

# Internship Program

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



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**Internship Program**  
MBA in Marketing Management  
(CMO, Chief Marketing Officer)

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# 01 Introduction

Marketing is the main asset that all companies must use to boost their sales and improve their brand. A key element in achieving this goal is the design and proper planning of a strategy based on the main principles of Marketing. Moreover, in recent years, the Internet has revolutionized this area, where the main commercial campaigns are currently carried out. Given this scenario, leading teams in a highly competitive sector requires managers who are aware of the trends in this area and with an international vision. For this reason, TECH has created this program, which facilitates a 3-week practical stay in a leading company in the sector, where you will be guided by specialists in the field of Marketing.



*Undoubtedly, an excellent opportunity to be aware of the most effective strategies in the management and planning of Marketing strategies”*





In a globalized and technological world, it is necessary for Chief Marketing Officers to perfectly master the most effective strategies to create an image and reputation appropriate to the interests of companies, while increasing customers and users through the main digital tools. All this, in addition, with great leadership skills and innovative vision.

Given this scenario, TECH has created this Internship Program in MBA Marketing Management (CMO, Chief Marketing Officer), which allows the professional to enter a leading company in this area and with an excellent team of specialists in Marketing.

This is a 3-week intensive stay, where the manager will have the opportunity to see first-hand the methods, techniques and tools used for the planning, design and creation of marketing campaigns by the best professionals in this field. All this in an outstanding entity that uses the latest technology in this change and that will allow them to obtain the knowledge they need to progress in their professional career. A unique opportunity that only TECH offers.

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*Enjoy an intensive 3-week stay in a reputable center and get up to date on the latest Technological procedures to achieve professional growth”*

# 02

## Why Study an Internship Program?

Marketing is an area where theoretical concepts must be mastered, but mainly practice leads to the improvement of the different strategies to be implemented. This is why TECH abandons the pure theoretical concept in this program and brings closer the professional to the most intensive and advanced practice. Thus, for 3 weeks, you will go into a prestigious company in the sector, where you will share an environment with professionals specialized in the area of Marketing. An ideal scenario, to be able to verify, in situ, the processes and methods used to manage a marketing department of these characteristics, in a highly competitive environment. A unique academic opportunity that not only revolutionizes traditional pedagogical systems, but also puts the specialist at the center of the equation to offer them earning with real utility and adapted to their needs.

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*Leads the most innovative marketing campaigns, after learning about from the hand of specialists, the sector's trends”*

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

New technologies have meant a before and after in the development of Marketing, where the digital field prevails over traditional offline strategies. The irruption of technology is undoubtedly the present and future in this field. For this reason, and with the aim of bringing the professional closer to these developments, TECH has created this Internship Program, where you can enter a company that uses the latest technology in the field of Marketing.

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

In the development of this Internship Program, the professional will not be alone, they will be accompanied and advised by specialists in this area, who have led Marketing teams. In this way, the manager will be able to acquire from a specialist in this field, the most used communication strategies currently used in the sector, which will lead them to grow in an area of maximum competitiveness.

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

TECH carries out a rigorous selection process of all the centers available for Internship Programs. This will guarantee the professional access to a company with experience in the Marketing area, which integrates the latest technological advances for the implementation of promotional and commercial campaigns. All this will allow them to grow in a sector where leadership is a key element to obtain successful results.



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

The academic market is plagued by teaching programs that are poorly adapted to the daily work of the specialist and that require long teaching hours, often not very compatible with personal and professional life. TECH offers a new learning model, 100% practical, that allows you to get in front of state-of-the-art procedures in the field of Marketing Management and, best of all, to put it into professional practice in only 3 weeks.

The Internship Program designed by TECH includes a 3-week internship. A period in which, from the first day, the professional will be working side by side with specialists in the world of Marketing. An eminently practical scenario, which fulfills, as a result, the purpose of this institution to give a real, direct and effective vision of the current panorama of the Chief Marketing Officer profile.

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

This Internship Program opens up a wide range of possibilities for professionals, who from the very first moment will have access to a first class work environment, with a team of experienced marketing professionals. In this way, the manager will be able to integrate all the processes in which they actively participate, whether in their own company, or in any other company of national and international relevance, where they want to deploy their functions as Chief Marketing Officer.

# 03 Objectives

Carrying out this practical stay in a reference company in the world of Marketing will allow students to learn the day to day of the sector, improving their management skills and knowing, 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.



## General Objectives

- Master the main digital tools used for planning, design and implementation of marketing campaigns
- Integrate the most effective working methods to lead Marketing teams
- Know the most effective strategies for the development of e-commerce marketing





## Specific Objectives

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- ♦ 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
- ♦ Develop leadership skills to lead marketing teams
- ♦ 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
- ♦ Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty
- ♦ Gain in-depth knowledge of how marketing techniques can be applied to different sectors
- ♦ Carry out international promotions through different marketing tools
- ♦ Know the main international distribution channels

# 04 Educational Plan

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 the daily work of first level specialists in the field of Marketing, where the most current digital resources and tools are used.

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

TECH in this way offers an opportunity to learn by working in the Marketing departments of the main companies in the sector. In this way, a leading entity in this field becomes the ideal scenario for the professional who attends this Internship Program to develop their managerial skills, actively participating in the planning, control and management of different strategies for companies.

The practical training 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 management (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:



*Train in a company that can offer you all these possibilities, with an innovative program and a human team capable of developing you to the maximum"*



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
<b>Digital Marketing and e-Commerce</b>	Offer support in adapting the Marketing strategy to the technological and digital environment
	Make use of the main quantitative 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 in a multichannel strategy
	Elaborate a content marketing strategy in corporate blogging
	Collaborate in Social Media Manager and Social Media Strategist tasks

# 05

## Where Can I Do the Internship Program?

Today's companies demand higher levels of specialization from their employees than they did decades ago. As a result, it is becoming increasingly difficult to complete your studies and find a qualified job. Previous experience requirements are the disadvantage faced by recent graduates, so doing internships in leading companies in the sector is essential to acquire the skills that all employers demand. Thanks to this Internship Program, the doors to the labor market are opened to students, learning from the hand of professionals in the sector in the most prestigious national and international marketing companies.



*The best way to learn the main Marketing techniques is through practice and, thanks to this program, you will be able to do it in the best companies of the sector”*





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



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### 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



School of Business

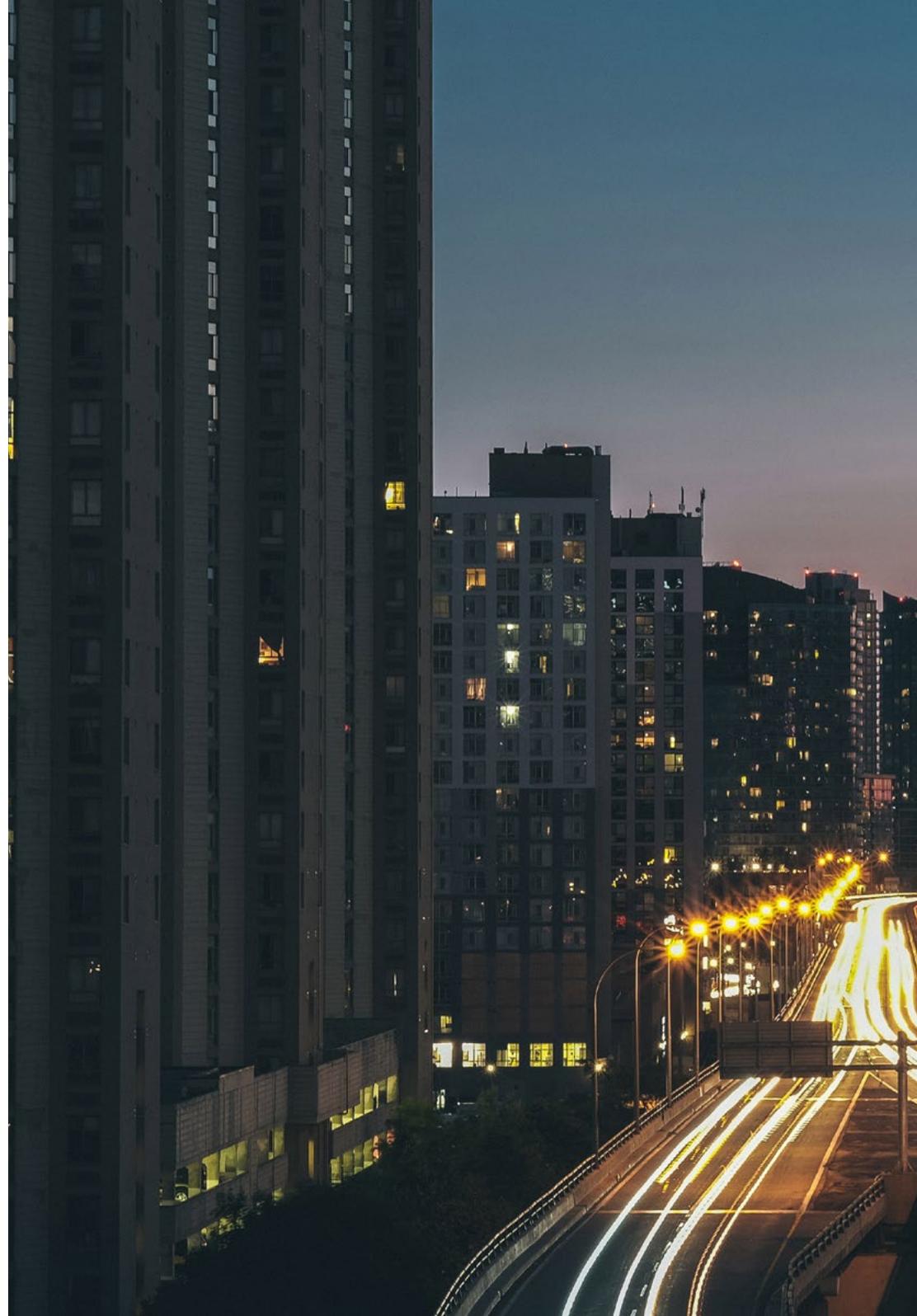
### Web Experto

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





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### 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	México 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	City
Mexico	México 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	City
Mexico	México

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

# 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 achieving 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 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. DOES NOT INCLUDE:** The Internship Program 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.

# 07 Certificate

This **Internship Program in MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and up-to-date program in the professional and academic landscape.

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

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

Title: **Internship Program in MBA in Marketing Management (CMO, Chief Marketing Officer)**

Duration: **3 weeks**

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

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



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