Copywriting and Creativity

- 3.2.1. Conditioning Factors of Advertising Copywriting
- 3.2.2. Linguistic Competence
- 3.2.3. Duties of the Advertising Copywriter
 - 3.2.3.1. Definition of the Duties of the Advertising Copywriter

3.3. The Principle of Coherence and Campaign Conceptualization

- 3.3.1. The Principle of Campaign Unity
- 3.3.2. The Creative Team
- 3.3.3. The Conceptualization Process: Hidden Creativity
- 3.3.4. What is a Concept?
- 3.3.5. Applications of the Conceptualization Process
- 3.3.6. The Advertising Concept
- 3.3.7. Utility and Advantages of the Advertising Concept

3.4. Advertising and Rhetoric

- 3.4.1. Advertising Copywriting and Rhetoric
- 3.4.2. Location of Rhetoric
- 3.4.3. The Phases of Rhetoric
 - 3.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
 - 3.4.4.2. Topoi and Reason Why as Argumentation

3.5. Fundamentals and Characteristics of Advertising Copywriting

- 3.5.1. Correction
- 3.5.2. Adaptation
- 3.5.3. Efficiency
- 3.5.4. Characteristics of Advertising Copywriting
- 3.5.5. Morphological: Nominalization
- 3.5.6. Syntactics: Deconstructing
- 3.5.7. Graphics: Emphatic Punctuation

3.6. Argumentation Strategies

- 3.6.1. Description
- 3.6.2. The Enthymeme
- 3.6.3. Narration
- 3.6.4. Intertextuality

3.7. Styles and Slogans in Advertising Copywriting

- 3.7.1. The Length of the Sentence
- 3.7.2. The Styles
- 3.7.3. The Slogan
- 3.7.4. A Sentence of Warlike Origin
- 3.7.5. The Characteristics of the Slogan
- 3.7.6. The Elocution of the Slogan
- 3.7.7. The Types of Slogan
- 3.7.8. The Function of the Slogan

3.8. Principles of Applied Advertising Copywriting and the Reason Why + USP Binomial

- 3.8.1. Rigor, Clarity, Accuracy
- 3.8.2. Synthesis and Simplicity
- 3.8.3. Advertising Text Constraints
- 3.8.4. Application of the Reason Why + USP Binomial

3.9. Advertising Copywriting in Conventional and Non-Conventional Media

- 3.9.1. The Division above-the-line/below-the-line
- 3.9.2. Integration: Overcoming the ATL- BTL Controversy
- 3.9.3. Television Advertising Copywriting
- 3.9.4. Radio Advertising Copywriting
- 3.9.5. Press Advertising Copywriting
- 3.9.6. Advertising Copywriting for Outdoor Media
- 3.9.7. Advertising Copywriting in Non-Conventional Media
- 3.9.8. Direct Marketing Advertising Copywriting
- 3.9.9. Advertising Copywriting for Interactive Media

3.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases

- 3.10.1. Classical Models of Advertising Analysis
- 3.10.2. Impact and Relevance
- 3.10.3. The Checklist of the Writer
- 3.10.4. Translation and Adaptation of Advertising Texts
- 3.10.6. New Technologies, New Languages
- 3.10.7. Writing in Web 2.0
- 3.10.8. Naming, Guerrilla Advertising and Other Advertising Copywriting Cases

Module 4. Creativity in Communication

4.1. Creating is Thinking

- 4.1.1. The Art of Thinking
- 4.1.2. Creative Thinking and Creativity
- 4.1.3. Thought and Brain
- 4.1.4. The Lines of Research on Creativity: Systematization

4.2. Nature of the Creative Process

- 4.2.1. Nature of Creativity
- 4.2.2. The Notion of Creativity: Creation and Creativity
- 4.2.3. The Creation of Ideas for Persuasive Communication
- 4.2.4. Nature of the Creative Process in Advertising

4.3. The Invention

- 4.3.1. Evolution and Historical Analysis of the Creation Process
- 4.3.2. Nature of the Classical Canon of the Invention
- 4.3.3. The Classical View of Inspiration in the Origin of Ideas
- 4.3.4. Invention, Inspiration, Persuasion

4.4. Rhetoric and Persuasive Communication

- 4.4.1. Rhetoric and Advertising
- 4.4.2. The Rhetorical Parts of Persuasive Communication
- 4.4.3. Rhetorical Figures
- 4.4.4. Rhetorical Laws and Functions of Advertising Language

4.5. Creative Behavior and Personality

- 4.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 4.5.2. Creative Behavior and Motivation
- 4.5.3. Perception and Creative Thinking
- 4.5.4. Elements of Creativity

4.6. Creative Skills and Abilities

- 4.6.1. Thinking Systems and Models of Creative Intelligence
- 4.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 4.6.3. Interaction Between Factors and Intellectual Capabilities
- 4.6.4. Creative Skills
- 4.6.5. Creative Capabilities

4.7. The Phases of the Creative Process

- 4.7.1. Creativity as a Process
- 4.7.2. Phases of the Creative Process
- 4.7.3. Phases of the Creative Process in Advertising

4.8. Problem Solving

- 4.8.1. Creativity and Problem Solving
- 4.8.2. Perceptual Blocks and Emotional Blocks
- 4.8.3. Methodology of Invention: Creative Programs and Methods

4.9. Methods of Creative Thinking

- 4.9.1. Brainstorming as a Model for the Creation of Ideas
- 4.9.2. Vertical Thinking and Lateral Thinking

4.10. Creativity and Advertising Communication

- 4.10.1. The Creative Process as a Specific Product of Advertising Communication
- 4.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 4.10.3. Methodological Principles and Effects of Advertising Creation
- 4.10.4. Advertising Creation: from the Problem to the Solution
- 4.10.5. Creativity and Persuasive Communication

Module 5. Advertising Creativity I: Copywriting

5.1. Writing Concept

- 5.1.1. Writing and Editing

5.2. Fundamentals of Advertising Copywriting

- 5.2.1. Correction
- 5.2.2. Adaptation
- 5.2.3. Efficiency

5.3. Characteristics of Advertising Copywriting

- 5.3.1. Nominalization
- 5.3.2. Destructuring

5.4. Text and Image

- 5.4.1. From Text to Image
- 5.4.2. Text Functions
- 5.4.3. Image Functions
- 5.4.4. Relationship Between Text and Imaging

5.5. Brand and Slogan

- 5.5.1. The Brand
- 5.5.2. Brand Characteristics
- 5.5.3. The Slogan

5.6. Press Advertising: The Large Format Advertisement

- 5.6.1. Newspapers and Magazines
- 5.6.2. Superstructure
- 5.6.3. Formal Characteristics
- 5.6.4. Editorial Characteristics

5.7. Press Advertising: Other Formats

- 5.7.1. Word Advertisements
- 5.7.2. Superstructure
- 5.7.3. The Claim
- 5.7.4. Superstructure

5.8. Outdoor Advertising

- 5.8.1. Formats
- 5.8.2. Formal Characteristics
- 5.8.3. Editorial Characteristics

5.9. Radio Advertising

- 5.9.1. Radio Language
- 5.9.2. The Radio Spot
- 5.9.3. Superstructure
- 5.9.4. Wedge Types
- 5.9.5. Formal Characteristics

5.10. Audiovisual Advertising

- 5.10.1. The Image
- 5.10.2. The Text
- 5.10.3. Music and Sound Effects
- 5.10.4. Advertising Formats
- 5.10.5. The Script
- 5.10.6. The Storyboard

Module 6. Advertising Creativity II: Art Direction

6.1. Subjects and Object of Advertising Graphic Design

- 6.1.1. Related Professional Profiles
- 6.1.2. Academic Context and Competencies
- 6.1.3. Advertiser and Agency
- 6.1.4. Creative Direction and Creative Idea
- 6.1.5. Art Direction and Formal Idea

6.2. The Role of the Art Director

- 6.2.1. What is Art Direction?
- 6.2.2. How Art Direction Works?
- 6.2.3. The Creative Team
- 6.2.4. The Role of the Art Director

6.3. Fundamentals of Advertising Graphic Design

- 6.3.1. Design Concepts and Design Standards
- 6.3.2. Trends and Styles
- 6.3.3. Design Thinking, Process and Management
- 6.3.4. Scientific Metaphor

6.4. Methodology of Advertising Graphics

- 6.4.1. Creativity Graphics
- 6.4.2. Design Process

6.5. Graphic Strategy

- 6.5.1. Formal Apprehension
- 6.5.2. Graphic Message

6.6. Graphic Architecture

- 6.6.1. Typometry
- 6.6.2. Graphic Spaces
- 6.6.3. Reticle
- 6.6.4. Pagination Standards

6.7. Final Arts

- 6.7.1. Processes and Systems

6.8. Creation of Advertising Graphic Supports

- 6.8.1. Publigrphy
- 6.8.2. Organizational Visual Image (OVI)
- 6.8.3. Graphic Advertisements
- 6.8.4. Packaging
- 6.8.5. Websites

6.9. Fundamentals of Video Editing

6.10. Tools of Video Editing

Module 7. Market Research

7.1. Fundamentals of Marketing

- 7.1.1. Main Definitions
- 7.1.2. Basic Concepts
- 7.1.3. The Evolution of the Concept of Marketing

7.2. Marketing: From the Idea to the Market

- 7.2.1. Concept and Scope of Marketing
- 7.2.2. Marketing Dimensions
- 7.2.3. Marketing 3.0

7.3. New Competitive Environment

- 7.3.1. Technological Innovation and Economic Impact
- 7.3.2. Knowledge Society
- 7.3.3. The New Consumer Profile

7.4. Quantitative Research Methods and Techniques

- 7.4.1. Variables and Measurement Scales
- 7.4.2. Information Sources
- 7.4.3. Sampling Techniques
- 7.4.4. The Treatment and Analysis of Data

7.5. Qualitative Research Methods and Techniques

- 7.5.1. Direct Techniques: Focus Group
- 7.5.2. Anthropological Techniques
- 7.5.3. Indirect Techniques
- 7.5.4. The Two-Face Mirror and The Delphi Method

7.6. Market Segmentation

- 7.6.1. Market Typologies
- 7.6.2. Concept and Analysis of the Demand
- 7.6.3. Segmentation and Criteria
- 7.6.4. Defining the Target Audience

7.7. Types of Buying Behavior

- 7.7.1. Complex Behavior
- 7.7.2. Dissonance Reducing Behavior
- 7.7.3. Variety Seeking Behavior
- 7.7.4. Habitual Purchasing Behavior

7.8. Marketing Information Systems

- 7.8.1. Conceptual Approaches to Marketing Information Systems
- 7.8.2. Data Warehouse and Datamining
- 7.8.3. Geographical Information Systems

7.9. Research Project Management

- 7.9.1. Information Analysis Tools
- 7.9.2. Developing an Expectation Management Plan
- 7.9.3. Assessing the Feasibility of Projects

7.10. Marketing Intelligence

- 7.10.1. Big Data
- 7.10.2. User Experience
- 7.10.3. Applying Techniques

Module 8. Management and Leadership

8.1. General Management

- 8.1.1. Integrating Functional Strategies into the Global Business Strategies
- 8.1.2. Management Policy and Processes
- 8.1.3. Society and Enterprise

8.2. Strategic Management

- 8.2.1. Establishing the Strategic Position: Mission, Vision, and Values
- 8.2.2. Developing New Businesses
- 8.2.3. Growing and Consolidating Companies

8.3. Competitive Strategy

- 8.3.1. Market Analysis
- 8.3.2. Sustainable Competitive Advantage
- 8.3.3. Return on Investment

8.4. Corporate Strategy

- 8.4.1. Driving Corporate Strategy
- 8.4.2. Pacing Corporate Strategy
- 8.4.3. Framing Corporate Strategy

8.5. Planning and Strategy

- 8.5.1. The Relevance of Strategic Direction in the Management Control Process
- 8.5.2. Analysis of the Environment and the Organization
- 8.5.3. Lean Management

8.6. Talent Management

- 8.6.1. Managing Human Capital
- 8.6.2. Environment, Strategy and Metrics
- 8.6.3. Innovation in People Management

8.7. Management and Leadership Development

- 8.7.1. Leadership and Leadership Styles
- 8.7.2. Motivation
- 8.7.3. Emotional Intelligence
- 8.7.4. Skills and Abilities of the Leader 2.0
- 8.7.5. Efficient Meetings

8.8. Change Management

- 8.8.1. Performance Analysis
- 8.8.2. Leading Change. Resistance to Change
- 8.8.3. Managing Change Processes
- 8.8.4. Managing Multicultural Teams

Module 9. Logistics and Economic Management

9.1. Financial Diagnosis

- 9.1.1. Indicators for Analyzing Financial Statements
- 9.1.2. Profitability Analysis
- 9.1.3. Economic and Financial Profitability of a Company

9.2. Economic Analysis of Decisions

- 9.2.1. Budget Control
- 9.2.2. Competitive Analysis. Comparative Analysis
- 9.2.3. Decision-Making. Business Investment or Divestment

9.3. Investment Valuation and Portfolio Management

- 9.3.1. Profitability of Investment Projects and Value Creation
- 9.3.2. Models for Evaluating Investment Projects
- 9.3.3. Sensitivity Analysis, Scenario Development and Decision Trees

9.4. Purchasing Logistics Management

- 9.4.1. Stocks Management
- 9.4.2. Warehouse Management
- 9.4.3. Purchasing and Procurement Management

9.5. Supply Chain Management

- 9.5.1. Costs and Efficiency of the Operations Chain
- 9.5.2. Change in Demand Patterns
- 9.5.3. Change in Operations Strategy

9.6. Logistical Processes

- 9.6.1. Organization and Management by Processes
- 9.6.2. Procurement, Production, Distribution
- 9.6.3. Quality, Quality Costs and Tools
- 9.6.4. After-Sales Service.

9.7. Logistics and Customers

- 9.7.1. Demand Analysis and Forecasting
- 9.7.2. Sales Forecasting and Planning
- 9.7.3. Collaborative Planning, Forecasting and Replacement

9.8. International Logistics

- 9.8.1. Customs, Export and Import processes
- 9.8.2. Methods and Means of International Payment
- 9.8.3. International Logistics Platforms

Module 10. Marketing Processes and Variables

10.1. Developing the Marketing Plan

10.2. Marketing Mix

10.3. Product Management

10.4. Pricing Principles

10.5. Distribution Channel Management

10.6. Advertising Communication

10.7. E-commerce

10.8. Marketing Information System

10.9. Marketing Intelligence

10.10. Branding

Module 11. Strategy in Marketing Management

11.1. Marketing Management

- 11.1.1. Positioning and Value Creation
- 11.1.2. Company's Marketing Orientation and Positioning
- 11.1.3. Strategic Marketing vs. Operational Marketing
- 11.1.4. Objectives in Marketing Management
- 11.1.5. Integrated Marketing Communications

11.2. The Function of Strategic Marketing

- 11.2.1. Main Marketing Strategies
- 11.2.2. Segmentation, Targeting and Positioning
- 11.2.3. Managing Strategic Marketing

11.3. Marketing Strategy Dimensions

- 11.3.1. Necessary Resources and Investments
- 11.3.2. Fundamentals of Competitive Advantage
- 11.3.3. Company's Competitive Behavior
- 11.3.4. Focus Marketing

11.4. New Product Strategy Development

- 11.4.1. Creativity and Innovation in Marketing
- 11.4.2. Generation and Filtering of Ideas
- 11.4.3. Commercial Viability Analysis
- 11.4.4. Development, Market Testing and Commercialization

11.5. Pricing Policies

- 11.5.1. Short and Long Term Aims
- 11.5.2. Types of Pricing
- 11.5.3. Factors that Affect Pricing

11.6. Promotion and Merchandising Strategies

- 11.6.1. Advertising Management
- 11.6.2. Communication and Media Plan
- 11.6.3. Merchandising as a Marketing Technique
- 11.6.4. Visual Merchandising

11.7. Distribution, Expansion and Intermediation Strategies

- 11.7.1. Outsourcing of Sales Force and Customer Service
- 11.7.2. Commercial Logistics in Product and Service Sales Management
- 11.7.3. Sales Cycle Management

11.8. Developing the Marketing Plan

- 11.8.1. Analysis and Diagnosis
- 11.8.2. Strategic Decisions
- 11.8.3. Operational Decisions

Module 12. Customer Relationship Management

12.1. Knowing the Market and the Consumer

- 12.1.1. Open Innovation
- 12.1.2. Competitive Intelligence
- 12.1.3. Sharing Economy

12.2. CRM and Business Philosophy

- 12.2.1. Business Philosophy or Strategic Orientation
- 12.2.2. Customer Identification and Differentiation
- 12.2.3. The Company and its Stakeholders
- 12.2.4. Clienteling

12.3. Database Marketing and Customer Relationship Management

- 12.3.1. Database Marketing Applications
- 12.3.2. Laws and Regulations
- 12.3.3. Information Sources, Storage and Processing

12.4. Consumer Psychology and Behavior

- 12.4.1. The Study of Consumer Behavior
- 12.4.2. Internal and External Consumer Factors
- 12.4.3. Consumer Decision Process
- 12.4.4. Consumerism, Society, Marketing, and Ethics

12.5. Areas of CRM Management

- 12.5.1. Customer Service.
- 12.5.2. Managing the Sales Force
- 12.5.3. Customer Service

12.6. Consumer Centric Marketing

- 12.6.1. Segmentation
- 12.6.2. Profitability Analysis
- 12.6.3. Customer Loyalty Strategies

12.7. CRM Management Techniques

- 12.7.1. Direct Marketing
- 12.7.2. Multichannel Integration
- 12.7.3. Viral Marketing

12.8. Advantages and Risks of Implementing CRM

- 12.8.1. CRM, Sales and Costs
- 12.8.2. Customer Satisfaction and Loyalty
- 12.8.3. Technology Implementation
- 12.8.4. Strategic and Management Errors

Module 13. Operational Marketing

13.1. Marketing Mix

- 13.1.1. The Marketing Value Proposition
- 13.1.2. Marketing Mix Policies, Strategies, and Tactics
- 13.1.3. Elements of the Marketing Mix.
- 13.1.4. Customer Satisfaction and Marketing Mix

13.2. Product Management

- 13.2.1. Consumption Distribution and Product Life Cycle
- 13.2.2. Obsolescence, Expiration, Periodic Campaigns
- 13.2.3. Order Management and Stocks Control Ratios

13.3. Pricing Principles

- 13.3.1. Environmental Analysis
- 13.3.2. Production Costs and Discount Margins
- 13.3.3. Final Price and Positioning Map

13.4. Distribution Channel Management

- 13.4.1. Trade Marketing
- 13.4.2. Distribution Culture and Competition
- 13.4.3. Designing and Managing Channels
- 13.4.4. Functions of Distribution Channels
- 13.4.5. Route to Market

13.5. Promotion and Sales Channels

- 13.5.1. Corporate Branding
- 13.5.2. Advertising
- 13.5.3. Sales Promotion
- 13.5.4. Public Relations and Personal Selling
- 13.5.5. Street Marketing

13.6. Branding

- 13.6.1. Brand Evolution
- 13.6.2. Creating and Developing a Successful Brand
- 13.6.3. Brand Equity
- 13.6.4. Category Management

13.7. Managing Marketing Groups

- 13.7.1. Work Teams and Meeting Management
- 13.7.2. Coaching and Team Management
- 13.7.3. Managing Equality and Diversity

13.8. Communication and Marketing

- 13.8.1. Communication Integrated into Marketing
- 13.8.2. Designing a Marketing Communication Program
- 13.8.3. Communication Skills and Influence
- 13.8.4. Barriers to Business Communication

Module 14. Sectorial Marketing

14.1. Services Marketing

- 14.1.1. Evolution and Growth of the Services Sector
- 14.1.2. Function of Services Marketing
- 14.1.3. Marketing Strategy in the Service Sector

14.2. Touristic Marketing

- 14.2.1. Features of the Tourism Sector
- 14.2.2. Tourist Product
- 14.2.3. The Customer in Tourism Marketing

14.3. Political and Electoral Marketing

- 14.3.1. Policy Marketing vs. Electoral Marketing
- 14.3.2. Political Market Segmentation
- 14.3.3. Electoral Campaign

14.4. Social Marketing and Responsible Marketing

- 14.4.1. Social Cause Marketing and CSR
- 14.4.2. Environmental Marketing
- 14.4.3. Segmentation in Social Marketing

14.5. Retail Management

- 14.5.1. Relevance
- 14.5.2. Reward
- 14.5.3. Cost Reduction
- 14.5.4. Relationship with the Customer

14.6. Banking Marketing

- 14.6.1. State Regulation
- 14.6.2. Branches and Segmentation
- 14.6.3. Inbound Marketing in the Banking Sector

14.7. Health Services Marketing

- 14.7.1. Internal Marketing
- 14.7.2. User Satisfaction Studies
- 14.7.3. Market Oriented Quality Management

14.8. Sensory Marketing

- 14.8.1. Shopping Experience as a Sensory Experience
- 14.8.2. Neuromarketing and Sensory Marketing
- 14.8.3. Arrangement and Presentation of the Point of Sale

Module 15. International Marketing

15.1. International Market Research

- 15.1.1. Emerging Markets Marketing
- 15.1.2. PES Analysis
- 15.1.3. What, How, and Where to Export?
- 15.1.4. International Marketing-Mix Strategies

15.2. International Segmentation

- 15.2.1. Criteria for Market Segmentation at the International Level
- 15.2.2. Market Niches
- 15.2.3. International Segmentation Strategies

15.3. International Positioning

- 15.3.1. Branding in International Markets
- 15.3.2. Positioning Strategies in International Markets
- 15.3.3. Global, Regional and Local Brands

15.4. Product Strategies in International Markets

- 15.4.1. Product Modification, Adaptation and Diversification
- 15.4.2. Global Standardized Products
- 15.4.3. The Product Portfolio

15.5. Prices and Exports

- 15.5.1. Export Prices Calculation
- 15.5.2. Incoterms
- 15.5.3. International Price Strategy

15.6. Quality in International Marketing

- 15.6.1. Quality and International Marketing
- 15.6.2. Standards and Certifications
- 15.6.3. CE Marking

15.7. International Promotion

- 15.7.1. The International Promotion MIX
- 15.7.2. Advertising and Publicity
- 15.7.3. International Fairs
- 15.7.4. Country Branding

15.8. Distribution through International Channels

- 15.8.1. Channel and Trade Marketing
- 15.8.2. Export Consortiums
- 15.8.3. Types of Exports and Foreign Trade

Module 16. Digital Marketing and E-Commerce

16.1. Digital Marketing and E-Commerce

- 16.1.1. The Digital Economy and the Sharing Economy
- 16.1.2. Trends and Social Changes in Consumers
- 16.1.3. Digital Transformation of Traditional Companies
- 16.1.4. The Roles of the Chief Digital Officer

16.2. Digital Strategy

- 16.2.1. Segmentation and Positioning in the Competitive Context
- 16.2.2. New Marketing Strategies for Products and Services
- 16.2.3. From Innovation to Cash Flow

16.3. Technology Strategy

- 16.3.1. Web Development
- 16.3.2. Hosting and Cloud Computing
- 16.3.3. Content Management Systems (CMS)
- 16.3.4. Formats and Digital Media
- 16.3.5. Technological e-Commerce Platforms

16.4. Digital Regulation

- 16.4.1. Privacy Policy and Personal Data Protection Act
- 16.4.2. Fake Profiles and Fake Followers
- 16.4.3. Legal Aspects of Marketing, Advertising and Digital Content

16.5. Online Market Research

- 16.5.1. Quantitative Research Tools in Online Markets
- 16.5.2. Dynamic Qualitative Customer Research Tools

16.6. Online Agencies, Media, and Channels

- 16.6.1. Integral, Creative and Online Agencies
- 16.6.2. Traditional and New Media
- 16.6.3. Online Channels
- 16.6.4. Other Digital Players

Module 17. E-Commerce and Shopify

17.1. Digital E-Commerce Management

- 17.1.1. New E-Commerce Business Models
- 17.1.2. Planning and Developing an eCommerce Strategic Plan
- 17.1.3. Technological Structure in E-Commerce

17.2. E-Commerce Operations and Logistics

- 17.2.1. How to Manage Fulfillment
- 17.2.2. Digital Point-of-Sale Management
- 17.2.3. Contact Center Management
- 17.2.4. Automation in Management and Monitoring Processes

17.3. Implementing E-Commerce Techniques

- 17.3.1. Social Media and Integration in the E-Commerce Plan
- 17.3.2. Multichannel Strategy
- 17.3.3. Personalizing Dashboards

17.4. Digital Pricing

- 17.4.1. Online Payment Methods and Payment Gateways
- 17.4.2. Electronic Promotions
- 17.4.3. Digital Price Timing
- 17.4.4. E-Auctions

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

- 17.5.1. E-Marketplace Business Models
- 17.5.2. S-Commerce and Brand Experience
- 17.5.3. Purchase via Mobile Devices

17.6. Customer Intelligence: from E-CRM to s-CRM

- 17.6.1. Integrating the Consumer in the Value Chain
- 17.6.2. Online Research and Loyalty Techniques
- 17.6.3. Planning a Customer Relationship Management Strategy

17.7. Digital Marketing Trade

- 17.7.1. Cross Merchandising
- 17.7.2. Designing and Managing Facebook Ads Campaigns
- 17.7.3. Designing and Managing Google Adwords Campaigns

17.8. Online Marketing for E-Commerce

- 17.8.1. Inbound Marketing
- 17.8.2. Display and Programmatic Purchasing
- 17.8.3. Communication Plan

Module 18. Social Media and Community Management

18.1. Web 2.0 or the Social Web

- 18.1.1. Organization in the Age of Conversation
- 18.1.2. Web 2.0 Is All About People
- 18.1.3. New Environments, New Content

18.2. Digital Communication and Reputation

- 18.2.1. Crisis Management and Online Corporate Reputation
- 18.2.2. Online Reputation Report
- 18.2.3. Netiquette and Good Practices on Social Media
- 18.2.4. Branding and Networking 2.0

18.3. General, Professional and Microblogging Platforms

- 18.3.1. Facebook.
- 18.3.2. LinkedIn
- 18.3.3. Twitter

18.4. Video, Image, and Mobility Platforms

- 18.4.1. YouTube
- 18.4.2. Instagram
- 18.4.3. Flickr
- 18.4.4. Vimeo
- 18.4.5. Pinterest

18.5. Corporate Blogging

- 18.5.1. How to Create a Blog?
- 18.5.2. Content Marketing Strategy
- 18.5.3. How to Create a Content Plan for Your Blog?
- 18.5.4. Content Curation Strategy

18.6. Social Media Strategies

- 18.6.1. Corporate Communication Plan 2.0
- 18.6.2. Corporate PR and Social Media
- 18.6.3. Analysis and Evaluation of Results

18.7. Community Management

- 18.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 18.7.2. Social Media Manager
- 18.7.3. Social Media Strategist

18.8. Social Media Plan

- 18.8.1. Designing a Social Media Plan
- 18.8.2. Defining the Strategy to Be Followed in Each Medium
- 18.8.3. Contingency Protocol in Case of Crisis

Module 19. Corporate Identity

19.1. The Importance of Imaging in Companies

- 19.1.1. What is Corporate Image?
- 19.1.2. Differences Between Corporate Identity and Corporate Image
- 19.1.3. Where Can the Corporate Image be Manifested?
- 19.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

19.2. Research Techniques in Corporate Image

- 19.2.1. Introduction
- 19.2.2. The Study of the Company's Image
- 19.2.3. Corporate Image Research Techniques
- 19.2.4. Qualitative Image Study Techniques
- 19.2.5. Types of Quantitative Techniques

19.3. Image Audit and Strategy

- 19.3.1. What are Imaging Audits?
- 19.3.2. Guidelines
- 19.3.3. Research Methodology
- 19.3.4. Strategic Planning

19.4. Corporate Culture

- 19.4.1. What is Corporate Culture?
- 19.4.2. Factors Involved in Corporate Culture
- 19.4.3. Corporate Culture Functions
- 19.4.4. Types of Corporate Culture

19.5. Corporate Social Responsibility and Corporate Reputation

- 19.5.1. CSR: Concept and Company Application
- 19.5.2. Guidelines for Integrating CSR into Businesses
- 19.5.3. CSR Communication
- 19.5.4. Corporate Reputation

19.6. Examples of the Internationally Most Relevant Corporate Identities

19.7. Brand Image and Positioning

- 19.7.1. The Origins of Brands
- 19.7.2. What is a Brand?
- 19.7.3. The Need to Build a Brand
- 19.7.4. Brand Image and Positioning
- 19.7.5. Brand Value

19.8. Image Management through Crisis Communication

- 19.8.1. Strategic Communication Plan
- 19.8.2. When it all Goes Wrong: Crisis Communication
- 19.8.3. Cases

19.9. The Influence of Promotions on Corporate Image

- 19.9.1. The New Landscape of the Advertising Industry
- 19.9.2. Promotional Marketing
- 19.9.3. Features
- 19.9.4. Risks
- 19.9.5. Promotional Types and Techniques

19.10. The Distribution and The Image of the Point of Sale

- 19.10.1. The Main Players in Commercial Distribution in Spain
- 19.10.2. The Image of Retail Distribution Companies through Positioning
- 19.10.3. Through its Name and Logo

Module 20. Public Opinion

20.1. The Concept of Public Opinion

- 20.1.1. Introduction
- 20.1.2. Public Opinion as an Individual and Collective Phenomenon
- 20.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 20.1.4. Phases in the Growth of Public Opinion as a Discipline
- 20.1.5. The 20th Century: The Century of Public Opinion
- 20.1.6. Main Public Concerns that Keep it as a Discipline

20.2. Theoretical Framework of Public Opinion

- 20.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century
- 20.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
- 20.2.3. Walter Lippmann: Biased Public Opinion
- 20.2.4. Jürgen Habermas: The Political-Value Perspective
- 20.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality

20.3. Social Psychology and Public Opinion

- 20.3.1. Introduction: Psychosociological Characteristics and Public Opinion
- 20.3.2. Psychosocial Variables in the Relationship between Persuasive Entities and their Publics
- 20.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism

20.4. Media Influence Models

- 20.4.1. Types of "Effects" of the Media
- 20.4.2. Research on Media Effects
- 20.4.3. The Return to Media Power (Models from 1970 Onwards)

20.5. Public Opinion and Political Communication

- 20.5.1. Introduction: Public Opinion and Political Communication
- 20.5.2. Electoral Political Communication Propaganda
- 20.5.3. Government Political Communication

20.6. Public Opinion and Elections

- 20.6.1. Do Election Campaigns Influence Public Opinion?
- 20.6.2. The Effect of the Media in Election Campaigns as a Reinforcement of Existing Opinions: The Selective Exposure Theory
- 20.6.3. Bandwagon and Underdog Effects
- 20.6.4. The Perception of Media Influence on Others: The Third-Person Effect
- 20.6.5. The Influence of Electoral Debates and Television Commercials

20.7. Government and Public Opinion

- 20.7.1. Introduction
- 20.7.2. Representatives and their Constituents
- 20.7.3. Political Parties and Public Opinion
- 20.7.4. Public Policies as an Expression of the Government's Action

20.8. The Political Intermediation of the Press

- 20.8.1. Introduction
- 20.8.2. Journalists as Political Intermediaries
- 20.8.3. Dysfunctions of Journalistic Intermediation
- 20.8.4. Reliance on Journalists as Intermediaries

20.9. Public Sphere and Emerging Models of Democracy

- 20.9.1. Introduction: The Democratic Public Sphere
- 20.9.2. The Public Sphere in the Information Society
- 20.9.3. Emerging Models of Democracy

20.10. Methods and Techniques for Public Opinion Research

- 20.10.1. Introduction
- 20.10.2. Opinion Polls
- 20.10.3. Quantitative Content Analysis
- 20.10.4. The In-depth Interview
- 20.10.5. Focus Groups

Module 21. Advertising Law

21.1. Basic Notions of the Advertising Law

- 21.1.1. Concept and Emergence of the Law of Advertising
- 21.1.2. Subjects of the Advertising Relationship
- 21.1.3. Personality Rights
- 21.1.4. Advertising Work, Intellectual and Industrial Property
- 21.1.5. Other Forms of Protection of Advertising Work

21.2. Sources of Advertising Law

- 21.2.1. Legal System and Rules
- 21.2.2. Sources of Advertising Law
- 21.2.3. Limits to the Effectiveness of Rules

21.3. Unlawful Advertising

- 21.3.1. Advertising Contrary to the Spanish Constitution
- 21.3.2. Advertising of Minors
- 21.3.3. Subliminal Advertising
- 21.3.4. Advertising Contrary to the Specific Regulations
- 21.3.5. Advertising Offense

21.4. Unfair Advertising

- 21.4.1. Misleading Advertising
- 21.4.2. Unfair Advertising
- 21.4.3. Covert Advertising
- 21.4.3. Aggressive Advertising
- 21.4.4. Comparative Advertising

21.5. Advertising Agreement

- 21.5.1. Legal Regime
- 21.5.2. Birth of the Contract
- 21.5.3. Ineffectiveness
- 21.5.4. Noncompliance
- 21.5.5. Common Provisions Specific to Advertising Agreements

21.6. The Advertising Creation Agreement

- 21.6.1. Concept
- 21.6.2. Characters
- 21.6.3. Contents
- 21.6.4. Noncompliance
- 21.6.5. Extinction

21.7. The Advertising Broadcasting Agreement

- 21.7.1. Concept
- 21.7.2. Characters
- 21.7.3. Contents
- 21.7.4. Noncompliance
- 21.7.5. Extinction

21.8. The Sponsorship Agreement

- 21.8.1. Concept
- 21.8.2. Characters
- 21.8.3. Contents
- 21.8.4. Noncompliance
- 21.8.5. Extinction

21.9. Advertising Ethics and Self-Regulation

- 21.9.1. Advertising Deontology: Concept, Purpose and Value of Codes of Conduct
- 21.9.2. Self-Control

21.10. Jurisdictional

Module 22. Market and Customer Management

22.1. Marketing Management

22.2. Relationship Marketing

22.3. Data Base Marketing

22.4. Types of Buying Behaviour

22.5. Consumer Centric Marketing

22.6. Logistics and Customers

22.7. The Loyalty Process

22.8. Knowing the Market and the Consumer

22.9. Social Web

22.10. Social Media Platforms

Module 23. Qualitative Research Techniques

23.1. Introduction to Qualitative Research	23.2. Group Dynamics	23.3. InDepth Interview	23.4. Projective Techniques
23.5. Creativity Techniques	23.6. Observation as Qualitative Technique	23.7. Neuromarketing Brain Responses	23.8. Pseudo-Purchase
23.9. Digital Qualitative Research	23.10. Application of Qualitative Research		

Module 24. Quantitative Research Techniques

24.1. Introduction to Quantitative Research	24.2. Personal Survey	24.3. Telephone Survey	24.4. The Self-Administered Survey
24.5. Omnibus	24.6. Panel	24.7. Tracking	24.8. Observation as Quantitative Technique
24.9. Experimentation	24.10. Application of Quantitative Research		

Module 25. Internet Analytics and Metrics

25.1. Information Systems for Decision-Making	25.2. Web Analysis	25.3. Google Analytics	25.4. Qualitative Analyses
25.5. Digital Metrics	25.6. Strategy Analysis Areas	25.7. Data Science and Big Data	25.8. Web Analytics Tools
25.9. Viewing Data	25.10. Mobile Analytics		

Module 26. Analysis of Results and Market Research Applications

26.1. Information Analysis Plan	26.2. Descriptive Analysis of Information	26.3. Bivariate Analysis	26.4. Multivariate Dependency Analysis
26.5. Multivariate Interdependence Analysis	26.6. Market Research Conclusions	26.7. Creating a Report	26.8. International Market Research
26.9. Feasibility Studies	26.10. Voting Intention Studies		



*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.



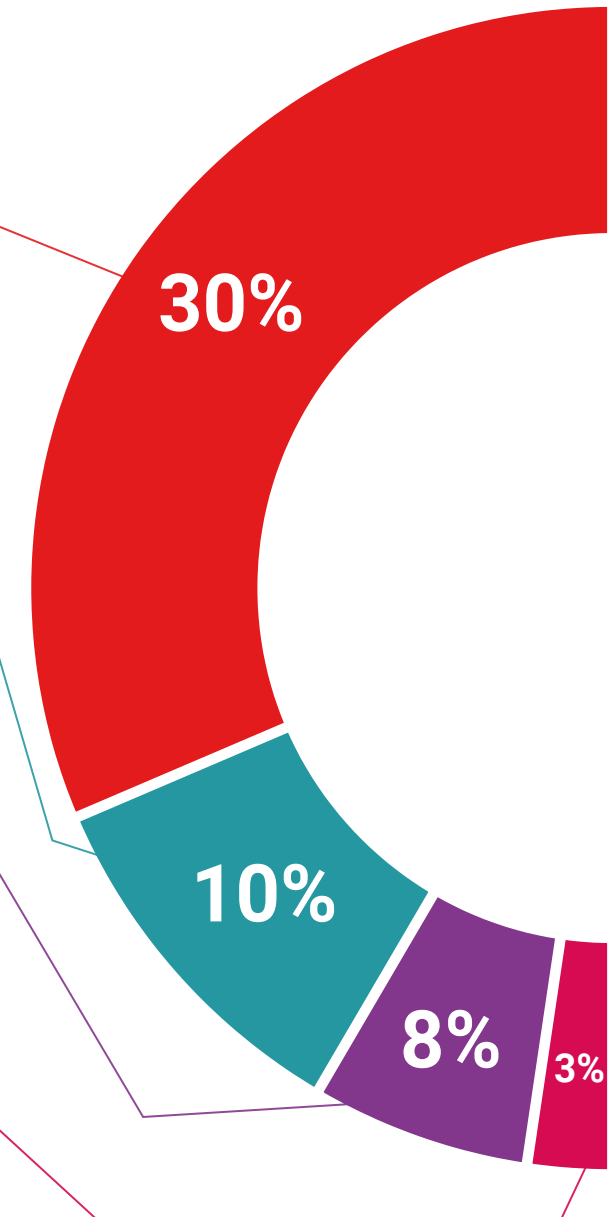
Management Skills Exercises

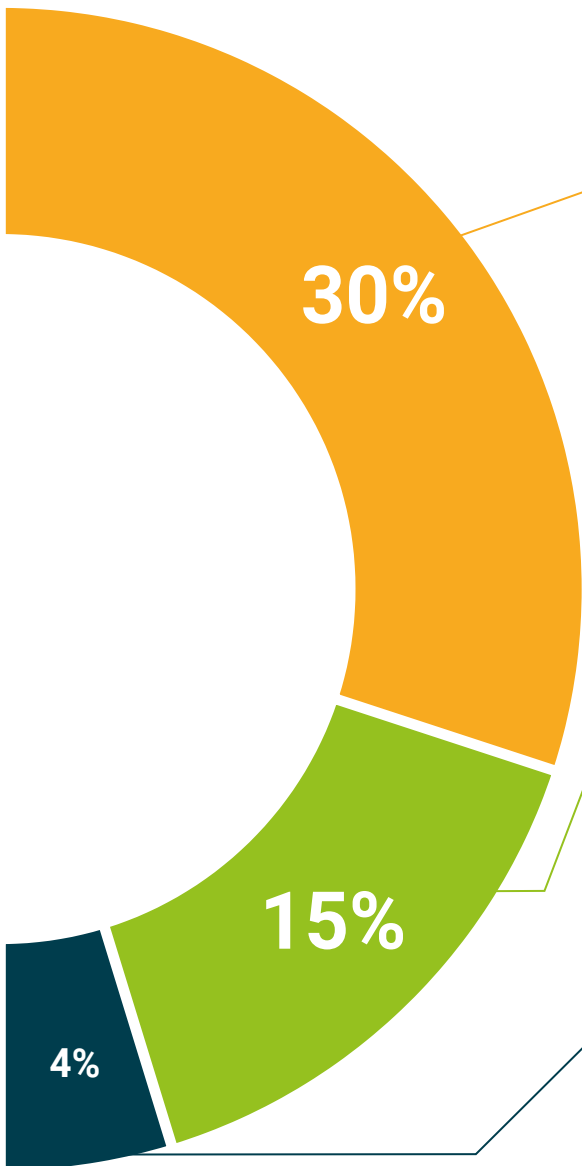
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 Operational Marketing Senior Management is a program aimed at professionals who specialize in business management, and who want to update their knowledge and progress in their professional career. The diversity of participants with different academic profiles and from multiple nationalities, make up the multidisciplinary approach of this program.



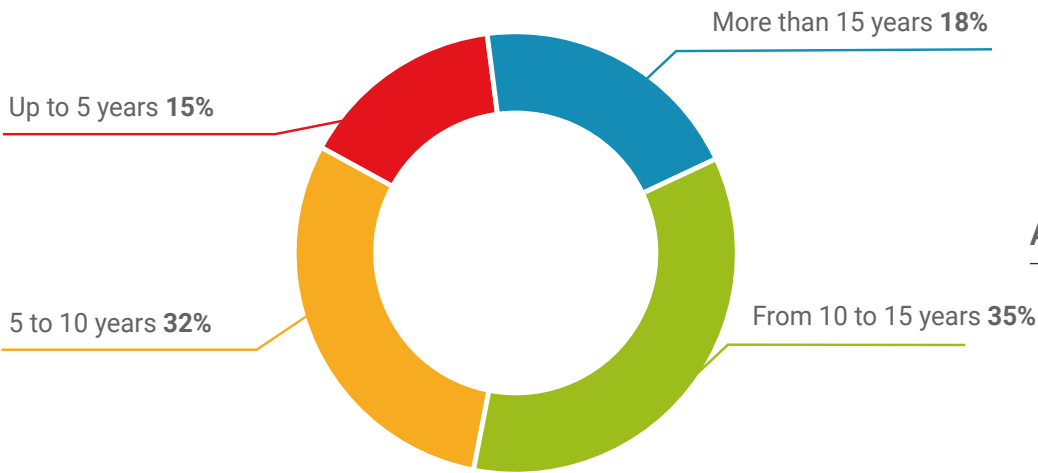
“

*Our students are experienced professionals
who want to further their training in
operational marketing”*

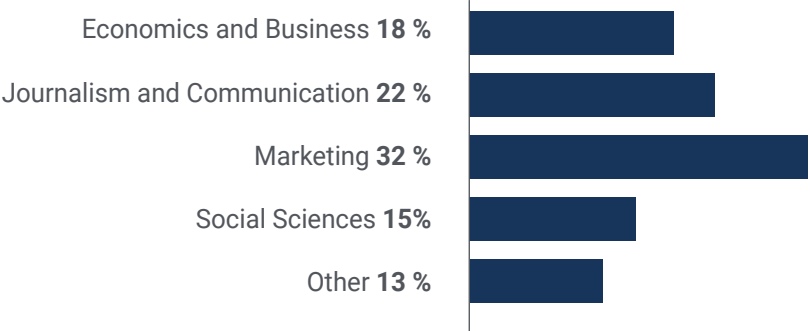
Average Age

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

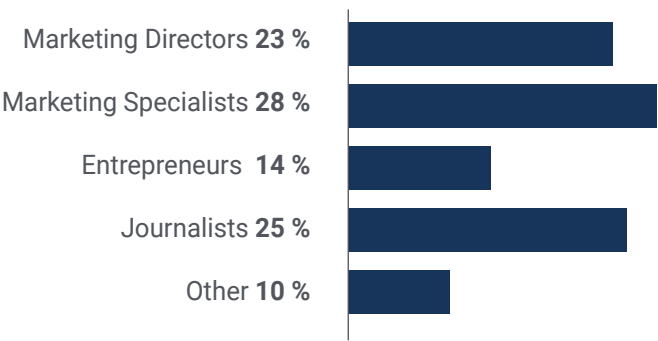
Years of Experience



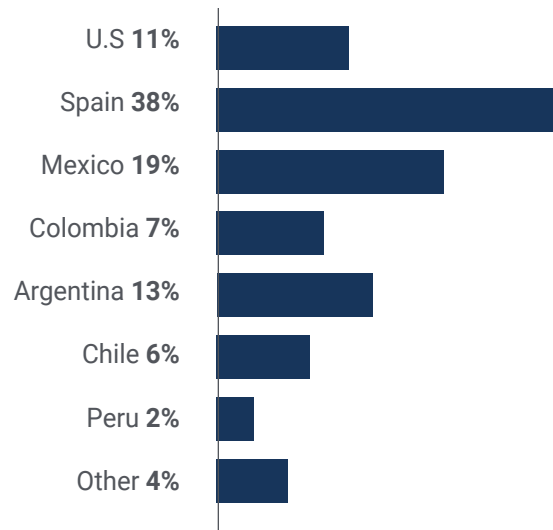
Training



Academic Profile



Geographical Distribution



Pedro García

Marketing Director

"The completion of this Advanced Master's Degree has allowed me to increase my knowledge in marketing and to get up to date on new tools and applications that are of great use in this sector. Undoubtedly, a unique program that has been very useful for my daily work"

09

Course Management

The program includes in its teaching staff leading experts in operational marketing, who bring to 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, therefore, a unique and highly nourishing experience at an academic level for the student.



“

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

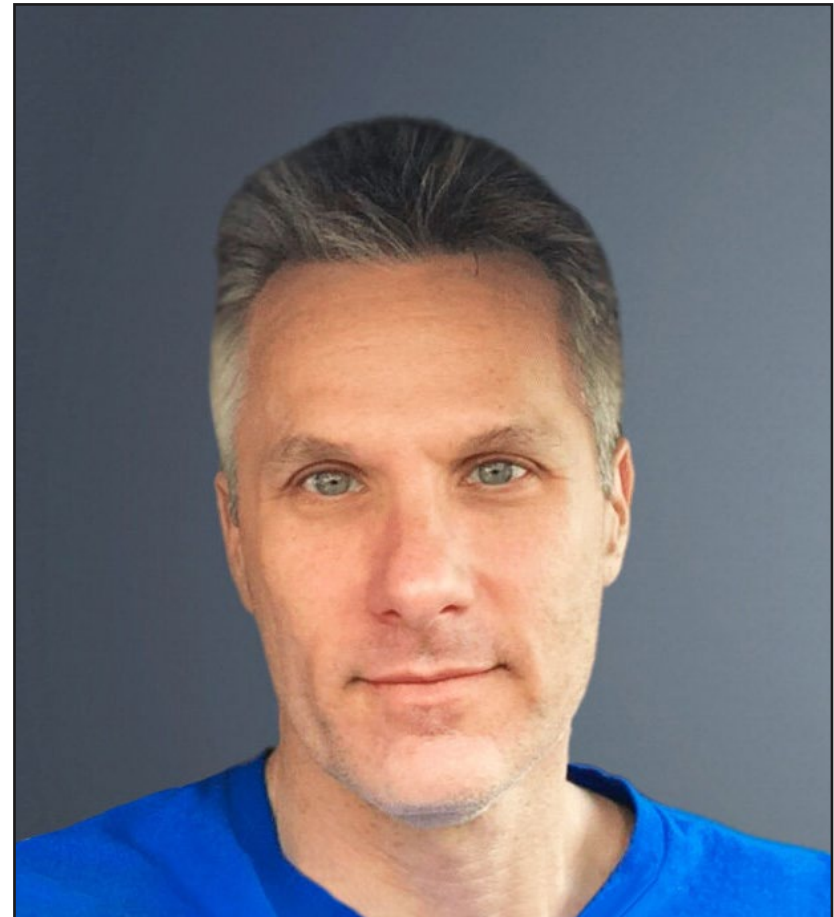
International Guest Director

Colin Lee is a successful mobile application developer, specializing in **native Android code**, whose influence extends internationally. The Postgraduate Diploma is an **authority in the Twin Cities area and in the handling of Kotlin**. One of his most recent contributions was to demonstrate, in live code, how to quickly build a browser using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating **digital solutions for Pearson**, one of the largest international publishers. He also developed a low-level Android **video recorder** for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a **large client in the consulting world**. In turn, he is the creator of a freight management tool implemented by the transnational **Amazon** to facilitate the work of its contracted truckers. On the other hand, he has helped build the **mobile versions of the Firefox browser** for Mozilla.

Today, he performs work as a contractor, including **code reviews and security checks**. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.



Mr. Stevenson, Scott

- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

“

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

Management



Mr. López, Adolfo

- ♦ Economist
- ♦ Master's Degree in Marketing
- ♦ He has developed his activity mainly in the field of Strategy, Marketing and Market Research Consulting
- ♦ 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

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth.

And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.



“

We are fully committed to helping you achieve the professional change you want"

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

The Advanced Master's Degree in Operational Marketing Senior Management of TECH Technological University is an intensive program that prepares the professional 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 achieve success.

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

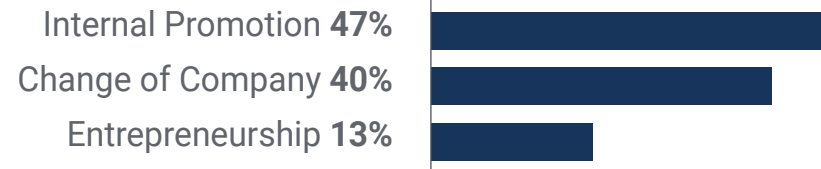
Don't miss the opportunity to specialize in the leading online university.

Achieve the professional improvement you desire by completing this comprehensive program.

When the change occurs



Type of change



Salary Increase

This program represents a salary increase of more than **25%** for our students.



Benefits for Your Company

The Advanced Master's Degree in Operational Marketing Senior Management 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 improve the participant not only on a personal level but, above all, on a professional level, increasing their training and improving their management skills.

But, in addition, joining the TECH educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers 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 professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant 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 professional will be able to make decisions in times of uncertainty and crisis, helping the organization 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 professional will be able to work on a real project or develop new projects in the field of R&D or Business Development of their company.

06

Increased competitiveness

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

12 Certificate

This Advanced Master's Degree in Operational Marketing Senior Management guarantees you, in addition to the most rigorous and updated training, access to a certificate issued by TECH Technological University.



“

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

This **Advanced Master's Degree in Operational Marketing Senior Management** contains the most complete and updated program on the market.

After the student has passed the assessments, they will receive their corresponding **certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate 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 from career evaluation committees.

Title: **Advanced Master's Degree in Operational Marketing Senior Management**

Official N° of hours: **3,000 h.**





Advanced Master's Degree

Operational Marketing Senior Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Advanced Master's Degree

Operational Marketing

Senior Management

