

# Internship Program

## Commercial and Marketing Management (CRO, Chief Revenue Officer)



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**Internship Program**  
Commercial and Marketing  
Management (CRO, Chief  
Revenue Officer)

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# 01 Introduction

Markets move in changing and highly competitive environments. The globalization of these markets and increased consumer demand have led companies to face new challenges every day. In this context, the figure of the commercial director acquires a relevant role. Their work focuses on the search for target markets and customers and the design of the offer and distribution channels. But when marketing strategies are added to this, their power is even greater. For this reason, this 100% practical TECH program will provide added value for the student, acquiring the latest knowledge on senior commercial and marketing management. All this is thanks to a practical stay in a prestigious company that will teach students the latest developments in an ever-changing sector.

Top management is in continuous change and evolution. Market fluctuations, together



*TECH presents a 100% practical program with which you can get up to date on the latest developments in the world of business management and Marketing. This will position you as a top professional"*





with the emergence of new technologies and procedures, make it necessary for sales and marketing professionals to constantly search for new strategies that will allow them to get the most out of their operations and maximize the company's profits. But for this to be possible, it is crucial to keep abreast of the latest developments in the industry, for which theoretical knowledge is not enough; you need to get in front of the processes and learn how to carry them out in a practical way.

In this sense, TECH launches this Internship Program in Sales and Marketing Management (CRO, Chief Revenue Officer), which is positioned as the perfect complement for those who already have previous knowledge in this field, wish to develop their practical skills, update and/or learn about the market from the inside. To achieve this, an intensive internship period in a reference company in the sector is proposed. Therefore, the student will enter into real work teams to learn firsthand how this type of department is coordinated and, above all, to learn how to create those commercial and marketing strategies that can be successful in the companies they develop professionally.

In this way, the practical specialization proposed by TECH will open the doors of a highly competitive and promising labor market for the professional. Many companies are looking for profiles like yours to access positions of great responsibility, being responsible not only for managing the sales and marketing departments but also for monitoring that campaigns and strategies comply with all its planning to achieve the proposed objectives. A first level program that you will be able to take for 3 weeks, and in which you will be tutored by great professionals of the sector from whom you will be able to learn the ins and outs of the profession.

# 02

## Why Study an Internship Program?

Sales Management and Marketing are essential for the proper management of companies. To this end, specialists in this area must handle complex tools and work strategies that allow them to dynamize the relationship with clients, as well as the internal management of the company. This Internship Program enables TECH students to master the most innovative work trends in this sector. In addition, this practical knowledge will come to them from experts with an acute specialization.



*With this Internship Program, you will acquire specialized practical knowledge under the guidance of the best Commercial and Marketing Management experts in the business sector”*

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

Through this program, the student will acquire an up-to-date mastery of the most complex technological applications for the development of Commercial Management and Marketing. By completing this Internship Program, they will be able to manage the most updated principles and elements of these sectors. In addition, they will be able to participate in the correct decision-making process involving the use of these resources.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

TECH students will develop professional competencies alongside leading experts during this practical learning opportunity. The distinguished trajectory of these specialists enables them to offer students a holistic vision of the different scenarios in which Commercial Management and Marketing will play a relevant role in the management of companies and projects.

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

For its Internship Programs, TECH meticulously chooses the centers where it will send its students for 3 weeks of intensive learning. In these companies, students will be able to see how the day-to-day work of commercial and marketing areas is carried out from a demanding, rigorous, and exhaustive perspective.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

TECH wants to provide you with the most requested professional skills in the business world in a fast and flexible way. For this, it has configured a 100% practical learning model without long hours of theoretical load. In this way, all the students' skills will have been acquired directly and will facilitate quick and flexible access to the most sought-after positions in the competitive corporate sector.

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

TECH offers the possibility of carrying out this Internship Program in centers of international importance. In this way, the student expands their frontiers and keeps up to date with the best professionals from different continents. A unique opportunity that only TECH, the largest online university in the world, could offer.



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

# 03 Objectives

Thanks to the completion of this Internship Program in TECH, students will be able to develop the leadership skills essential to take charge of the sales and marketing departments of large multinational companies. In this way, they will learn, in a practical way, all the aspects that must be taken into account when managing work teams, achieving maximum performance and the greatest possible benefits for their businesses..



## General Objectives

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- Acquire work experience and/or strengthen your skills for job placement
- Establish professional connections
- Enter into the corporate culture of an organization.



*A unique opportunity to learn, from prestigious managers, the latest developments in the world of business management and marketing”*







## Specific Objective

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- ♦ Integrate the company's overall vision and objectives with marketing policies and strategies, adapting the company to market and customer needs.
  - ♦ Implement the most appropriate market research methods and analyze different data sources to apply commercial policies and strategies in the company
  - ♦ Identify opportunities, threats and changes in the competitive environment and act promptly in the face of these changes in the market, channels and competition
  - ♦ Define, execute and lead a successful marketing strategy, mastering the tools of the marketing process and using them to benefit the company
  - ♦ Create customer-focused strategies that offer personalized value propositions
  - ♦ Develop management skills to create and lead sales teams that generate added value to the organization.
  - ♦ Acquire leadership skills to lead commercial and marketing teams
  - ♦ Master in-depth knowledge of logistics and financial management of the company
  - ♦ Conduct market research to understand market changes and buying behaviors that can define the marketing strategy
- ♦ Direct the commercial management of the company
  - ♦ Plan and carry out sales campaigns
  - ♦ Build high-level sales teams through coaching and emotional intelligence techniques
  - ♦ Manage the whole sales process
  - ♦ Carry out marketing strategies aimed at product commercialization and customer loyalty
  - ♦ Adopt an international vision of commercial and marketing management
  - ♦ Use digital media to advertise the company and its products, as well as to carry out sales processes



*Develop the managerial skills that will allow you to achieve a better performance of the work teams in the commercial and marketing areas”*

# 04 Educational Planning

The Internship Program consists of a practical internship in a prestigious clinical center, a 3-week period from Monday to Friday , with 8 consecutive hours of work with a professionals in the field. This stay will allow students to gain in-depth knowledge of the intricacies of management work in the commercial and marketing environment.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the competencies necessary to perform managerial tasks in commercial and marketing areas, acquiring the qualifications required to manage all the tasks related to these departments.

It is, without a doubt, an opportunity to learn by working in the sales and marketing departments, which are essential in any company today. In this way, it will be an option of great value for the student to become part of the daily work in a leading company in the sector, getting up to date on the main advances in this field.

In this way, the practical stay in a reference company in the sector will allow the student to complete a series of practical activities in different areas and departments of the company, obtaining a general vision of the sector that will allow them to quickly join the

labor market, becoming one of the most competitive professionals of the moment.

The internship 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 Commercial and in 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:



*Receive specialized education in an Company that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



Module	Practical Activity
<b>Sales and Marketing Management Strategies</b>	Detect management gaps by building and coaching individuals and teams in sales and account management.
	Implement solid sales management processes: pipeline, account planning, and proposals.
<b>Updated Marketing Trends for the Chief Revenue Officer</b>	Facilitate building outreach to current and future customers and coordinate its implementation across sales channels, customer management, marketing, and communications.
	Participate in the customer research process (quantity and quality) to provide strategic leadership to brand architecture and positioning.
	Oversee channel/partner development, adding new sales channels and third-party resellers and partners.
<b>Updated Marketing Trends for the Chief Revenue Officer</b>	Implement revenue and lead monitoring processes, adjusting them, if necessary, to create sustainable enablement
	Supporting the achievement of short-term results and long-term strategy, including revenue forecasting.
<b>Broader scope activities within the companies' Sales and Marketing Management.</b>	Participate in the process of prospecting and closing key customer relationships.
	Supporting the implementation of growth strategies through actionable actions

# 05

## Where Can I Do the Internship Program?

In order to improve students' qualifications in the field of sales and marketing management, TECH is in contact with the best companies in the sector with which it has reached collaborative agreements so that students can carry out internships in them. In this way, they will be able to learn from a team of active professionals with extensive experience who will do their best to teach the ins and outs of the profession.

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*To improve your practical skills in sales and marketing management, you will be able to participate in a company of great international prestige in the sector”*





The student will be able to do this program at the following centers:



School of Business

### CBM Innovación en Estrategias SAS

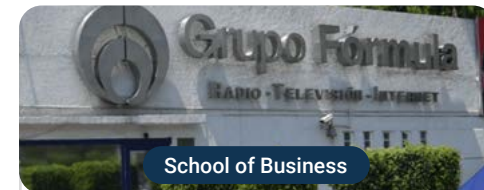
Country	City
Mexico	Mexico City

Management: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

### Grupo Fórmula

Country	City
Mexico	Mexico City

Management: 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

# 06 General Conditions

## 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 purchasing 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 internship 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 Internship Program, 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 students does not show up on the start date of the Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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. NO INCLUDED:** The Internship Program will not include any element not described in the current 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.

# 07 Certificate

This **Internship Program in Sales and Marketing Management (CRO, Chief Revenue Officer)** contains the most complete and updated program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The certificate issued by TECH will reflect the grade obtained in the test.

Program: **Internship Program in Commercial and Marketing Management (CRO, Chief Revenue Officer)**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**





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