

Executive Development Program

International Marketing and Sales



Executive Development Program International Marketing and Sales

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University graduates and professionals with proven experience in commercial areas, sales, marketing, and related fields

Website: www.techtitude.com/us/school-of-business/executive-development-program/international-marketing-sales

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Study Methodology

p. 24

07

Our Students' Profile

p. 34

08

Impact on Your Career

p. 38

09

Certificate

p. 42

01 Welcome

Acquire the necessary knowledge to identify, analyze, and develop business opportunities in international markets. With the Executive Development Program in International Marketing and Sales, you will update your knowledge in the field and learn how to manage marketing and sales campaigns.

Its main objective is to foster your personal and professional growth, helping you achieve success. If you want to surpass yourself, make a positive professional change, and connect with the best, this is the place for you.



Executive Development Program in International Marketing and Sales
TECH Global University



“

The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own work”

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 center for intensive managerial skills education.



“

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 Global University



Innovation

The university offers an online learning model that balances 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.

+100000

executives prepared 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:



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 analyses in academia"



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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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.

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

We give you the opportunity to study 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 will be equipped to make global decisions with an innovative perspective and an international vision.



“

International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”

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

The **Executive Development Program in International Marketing and Sales** will enable you to:

01

Design strategies to identify, analyze, and develop business opportunities in international markets

02

Structure and manage marketing and sales campaigns in international companies

03

Analyze the political, economic, legal, and cultural aspects of the international environment and their impact on the success of the company





04

Implement strategic operations and activities in international marketing

05

Identify the financial risks and opportunities associated with international sales

06

Be capable of successfully participating in the financing of operations in international markets

05

Structure and Content

The Executive Development Program in International Marketing and Sales at TECH Global University is a tailored program delivered 100% online, allowing you to choose the time and place that best suits your availability, schedule, and interests.

A program that spans 4 months, designed to be a unique and stimulating experience that lays the foundation for your success as a Financial Director in public institutions, corporate finance management, investment projects, and more.



“

What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

Syllabus

The Executive Development Program in International Marketing and Sales at TECH Global University is a tailored program delivered 100% online, allowing you to choose the time and place that best suits your availability, schedule, and interests.

This 4-month program is designed to be a unique and stimulating experience that lays the foundation for your success as a Logistics Director.

The program content is designed to foster the development of managerial skills that enable decision-making with greater precision in uncertain environments.

Over the course of 250 hours of training, students analyze numerous practical cases through individual and group work. It is, therefore, a true immersion in real business situations.

The content of the Executive Development Program in International Marketing and Sales is designed to enhance the development of executive competencies that enable more rigorous decision-making in uncertain environments.

This program delves deeply into all operational areas of the company and is designed to train executives who understand International Marketing and Sales from a strategic, international, and innovative perspective.

A plan tailored for you, focused on your professional growth, and preparing you to achieve excellence in the management of marketing campaigns in international companies.

A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over 4 months and is divided into two large modules:

Module 1

Segmentation and Positioning in International Markets

Module 2

Product Strategy in the International Environment

Module 3

Communication and International Channels



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 4 months of specialization, 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, essential, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Segmentation and Positioning in International Markets

1.1. International Market Research

- 1.1.1. *Emerging Markets Marketing*
- 1.1.2. PES Analysis
- 1.1.3. What, How and Where to Export
- 1.1.4. International Marketing-Mix Strategies

1.2. International Segmentation

- 1.2.1. Criteria for Market Segmentation at the International Level
- 1.2.2. Market Niches
- 1.2.3. International Segmentation Strategies

1.3. International Positioning

- 1.3.1. Branding in International Markets
- 1.3.2. Positioning Strategies in International Markets
- 1.3.3. Global, Regional, and Local Brands

1.4. Product Strategies in International Markets

- 1.4.1. Product Modification, Adaptation, and Diversification
- 1.4.2. Global Standardized Products
- 1.4.3. The Product Portfolio

Module 2. Product Strategy in the International Environment

2.1. Prices and Exports

- 2.1.1. Export Prices Calculation
- 2.1.2. *Incoterms*
- 2.1.3. International Price Strategy

2.2. Quality in International Marketing

- 2.2.1. Quality and International Marketing
- 2.2.2. Standards and Certifications
- 2.2.3. CE Marking

2.3. International Promotion

- 2.3.1. The International Promotion MIX
- 2.3.2. Advertising
- 2.3.3. International Fairs
- 2.3.4. Country Branding

2.4. Distribution through International Channels

- 2.4.1. *Channel and Trade Marketing*
- 2.4.2. Export Consortia
- 2.4.3. Types of Exports and Foreign Trade

Module 3. Communication and International Channels

3.1. Integral Communication Plans

- 3.1.1. Audit and Diagnosis
- 3.1.2. Elaboration of Communication Plan
- 3.1.3. Measuring results: KPIs and ROI

3.2. Press Offices and Their Relationship with Communication Media

- 3.2.1. Identifying Opportunities and Information Needs
- 3.2.2. Management of Reports and Spokesperson Interviews
- 3.2.3. Virtual Press Room and e-Communication
- 3.2.4. Buying Advertising Spaces

3.3. International Public Relations

- 3.3.1. PR Strategy and Practice
- 3.3.2. Protocol and Ceremonial Rules
- 3.3.3. Event Organization and Creative Management

3.4. *Lobbies and Pressure Groups*

- 3.4.1. Opinion Groups and their Actions in Businesses and Institutions
- 3.4.2. Institutional Relations and Lobbying
- 3.4.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media



06

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

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

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

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

“

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



The most comprehensive study plans at the international level

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

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

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

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

Case Studies and Case Method

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

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

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



Relearning Methodology

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

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

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

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



A 100% online Virtual Campus with the best teaching resources

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

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

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

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



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

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

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

The university methodology top-rated by its students

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

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

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

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



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



Study Material

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

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



Practicing Skills and Abilities

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



Interactive Summaries

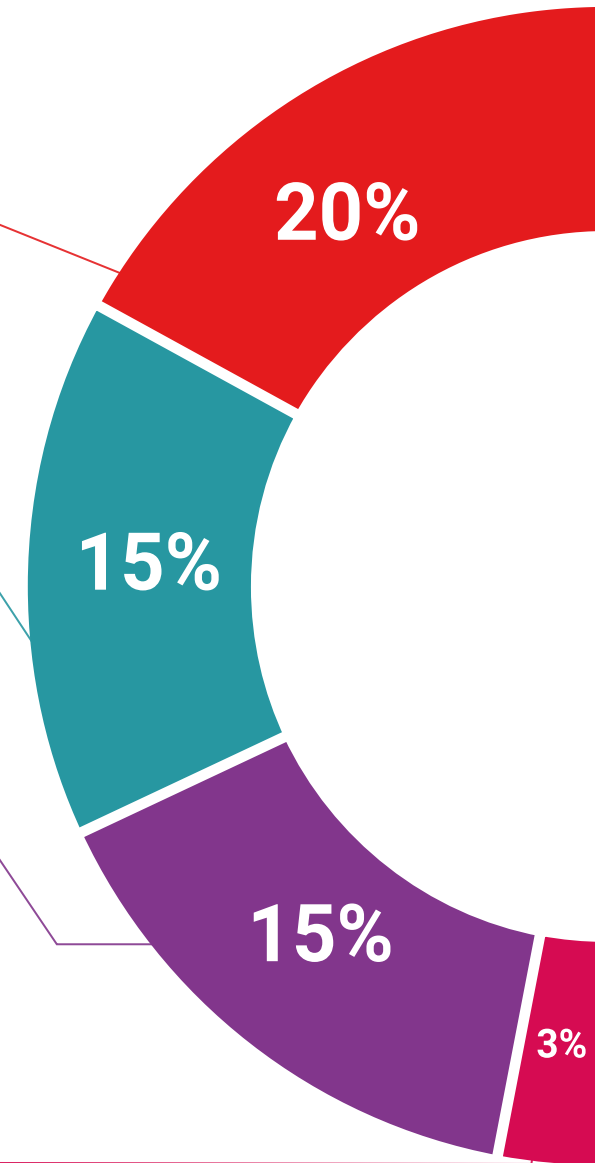
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

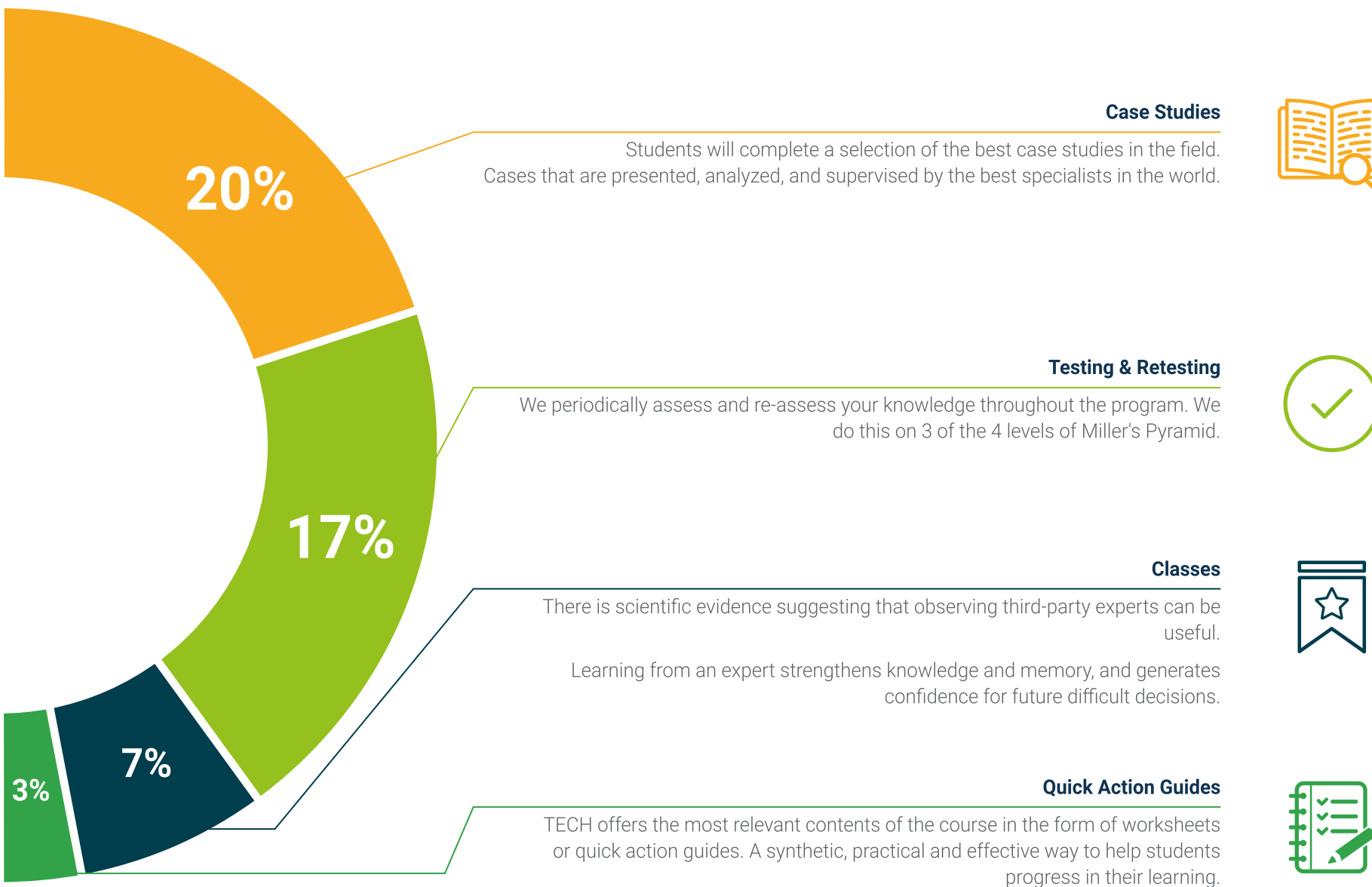
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





07

Our Students' Profile

Our Executive Development Program in International Marketing and Sales is designed for professionals in the field of international business who wish to update their knowledge, discover new ways to manage and lead their companies, and advance in their professional careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



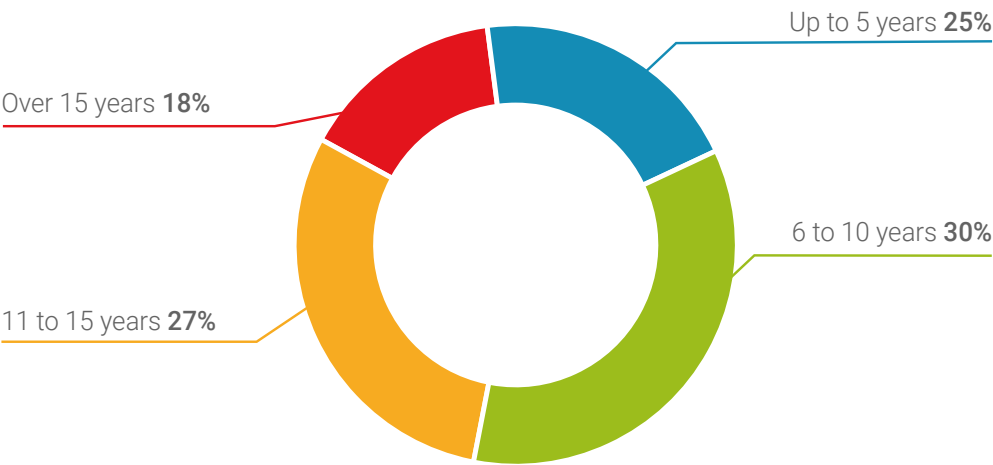
“

*Our students are experienced professionals
who are looking for a better job”*

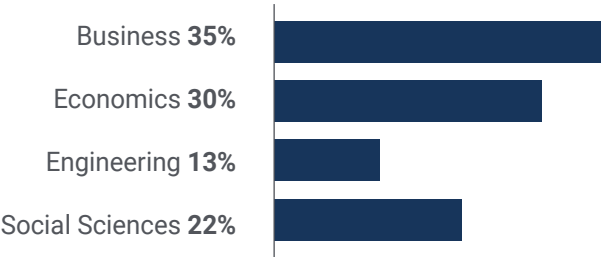
Average Age

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

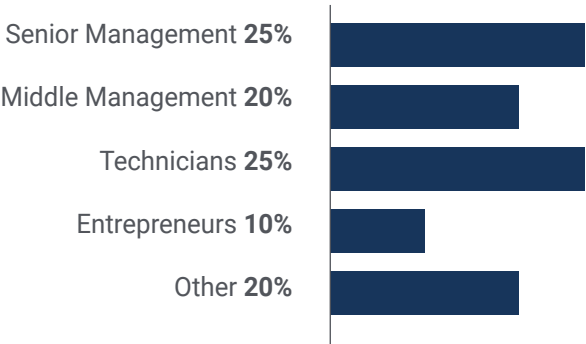
Years of Experience



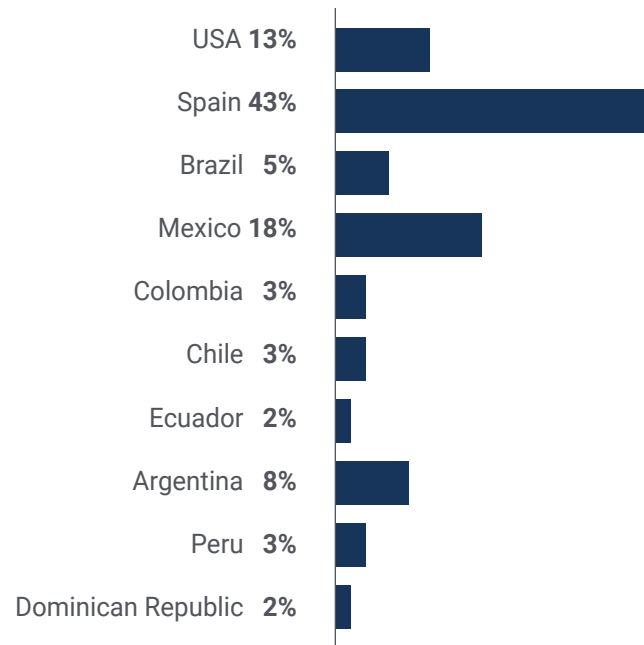
Training



Academic Profile



Geographical Distribution



Sara María Urquiza

International Business Director

"For me, coming from the commercial side, this program has been a great discovery, as I've understood that Commercial Management and Marketing must go hand in hand. The customer orientation, the hallmark of the program, is not possible without this fusion. It has provided me with important tools to carry out my work in Commercial Management and a great goal: To develop this union within my company. Personally, the atmosphere created by the faculty, the program management and of course, by my classmates has been unbeatable"

08

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, with us, you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH has to offer you to specialize with the best team in this highly demanded professional field.



“

Our goal is to generate a positive change in your professional career, and we are fully committed to helping you achieve it”

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

The Executive Development Program in International Marketing and Sales at TECH is an intensive program that prepares you to face challenges and make business decisions, globally.

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 at a professional level, and network with the best, then this is the place for you.

Generating Positive Change

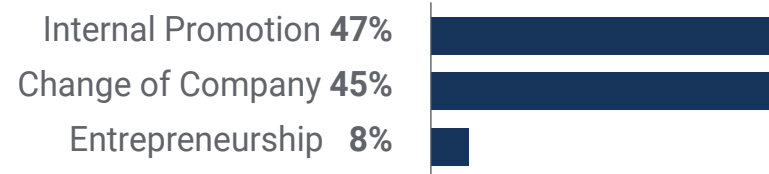
*Successfully
handle yourself in
international business
and achieve your
company's objectives.*

*Achieve a positive
change in your career
thanks to completing
this comprehensive
program.*

Professional change for our students



Exchange Rate



Salary increase

The completion of this program represents a salary increase of more than **25,22%** for our students.



09

Certificate

The Executive Development Program in International Marketing and Sales guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Development Program issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Executive Development Program in International Marketing and Sales** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Development Program in International Marketing and Sales**

Modality: **online**

Duration: **4 months**

Accreditation: **10 ECTS**





Executive Development Program

International Marketing and Sales

- » Modality: online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online

Executive Development Program

International Marketing and Sales

