

# Hybrid Professional Master's Degree

## MBA in Marketing Management (CMO, Chief Marketing Officer)





## Hybrid Professional Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer)

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: [www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-marketing-management-cmo-chief-marketing-officer](http://www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-marketing-management-cmo-chief-marketing-officer)

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# 01

# Introduction

Any company wishing to achieve a good positioning in the market and stand out from its competitors must rely on Marketing actions as the main method to generate branding and market its products or services. In this scenario, the role of the Chief Marketing Officer (CMO), in charge of leading the whole process of developing the marketing plan is key. This manager must have a mastery of leadership skills, digital strategy, e-commerce or social media. Therefore, this Hybrid Professional Master's Degree takes the professional to delve into an online syllabus, in the essential areas for the optimal development of their functions, in an area in continuous innovation. In addition, to offer a much more direct and closer vision, the graduate will enter a 100% practical stay, lasting 3 weeks, in a leading company in the world of Marketing. A unique opportunity to progress as a high-value CMO in a highly competitive environment.





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*You are in front of a Hybrid Professional Master's Degree that will position you as a Chief Marketing Officer of great value for the most powerful companies in the Marketing world”*



All companies, regardless of the sector in which they operate, move in highly competitive environments, so they must focus on differentiation as a method to reach their target audience and stand out from competitors. In this sense, the figure of the Chief Marketing Officer, who, as head of the department, must design and promote the different campaigns, is of great importance.

As a result, in recent decades, the unstoppable growth of the digital world has caused marketing strategies to expand towards an online look, sometimes leaving traditional offline campaigns in the background. These changes require a broad mastery of essential areas such as e-commerce, customer relationship management or the functions of social media and community management. This is undoubtedly one of the great assets of this Hybrid Professional Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer), which provides executives with the most advanced and up-to-date knowledge in this area, so that they can continue their professional progression.

A program that perfectly combines the most intensive theory with an essential practical stay in a prestigious company in the world of Marketing. The professional has before them a university degree with a syllabus that can be accessed exclusively online, and a face-to-face and 100% practical stage surrounded by the best specialists in the field of Marketing today.

Undoubtedly, TECH provides an excellent opportunity for professional growth through a Hybrid Professional Master's Degree unique in the academic panorama. A high-level education, compatible with work and personal responsibilities, and that at the same time favors direct knowledge, in an exceptional work environment of the latest trends in the field of Marketing Management.

This **Hybrid Professional Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- The development of more than 100 case studies presented by experts in marketing management
- The graphic, schematic and practical contents with which they are conceived, gather specific information on those disciplines that are essential for professional practice
- Comprehensive plans of systematized action in the field of business
- The interactive learning system based on algorithms for making decisions on the situations posed
- Practical guides for the use of the main Marketing tools
- Its special emphasis on the most innovative methodologies for the application of leadership techniques in business
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection
- The possibility of an internship in leading companies in the sector



*Thanks to this Hybrid Professional Master's Degree, you will have the opportunity to work with a real team, in a prestigious company, and learn first-hand how work is carried out in Marketing departments"*

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*Marketing actions allow you to direct promotions to the target public and, with this, obtain higher profits. Your job as head of the area will be to design, implement and control these actions, following the objectives of your company.*

In this program, of a professionalizing nature and blended learning modality, the program is aimed at updating Marketing professionals who develop their functions in companies, and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow it to lead the whole process of elaboration of the Marketing plan.

Thanks to their multimedia content developed with the latest educational technology, they will allow the Marketing professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to training in real situations. The design of this Hybrid Professional Master's Degree is centered on Problem Based Learning, by means of which you will have to try to solve the different professional practice situations of professional practice that will be posed throughout the program. For this purpose, you will have the help of an innovative interactive video system created by recognized experts.

*This Hybrid Professional Master's Degree will provide you with the keys to access more relevant positions, with more competitive salaries and real possibilities of growth within the company.*

*Take advantage of the tools offered by the Internet to carry out different marketing actions that reach your target audience.*



# 02

## Why Study this Hybrid Professional Master's Degree?

Marketing is undoubtedly an area of innovation and creativity, where the idea goes directly into practice. For this reason, it is necessary to have a solid knowledge, to integrate it perfectly in the most successful campaigns in this area. Thus, the leadership role of the Chief Marketing Officer is key to achieving these objectives. Given its relevance, TECH has created a program, which provides the manager with the most relevant and updated information in the area of international marketing, market research and e-commerce. In addition, a practical stay in a leading company in the Marketing area completes this degree. Thus, the professional will obtain a much broader vision, being guided at all times by real experts in this field.





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*Enter a relevant company in the world of Marketing and develop your potential as Chief Marketing Officer”*

### **1. Updating from the latest technology available**

The Internet has not only revolutionized the way people communicate, but also the commercial strategies and brand projection of companies. An innovative scenario where creativity is still a key element, but which relies heavily on digital advances. For this reason, and in order to bring the manager closer to the latest trends in the planning and design of marketing campaigns, TECH has created this Hybrid Professional Master's Degree, from a theoretical and practical perspective that will lead you to access the latest technology.

### **2. Delve into the experience of the best professionals.**

The student that enters this program has a specialized teaching team with extensive experience in marketing management, which will provide advanced and solid knowledge through the syllabus of this Hybrid Professional Master's Degree. At the same time, during the practical process, they will be tutored by a specialist in this field, with first-hand knowledge of the latest developments in this area, as well as the skills that every CMO needs.

### **3. Entering first-class environments**

TECH carefully selects all the centers available for internships. This will allow the professional to immerse themselves from the beginning of this online phase, in a first class business environment, guided by a professional specialized in leading teams and managing marketing campaigns. In this way, they will be able to integrate the most current techniques and strategies used in this field into their daily work.





#### **4. Combining the Best Theory with State-of-the-Art Practice**

The professional is before a program that has a Relearning system, which reduces the long hours of study, has no face-to-face classes, and adapts to the daily work of professionals in the world of Marketing. TECH thus facilitates a new learning model that combines online theory with intensive practice in a leading company in the sector. A unique opportunity that only this Academic Institution offers.

#### **5. Expanding the Boundaries of Knowledge**

This Hybrid Professional Master's Degree is mainly aimed at boosting the professional career of managers who wish to take a firm step forward in the field of Marketing. For this reason, TECH not only selects the best teachers, but also does the same with the companies where the internships are carried out. All this provides a view of growth in a first class environment with an international vision.

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*You will have full practical immersion  
at the center of your choice”*



# 03 Objectives

The development of this Hybrid Professional Master's Degree will be a competitive advantage for students, as they will find, in the same program, a completely new content and the possibility of transferring everything they have learned into practice, thanks to an intensive stay in a leading company in the sector. Thus, professionals will be able to design, manage and implement different marketing campaigns and strategies to improve the positioning of the company and attract a larger audience to purchase.





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*Marketing strategies must be adapted to the sector in which the company is located. This Hybrid Professional Master's Degree will provide you with the keys to design the most competitive plans for your business”*





## General Objective

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- Taking this Hybrid Professional Master's Degree will allow students to learn the day-to-day workings of the sector, improving their management skills and learning, in depth, all those promotional and advertising actions that can be applied to achieve the objectives of their company. In addition, they will have the ability to design marketing strategies and plans to improve their company's reputation and create optimal communication channels with their customers



*Knowing the market in which your company operates will allow you to create more effective marketing strategies"*





## Specific Objectives

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- ◆ Analyze the different audiences and sectors
- ◆ Determine the strategy to follow based on consumer and competitor analysis
- ◆ Integrate corporate vision and objectives into the company's marketing strategies and policies
- ◆ Integrate the Internet into the organizations marketing strategy
- ◆ Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users
- ◆ Analyze the consumer's decision process in relation to marketing stimuli in detail
- ◆ Successfully lead partially or fully digitized sales and marketing teams
- ◆ Develop marketing, market research, and communication projects
- ◆ Develop a solid and complete digital marketing plan for the organization
- ◆ Conduct market research to understand the environment and the opportunities it offers to achieve business success
- ◆ Know the logistical processes of the company
- ◆ Know how to apply pricing policies
- ◆ Know the different marketing tools and apply the most appropriate ones to achieve business objectives
- ◆ Carry out international promotions through different marketing tools
- ◆ Know the main international distribution channels
- ◆ Gain in-depth knowledge of how marketing techniques can be applied to different sectors
- ◆ Study digital marketing trends
- ◆ Understand online business strategy

# 04 Skills

The professional who successfully completes this TECH Hybrid Professional Master's Degree will acquire the necessary skills and abilities to lead the Marketing teams of the companies in which they work. Thus, their higher specialization in this field will allow them to be able to design, manage, implement and control strategies and promotional and marketing campaigns for different channels and media. In addition, you will be able to access a highly competitive labor market with the security of having the best degree of the moment on your resume.



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*Design a marketing plan that meets your company's objectives and increases your potential customers”*





## General Skills

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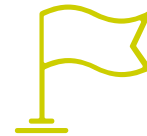
- Apply specific leadership skills to the management of Marketing teams
- Design, implement and manage the different marketing strategies in the company
- Apply creativity and innovation to new product development
- Develop leadership skills to lead marketing teams



*This Hybrid Professional Master's Degree will allow you to achieve an international positioning of the companies whose marketing campaigns you lead"*







## Specific Skills

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- Apply the different digital tools to marketing processes
- Apply quantitative and qualitative market research methods and techniques
- Have an in-depth understanding of customer purchasing behavior
- Develop techniques, strategies, and leadership skills that are essential for proper marketing management
- Manage and control a company's logistic processes
- Design and manage an adequate marketing plan
- Understand, in-depth, sectorial marketing and the particularities for each sector
- Internationally position the company through marketing actions
- Design strategic ecommerce plans
- Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty

05

# Course Management

In order to offer an exhaustive and complete program, all the contents to which the manager will have access in this Hybrid Professional Master's Degree have been written by highly qualified professionals in the field of Marketing. This allows them to create an extensive syllabus, where both the most important theory in Marketing Management and the highest management practice is developed, which serves to contextualize each and every one of the topics covered.



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*High-ranking professionals in the field of Marketing Management will offer you their own keys and secrets for you to master the highest level of management”*

## Management



### Mr. López Rausell, Adolfo

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



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*A specialized teacher will be your best guide in this 12-month academic journey”*



# 06

## Educational Plan

Given the high level that managers must develop in the most advanced Marketing positions, the entire content of this Hybrid Professional Master's Degree has been designed to cover the most important organizational, analytical and administrative areas in this field. Therefore, the manager will have access to specific knowledge modules on market research, logistics and economic management, international marketing or social media management, among others.



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*You will have a multimedia library available to you 24 hours a day, giving you the flexibility you need to tackle this Hybrid Professional Master's Degree”*

## Module 1. Market Research

- 1.1. Fundamentals of Marketing
  - 1.1.1. Main Definitions
  - 1.1.2. Basic Concepts
  - 1.1.3. The Evolution of the Concept of Marketing
- 1.2. Marketing: From the Idea to the Market
  - 1.2.1. Concept and Scope of Marketing
  - 1.2.2. Marketing Dimensions
  - 1.2.3. Marketing 3.0.
- 1.3. New Competitive Environment
  - 1.3.1. Technological Innovation and Economic Impact
  - 1.3.2. Knowledge Society
  - 1.3.3. The New Consumer Profile
- 1.4. Quantitative Research Methods and Techniques
  - 1.4.1. Variables and Measurement Scales
  - 1.4.2. Information Sources
  - 1.4.3. Sampling Techniques
  - 1.4.4. The Treatment and Analysis of Data
- 1.5. Qualitative Research Methods and Techniques
  - 1.5.1. Direct Techniques: Focus Groups
  - 1.5.2. Anthropological Techniques
  - 1.5.3. Indirect Techniques
  - 1.5.4. The Two Face Mirror and The Delphi Method
- 1.6. Market Segmentation
  - 1.6.1. Market Typologies
  - 1.6.2. Concept and Analysis of the Demand
  - 1.6.3. Segmentation and Criteria
  - 1.6.4. Defining the Target Audience
- 1.7. Types of Buying Behavior
  - 1.7.1. Complex Behavior
  - 1.7.2. Dissonance Reducing Behavior
  - 1.7.3. Variety Seeking Behavior
  - 1.7.4. Habitual Purchasing Behavior

- 1.8. Marketing Information Systems
  - 1.8.1. Conceptual Approaches to Marketing Information Systems
  - 1.8.2. Data Warehouse and Datamining
  - 1.8.3. Geographical Information Systems
- 1.9. Research Project Management
  - 1.9.1. Information Analysis Tools
  - 1.9.2. Developing an Expectation Management Plan
  - 1.9.3. Assessing the Feasibility of Projects
- 1.10. Marketing Intelligence
  - 1.10.1. Big Data
  - 1.10.2. User Experience
  - 1.10.3. Applying Techniques

## Module 2. Management and Leadership

- 2.1. General Management
  - 2.1.1. Integrating Functional Strategies into the Global Business Strategies
  - 2.1.2. Management Policy and Processes
  - 2.1.3. Society and Enterprise
- 2.2. Strategic Management
  - 2.2.1. Establish the Strategic Position: Mission, Vision and Values
  - 2.2.2. Developing New Businesses
  - 2.2.3. Growing and Consolidating Companies
- 2.3. Competitive Strategy
  - 2.3.1. Market Analysis
  - 2.3.2. Sustainable Competitive Advantage
  - 2.3.3. Return on Investment
- 2.4. Corporate Strategy
  - 2.4.1. Driving Corporate Strategy
  - 2.4.2. Pacing Corporate Strategy
  - 2.4.3. Framing Corporate Strategy
- 2.5. Planning and Strategy
  - 2.5.1. The Relevance of Strategic Direction in the Management Control Process
  - 2.5.2. Analysis of the Environment and the Organization
  - 2.5.3. Lean Management

- 2.6. Talent Management
  - 2.6.1. Managing Human Capital
  - 2.6.2. Environment, Strategy, and Metrics
  - 2.6.3. Innovation in People Management
- 2.7. Management and Leadership Development
  - 2.7.1. Leadership and Leadership Styles
  - 2.7.2. Motivation
  - 2.7.3. Emotional Intelligence
  - 2.7.4. Skills and Abilities of the Leader 2.0.
  - 2.7.5. Efficient Meetings
- 2.8. Change Management
  - 2.8.1. Performance Analysis
  - 2.8.2. Leading Change. Resistance to Change
  - 2.8.3. Managing Change Processes
  - 2.8.4. Managing Multicultural Teams

### Module 3. Logistics and Economic Management

- 3.1. Financial Diagnosis
  - 3.1.1. Indicators for Analyzing Financial Statements
  - 3.1.2. Profitability Analysis
  - 3.1.3. Economic and Financial Profitability of a Company
- 3.2. Economic Analysis of Decisions
  - 3.2.1. Budget Control
  - 3.2.2. Competitive Analysis. Comparative Analysis
  - 3.2.3. Decision-Making. Business Investment or Divestment
- 3.3. Investment Valuation and Portfolio *Management*
  - 3.3.1. Profitability of Investment Projects and Value Creation
  - 3.3.2. Models for Evaluating Investment Projects
  - 3.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees
- 3.4. Purchasing Logistics Management
  - 3.4.1. Managing *Stocks*
  - 3.4.2. Warehouse Management
  - 3.4.3. Purchasing and Procurement Management

- 3.5. Supply Chain Management
  - 3.5.1. Costs and Efficiency of the Operations Chain
  - 3.5.2. Change in Demand Patterns
  - 3.5.3. Change in Operations Strategy
- 3.6. Logistical Processes
  - 3.6.1. Organization and Management by Processes
  - 3.6.2. Procurement, Production, Distribution
  - 3.6.3. Quality, Quality Costs, and Tools
  - 3.6.4. After-Sales Service
- 3.7. Logistics and Customers
  - 3.7.1. Demand Analysis and Forecasting
  - 3.7.2. Sales Forecasting and Planning
  - 3.7.3. Collaborative Planning, Forecasting, and Replacement
- 3.8. International Logistics
  - 3.8.1. Customs, Export and Import processes
  - 3.8.2. Methods and Means of International Payment
  - 3.8.3. International Logistics Platforms

### Module 4. Strategy in Marketing Management

- 4.1. Marketing Management
  - 4.1.1. Positioning and Value Creation
  - 4.1.2. Company's Marketing Orientation and Positioning
  - 4.1.3. Strategic Marketing Operational Marketing
  - 4.1.4. Objectives in MBA in Marketing Management (Chief Marketing Officer)
  - 4.1.5. Integrated Marketing Communications
- 4.2. The Function of Strategic Marketing
  - 4.2.1. Main Marketing Strategies
  - 4.2.2. Segmentation, Targeting and Positioning
  - 4.2.3. Managing Strategic Marketing
- 4.3. Marketing Strategy Dimensions
  - 4.3.1. Necessary Resources and Investments
  - 4.3.2. Fundamentals of Competitive Advantage
  - 4.3.3. The Company's Competitive Behavior
  - 4.3.4. Focus Marketing



- 4.4. New Product Strategy Development
  - 4.4.1. Creativity and Innovation in Marketing
  - 4.4.2. Generation and Filtering of Ideas
  - 4.4.3. Commercial Viability Analysis
  - 4.4.4. Development, Market Testing, and Commercialization
- 4.5. Pricing Policies
  - 4.5.1. Short and Long-Term Aims
  - 4.5.2. Types of Pricing
  - 4.5.3. Factors that Affect Pricing
- 4.6. *Promotion and Merchandising* Strategies
  - 4.6.1. Advertising Management
  - 4.6.2. Communication and Media Plan
  - 4.6.3. *Merchandising* as a Marketing Technique
  - 4.6.4. *Visual Merchandising*
- 4.7. Distribution, Expansion, and Intermediation Strategies
  - 4.7.1. Outsourcing of Sales Force and Customer Service
  - 4.7.2. Commercial Logistics in Product and Service Sales Management
  - 4.7.3. Sales Cycle Management
- 4.8. Developing the Marketing Plan
  - 4.8.1. Analysis and Diagnosis
  - 4.8.2. Strategic Decisions
  - 4.8.3. Operational Decisions

## Module 5. Operational Marketing

- 5.1. Marketing Mix
  - 5.1.1. The Marketing Value Proposition
  - 5.1.2. Marketing Mix Policies, Strategies and Tactics
  - 5.1.3. Elements of Marketing Mix
  - 5.1.4. Customer Satisfaction and Marketing Mix
- 5.2. Product Management
  - 5.2.1. Consumption Distribution and Product Life Cycle
  - 5.2.2. Obsolescence, Expiration, Periodic Campaigns
  - 5.2.3. Order Management and Inventory Control Ratios

- 5.3. Pricing Principles
  - 5.3.1. Analysis of the environment
  - 5.3.2. Production Costs and Discount Margins
  - 5.3.3. Final Price and Positioning Map
- 5.4. Distribution Channel Management
  - 5.4.1. Trade Marketing
  - 5.4.2. Distribution Culture and Competition
  - 5.4.3. Designing and Managing Channels
  - 5.4.4. Functions of Distribution Channels
  - 5.4.5. Route to Market
- 5.5. Promotion and Sales Channels
  - 5.5.1. Corporate Branding
  - 5.5.2. Advertising
  - 5.5.3. Sales Promotion
  - 5.5.4. Public Relations and Personal Selling
  - 5.5.5. Street Marketing
- 5.6. Branding
  - 5.6.1. Brand Evolution
  - 5.6.2. Creating and Developing a Successful Brand
  - 5.6.3. Brand Equity
  - 5.6.4. Category Management
- 5.7. Managing Marketing Groups
  - 5.7.1. Work Teams and Meeting Management
  - 5.7.2. Coaching and Team Management
  - 5.7.3. Managing Equality and Diversity
- 5.8. Communication and Marketing
  - 5.8.1. Communication Integrated into Marketing
  - 5.8.2. Designing a Marketing Communication Program
  - 5.8.3. Communication Skills and Influence
  - 5.8.4. Barriers to Business Communication

## Module 6. Customer Relationship Management

- 6.1. Knowing the Market and the Consumer
  - 6.1.1. Open Innovation
  - 6.1.2. Competitive Intelligence
  - 6.1.3. Sharing Economy
- 6.2. CRM and Business Philosophy
  - 6.2.1. Business Philosophy or Strategic Orientation
  - 6.2.2. Customer Identification and Differentiation
  - 6.2.3. The Company and its Stakeholders
  - 6.2.4. Clienting
- 6.3. Database Marketing and Customer Relationship Management
  - 6.3.1. Database Marketing Applications
  - 6.3.2. Laws and Regulations
  - 6.3.3. Information Sources, Storage, and Processing
- 6.4. Consumer Psychology and Behavior
  - 6.4.1. The Study of Consumer Behavior
  - 6.4.2. Internal and External Consumer Factors
  - 6.4.3. Consumer Decision Process
  - 6.4.4. Consumerism, Society, Marketing, and Ethics
- 6.5. Areas of CRM Management
  - 6.5.1. Customer Service
  - 6.5.2. Managing the Sales Force
  - 6.5.3. Customer Service
- 6.6. Consumer Centric Marketing
  - 6.6.1. Segmentation
  - 6.6.2. Profitability Analysis
  - 6.6.3. Customer Loyalty Strategies
- 6.7. CRM Management Techniques
  - 6.7.1. Direct Marketing
  - 6.7.2. Multichannel Integration
  - 6.7.3. Viral Marketing

- 6.8. Advantages and Risks of Implementing CRM
  - 6.8.1. CRM, Sales and Costs
  - 6.8.2. Customer Satisfaction and Loyalty
  - 6.8.3. Technology Implementation
  - 6.8.4. Strategic and Management Errors

## Module 7. Sectorial Marketing

- 7.1. Services Marketing
  - 7.1.1. Evolution and Growth of the Service Sector
  - 7.1.2. Function of Services Marketing
  - 7.1.3. Marketing Strategy in the Service Sector
- 7.2. Touristic Marketing
  - 7.2.1. Features of the Tourism Sector
  - 7.2.2. Tourist Product
  - 7.2.3. The Customer in Tourism Marketing
- 7.3. Political and Electoral Marketing
  - 7.3.1. Political Marketing vs. Election Marketing
  - 7.3.2. Political Market Segmentation
  - 7.3.3. Electoral Campaign
- 7.4. Social Marketing and Responsible Marketing
  - 7.4.1. Social Cause Marketing and CSR
  - 7.4.2. Environmental Marketing
  - 7.4.3. Segmentation in Social Marketing
- 7.5. Retail Management
  - 7.5.1. Relevance
  - 7.5.2. Reward
  - 7.5.3. Cost Reduction
  - 7.5.4. Relationship with the Customer
- 7.6. Banking Marketing
  - 7.6.1. State Regulation
  - 7.6.2. Branches and Segmentation
  - 7.6.3. Inbound Marketing in the Banking Sector

- 7.7. Health Services Marketing
  - 7.7.1. Internal Marketing
  - 7.7.2. User Satisfaction Studies
  - 7.7.3. Market-Oriented Quality Management
- 7.8. Sensory Marketing
  - 7.8.1. Shopping Experience as a Sensory Experience
  - 7.8.2. Neuromarketing and Sensory Marketing
  - 7.8.3. Arrangement and Presentation of the Point of Sale

## Module 8. International Marketing

- 8.1. International Market Research
  - 8.1.1. Emerging Markets Marketing
  - 8.1.2. PESTLE Analysis
  - 8.1.3. What, How and Where to Export
  - 8.1.4. International Marketing Mix Strategies
- 8.2. International Segmentation
  - 8.2.1. Criteria for Market Segmentation at the International Level
  - 8.2.2. Market Niches
  - 8.2.3. International Segmentation Strategies
- 8.3. International Positioning
  - 8.3.1. Branding in International Markets
  - 8.3.2. Positioning Strategies in International Markets
  - 8.3.3. Global, Regional and Local Brands
- 8.4. Product Strategies in International Markets
  - 8.4.1. Product Modification, Adaptation and Diversification
  - 8.4.2. Global Standardized Products
  - 8.4.3. The Product Portfolio
- 8.5. Prices and Exports
  - 8.5.1. Export Prices Calculation
  - 8.5.2. Incoterms
  - 8.5.3. International Price Strategy
- 8.6. Quality in International Marketing
  - 8.6.1. Quality and International Marketing
  - 8.6.2. Standards and Certifications
  - 8.6.3. CE Marking

- 8.7. International Promotion
  - 8.7.1. The International Promotion MIX
  - 8.7.2. Advertising and Publicity
  - 8.7.3. International Fairs
  - 8.7.4. Country Branding
- 8.8. Distribution through International Channels
  - 8.8.1. Channel and Trade Marketing
  - 8.8.2. Export Consortiums
  - 8.8.3. Types of Exports and Foreign Trade

## Module 9. Digital Marketing and e-Commerce

- 9.1. Digital Marketing and e-Commerce
  - 9.1.1. The Digital Economy and the Sharing Economy
  - 9.1.2. Trends and Social Changes in Consumers
  - 9.1.3. Digital Transformation of Traditional Companies
  - 9.1.4. The Roles of the Chief Digital Officer
- 9.2. Digital Strategy
  - 9.2.1. Segmentation and Positioning in the Competitive Context
  - 9.2.2. New Marketing Strategies for Products and Services
  - 9.2.3. From Innovation to Cash Flow
- 9.3. Technology Strategy
  - 9.3.1. Web Development
  - 9.3.2. Hosting and Cloud Computing
  - 9.3.3. Content Management Systems (CMS)
  - 9.3.4. Formats and Digital Media
  - 9.3.5. Technological e-Commerce Platforms
- 9.4. Digital Regulation
  - 9.4.1. Privacy Policy and Personal Data Protection Act
  - 9.4.2. Fake Profiles and Fake Followers
  - 9.4.3. Legal Aspects of Marketing, Advertising, and Digital Content
- 9.5. Online Market Research
  - 9.5.1. Quantitative Research Tools in Online Markets
  - 9.5.2. Dynamic Qualitative Customer Research Tools

- 9.6. Online Agencies, Media and Channels
  - 9.6.1. Integral, Creative and Online Agencies
  - 9.6.2. Traditional and New Media
  - 9.6.3. Online Channels
  - 9.6.4. Other Digital Players

## Module 10. Ecommerce and Shopify

- 10.1. Digital e-Commerce Management
  - 10.1.1. New e-Commerce Business Models
  - 10.1.2. Planning and Developing an e-Commerce Strategic Plan
  - 10.1.3. Technological Structure in e-Commerce
- 10.2. e-Commerce Operations and Logistics
  - 10.2.1. How to Manage Fulfillment
  - 10.2.2. Digital Point-of-Sale Management
  - 10.2.3. Contact Center Management
  - 10.2.4. Automation in Management and Monitoring Processes
- 10.3. Implementing e-Commerce Techniques
  - 10.3.1. Social Media and Integration in the E-Commerce Plan
  - 10.3.2. Multichannel Strategy
  - 10.3.3. Personalizing Dashboards
- 10.4. Digital Pricing
  - 10.4.1. Online Payment Methods and Payment Gateways
  - 10.4.2. Electronic Promotions
  - 10.4.3. Digital Price Timing
  - 10.4.4. e-Auctions
- 10.5. From e-Commerce to m-Commerce and s-Commerce
  - 10.5.1. e-Marketplace Business Models
  - 10.5.2. s-Commerce and Brand Experience
  - 10.5.3. Purchase via Mobile Devices
- 10.6. Customer Intelligence: from e-CRM to s-CRM
  - 10.6.1. Integrating the Consumer in the Value Chain
  - 10.6.2. Online Research and Loyalty Techniques
  - 10.6.3. Planning a Customer Relationship Management Strategy

- 10.7. Digital Marketing Trade
  - 10.7.1. Cross Merchandising
  - 10.7.2. Designing and Managing Facebook Ads Campaigns
  - 10.7.3. Designing and Managing Google Adwords Campaigns
- 10.8. Online Marketing for e-Commerce
  - 10.8.1. Inbound Marketing
  - 10.8.2. Display and Programmatic Purchasing
  - 10.8.3. Communication Plan

## Module 11. Social Media and Community Management

- 11.1. Web 2.0. or the Social Web
  - 11.1.1. Organization in the Age of Conversation
  - 11.1.2. Web 2.0. Is All About People
  - 11.1.3. New Environments, New Content
- 11.2. Digital Communication and Reputation
  - 11.2.1. Crisis Management and Online Corporate Reputation
  - 11.2.2. Online Reputation Report
  - 11.2.3. Netiquette and Good Practices on Social Media
  - 11.2.4. Branding and Networking 2.0.
- 11.3. General, Professional, and Microblogging Platforms
  - 11.3.1. Facebook
  - 11.3.2. LinkedIn
  - 11.3.3. Google+
  - 11.3.4. Twitter
- 11.4. Video, Image, and Mobility Platforms
  - 11.4.1. YouTube
  - 11.4.2. Instagram
  - 11.4.3. Flickr
  - 11.4.4. Vimeo
  - 11.4.5. Pinterest



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- 11.5. Corporate Blogging
  - 11.5.1. How to Create a Blog
  - 11.5.2. Content Marketing Strategy
  - 11.5.3. How to Create a Content Plan for Your Blog
  - 11.5.4. Content Curation Strategy
- 11.6. Social Media Strategies
  - 11.6.1. Corporate Communication Plan 2.0.
  - 11.6.2. Corporate PR and Social Media
  - 11.6.3. Analysis and Evaluation of Results
- 11.7. Community Management
  - 11.7.1. Functions, Duties, and Responsibilities of the Community Manager
  - 11.7.2. Social Media Manager
  - 11.7.3. Social Media Strategist
- 11.8. Social Media Plan
  - 11.8.1. Designing a Social Media Plan
  - 11.8.2. Defining the Strategy to Be Followed in Each Medium
  - 11.8.3. Contingency Protocol in Case of Crisis





“

*You will be able to delve deeper into all topics through supplementary readings, video summaries and in-depth videos created by the teachers themselves”*

07

# Clinical Internship

To specialize in the Marketing sector, it is essential to know all the promotion and web analytics tools available, as well as the main techniques used to improve the positioning of the company and reach a wider audience. However, for this knowledge to be effective, students must put into practice everything they have learned during the more theoretical teaching. For this reason, professional internships in companies in the sector play an important role in the curriculum of candidates for any selective process. With this in mind, TECH has designed this Hybrid Professional Master's Degree, which combines the best of online theoretical education with an internship in a leading Marketing company.







“

*Enter the Marketing Department of a prestigious company thanks to this Hybrid Professional Master's Degree and learn with the best in the industry”*



The Internship Program consists of a practical stay in a prestigious clinical center, a 3-week period, from Monday to Friday with 8 consecutive hours of work with an attending specialist. This stay will allow the professional to know in depth how to carry out the Management and Direction of Marketing actions that allow to generate an adequate image and reputation of the company, as well as to promote sales.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills to perform managerial tasks in Marketing departments, acquiring the necessary qualifications to manage all promotional and advertising actions to attract a larger audience.

It is, undoubtedly, an opportunity to learn by working in the Marketing departments of the main companies in the sector and getting to know the day-to-day work from the hand of professionals with extensive experience. In this way, it will be an option of great value for the professional who wishes to be part of management teams, planning, controlling and managing different strategies for companies.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Marketing (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:





Module	Practical Activity
<b>Management and Leadership</b>	Establish competitive and corporate strategies in Marketing work teams
	Lean Management application in departmental work flows
	Develop leadership and management skills in a real professional environment, based on emotional intelligence, effective meetings, and talent management
	Plan and execute a concrete Marketing strategy in a management environment
<b>Operational and Sector Marketing</b>	Collaborate in the management of distribution, stock control, periodic campaigns and product life cycle and the specific life cycle of a product
	Manage the appropriate distribution channels, with emphasis on trade marketing and route to market
	Knowing how to manage marketing groups, work teams and meetings management
	Contribute to the creation of a Marketing campaign following the client's sector model
<b>Customer Relationship Management</b>	Explore the use of consumer psychology and behavior in the planning of marketing strategies
	Perform profitability analysis based on consumer centric marketing
	Use the latest CRM management techniques such as direct marketing, multichannel integration or viral marketing
	Make use of neuromarketing and sensory marketing to enhance ongoing campaigns to enhance ongoing campaigns
<b>Digital Marketing and e-Commerce</b>	Offer support in adapting the Marketing strategy to the technological and digital environment to the technological and digital environment
	Make use of the main quantitative and qualitative research tools in online markets and qualitative research tools in online markets
	Develop in the main online channels with other digital players
	Manage the fulfillment and digital point of sale in e-commerce
	Collaborate in the implementation of e-Commerce techniques e-Commerce techniques in a multichannel strategy
	Elaborate a content marketing strategy in corporate blogging
	Collaborate in Social Media Manager and Social Media Strategist tasks

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchase a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the student does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.



# 08

## Where Can I Do the Internship?

In order to know which are the main Marketing tools and strategies most suitable for companies, it is essential to put them into practice. Therefore, students who take this Hybrid Professional Master's Degree will have the opportunity to learn from experienced professionals, as they will be able to enjoy a practical stay of 3 weeks in a top national and international agency. This way, at the end of the program, the students will be able to apply all they have learned able to apply everything they have learned in their work.





“


*The best marketing agencies are at your disposal for the realization of this intensive practical stay”*



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The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:



School of Business

### Amplifica

Country	City
Argentina	Ciudad Autónoma de Buenos Aires

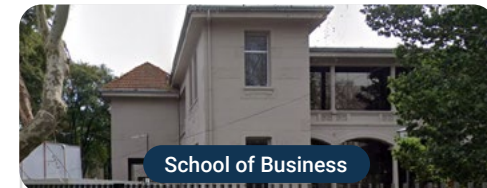
Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for effective communication and positioning promotion

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**Related internship programs:**  
Advertising Communication  
Graphic Design





### Web Experto

Country	City
Argentina	Santa Fe

Address: Lamadrid 470 Nave 1 1° piso  
Oficina 17, Rosario, Santa Fe

Digital management and web orientation company

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**Related internship programs:**

- Sales and Marketing Management
- MBA in Digital Marketing





School of Business

### Break Point Marketing

Country	City
Mexico	México City

Address: Calle Montes Urales 424 4to piso  
lomas- Virreyes, Lomas de Chapultepec, Miguel  
Hidalgo C.P 11000 CDMX

Digital Marketing and communication specialized creative  
company

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



School of Business

### Frsko Marketing

Country	City
Mexico	Mexico City

Address: Av. Marina Nacional 385-Piso 6,  
Oficina 610, Verónica Anzúres, Miguel Hidalgo,  
11370 , CDMX, México

Digital Marketing , branding and communication  
specialized company

**Related internship programs:**

- MBA in Marketing Management  
(CMO, Chief Marketing Officer)
- Sales and Marketing Management







School of Business

### Grupo Fórmula

Country  
Mexico

City  
Mexico City

Address: Cda. San Isidro 44, Reforma Soc,  
Miguel Hidalgo, 11650 Ciudad de México, CDMX

Leading company in multimedia communication  
and content generation

**Related internship programs:**

Graphic Design  
People Management



School of Business

### Rehamex

Country  
Mexico

City  
Mexico

Address: J.J. Fernández de Lizardi No. 5, Cto.  
Novelistas, Ciudad Satélite, Naucalpan

Center specialized in rehabilitation and  
physical health promotion.

**Related internship programs:**

- Diagnosis in Physiotherapy  
Sports Physiotherapy



09

# 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.



# 10 Certificate

The Hybrid Professional Master's MBA in Marketing Management (CMO, Chief Marketing Officer) guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Technological University



“

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



This **Hybrid Professional Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

Title: **Hybrid Professional Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer)**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge presence quality  
development languages  
virtual classroom



## Hybrid Professional Master's Degree

MBA in Marketing Management  
(CMO, Chief Marketing Officer)

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree

## MBA in Marketing Management (CMO, Chief Marketing Officer)

