

Postgraduate Certificate Commercial Management in Video Game Companies





Postgraduate Certificate Commercial Management in Video Game Companies

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals with university degree, postgraduate certificate, bachelor's degree in the area of business who want to expand their career and acquire the necessary skills to allow them to carry out a managerial activity within the different fields of the industry of the video games

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/commercial-management-video-game-companies



Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

The effective commercial management of the products offered by a video game company is essential to ensure the achievement of its financial goals. Having a team capable of developing a strategy according to market demand and based on the characteristics of the product can significantly influence the results of the launch, so these companies usually look for professionals with a specialized profile in this area of the industry. Through this fully online program designed based on the characteristics of the industry, students can acquire the necessary knowledge to boost their careers in the Commercial Management of Gaming companies, in just six weeks and through the most updated and complete content.



Postgraduate Certificate in Commercial Management of Video Game Companies.
TECH Technological University



“

This Postgraduate Certificate will give your career the boost it needs and will allow you to access more prestigious jobs within the Commercial Management of the video game industry”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+
executives trained each year

200+
different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The objective of this Postgraduate Certificate is to provide professionals with the best strategies, protocols and techniques within the Commercial Management, so that they are able to lead, with total guarantee, productive and successful initiatives. In addition, this program was also designed with the purpose of bringing them closer to the tools that will allow them to improve their skills and competencies within this industry, thus becoming the commercial director that every company would like to have.



“

You will achieve your most ambitious professional objectives thanks to this comprehensive program and the great exhaustiveness that has been put in its design and development”

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

The Postgraduate Certificate in Commercial Management for Video Game Companies will enable students to:

01

Learn how to develop marketing and sales strategies in detail

02

Develop high-commercial competencies in the main processes to increase sales and business development capabilities in video game companies





03

Know the organizational models and the tools of the sales department

04

Keep up to date with the new relational models and consultative selling

05

Structure and Content

TECH is aware of the importance of good Commercial Management within any company. That is why in this degree the graduate will find the necessary information that will help them to become the best and most qualified professional. In addition, the Relearning methodology used in all the programs at this university, will favor their learning and will allow them to save effort and hours of study.



“

In the syllabus you will find case studies based on successful companies in the video game industry such as LucasArts or Ubisoft, which will serve as a guide for the development of your business strategy”

Syllabus

The design and elaboration of the syllabus of this Postgraduate Certificate in Commercial Management in Video Game Companies has been carried out by the teaching team, who have managed to adapt the entire syllabus to the labor demand required by Gaming companies.

That is why the content of this program is the best and most updated in the market. It is focused exclusively on ensuring that students acquire the necessary skills and abilities that allow them to develop professionally and with total guarantee of success within the Commercial Management of the different areas of an entity dedicated to video games.

In addition, TECH presents this online program with the aim that graduates can organize their academic experience based on their personal and work availability. Additionally, in the Virtual Classroom you will find complementary material in the form of videos prepared by the teaching team, extensive readings, research articles, etc., with which you can delve into the different sections of the syllabus, thus obtaining a personalized and appropriate learning to your own demand.

This Postgraduate Certificate in Commercial Management of Video Game Companies is developed over 6 weeks and in a single module:

Module 1.

Commercial Management



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Certificate in Commercial Management in Video Game Companies completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Commercial Management

1.1. Commercial Organization Models

- 1.1.1. Commercial Departments
- 1.1.2. Commercial Department Tools
- 1.1.3. Sales Force

1.2. Commercial Objectives

- 1.2.1. Commercial planning
- 1.2.2. Forecasts and Budgets
- 1.2.3. Commercial Budgets

1.3. Commercial Forecast

- 1.3.1. Commercial Department Cost Effectiveness
- 1.3.2. Sales Projections
- 1.3.3. Controlling Commercial Activity

1.4. New Relationship Models

- 1.4.1. Commercialization in New Business Models
- 1.4.2. Personalization as a Main Driver of Customer Relations
- 1.4.3. Developing Customer Experiences

1.5. Consultative Selling

- 1.5.1. Sales Psychology
- 1.5.2. Persuasive Communication
- 1.5.3. Sales Methods Introduction and Evolution

1.6. Sales Methods

- 1.6.1. Retail or B2C Sales
- 1.6.2. B2B External Sales
- 1.6.3. Online Sales

1.7. Digital Social Selling

- 1.7.1. Social Selling
- 1.7.2. Social Attitude: Create a Network of Contacts
- 1.7.3. Process of Attracting a New Customers Using Social Media

1.8. Digital Sales Methodologies

- 1.8.1. Main Agile Methodologies in Digital Sales
- 1.8.2. Scrum Sales, Neat Selling, Snap Selling, Spin Selling, etc.
- 1.8.3. Inbound Sales B2B and Account Based Marketing

1.9. Marketing Support in the Commercial Department

- 1.9.1. Marketing Management
- 1.9.2. The Value of Digital Marketing (B2C/B2B)
- 1.9.3. Marketing Mix Management in Commercial Departments

1.10. Organization and Planning of the Salesperson's Work

- 1.10.1. Sales Zones and Routes
- 1.10.2. Time Management and Management Meetings
- 1.10.3. Analysis and Decision Making



“

A program with which you will deepen your knowledge of marketing support in the commercial area and digital social selling, concepts that you will use in your day-to-day work as a business manager in this area”

06 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.



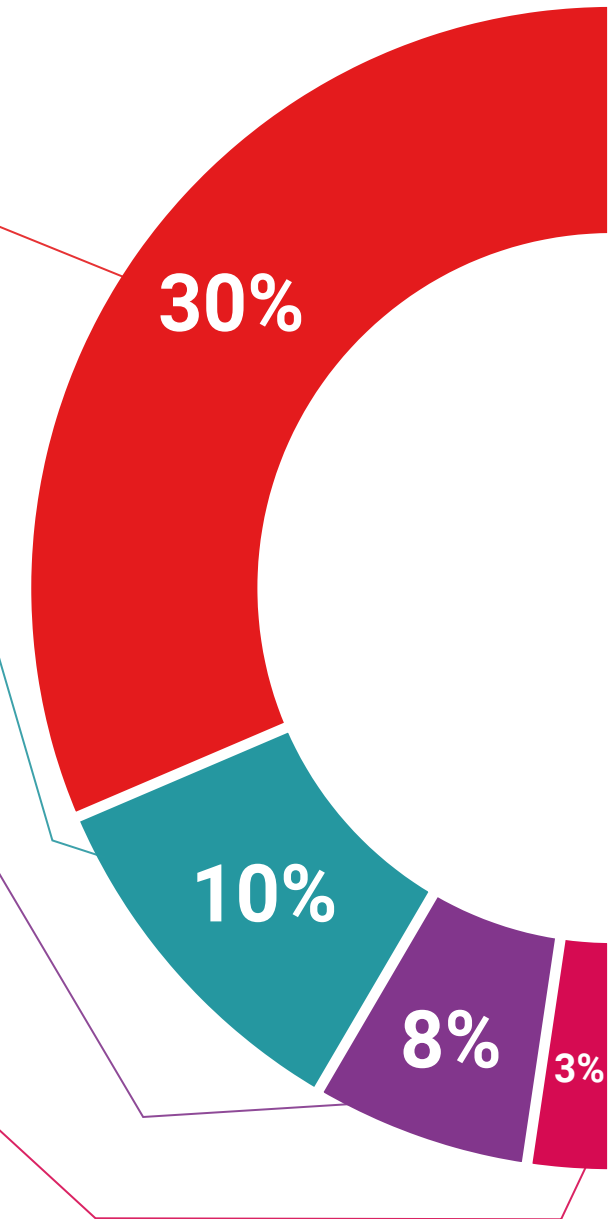
Management Skills Exercises

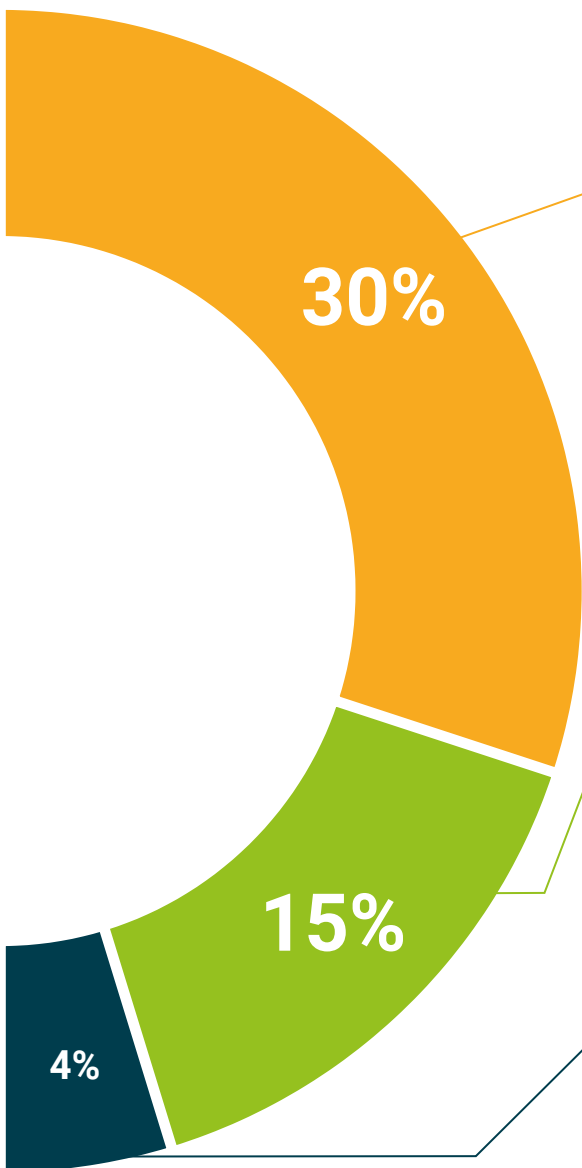
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



07

Our Students' Profiles

This Postgraduate Certificate is aimed at graduates, professionals with postgraduate certificate and/or a bachelor's degree who have previously completed any of the degrees related to education and pedagogy. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities. Professionals who are university graduates in any area and have two years of work experience in the managerial field may also take the Postgraduate Certificate.



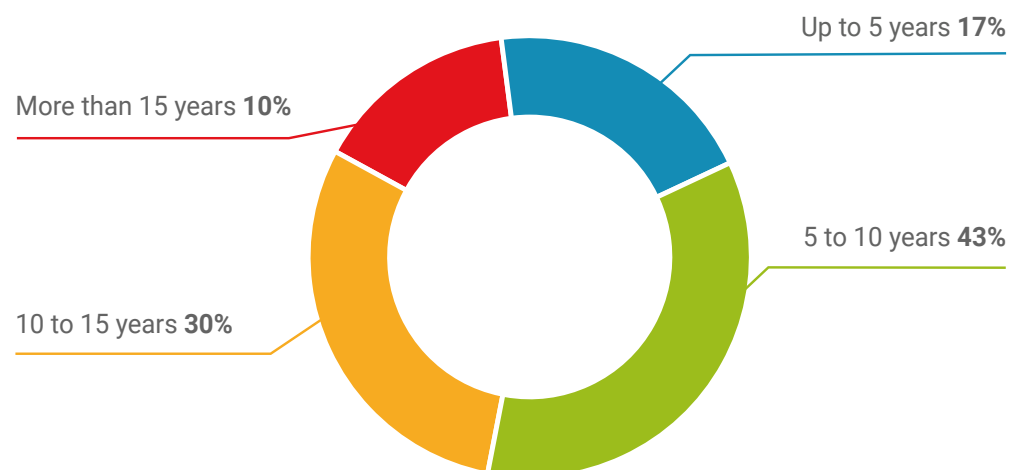
“

This program meets all the requirements to improve your career and direct it towards renowned companies within the video game industry”

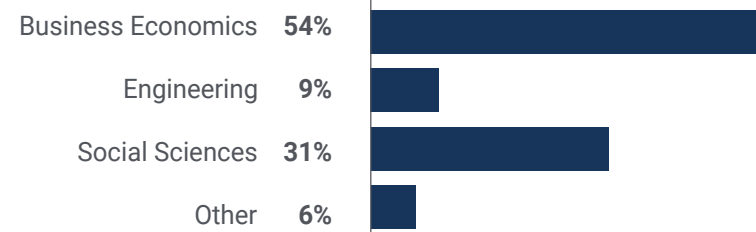
Average Age

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

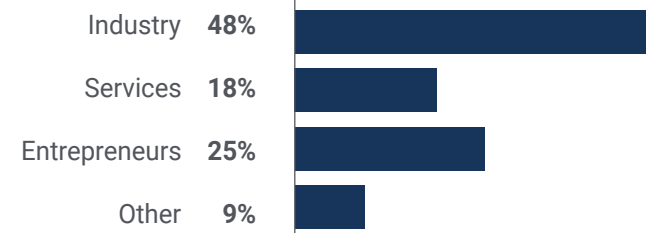
Years of Experience



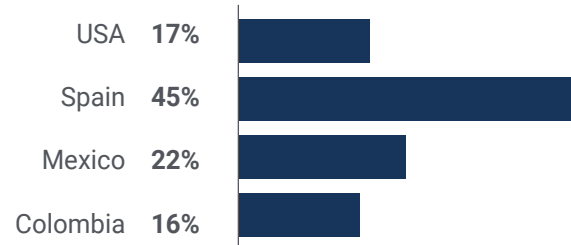
Training



Educational Profile



Geographical Distribution



Francisco Javier Montelongo

Commercial Director

"I studied business administration, but Commercial Management was my passion. After a long search I found this program and I can say that it is the most complete in the market. Its high practical content and the support of the team of professors helped me to embark on my own path within the industry"

08

Course Management

The teaching staff of this Postgraduate Certificate in Commercial Management in Video Game Companies is composed of a team of professionals with wide experience in the management of digital companies. In addition, they are active specialists, which provides the syllabus with a better contextualization, a more practical vision and an adaptation of the content to the reality of the Gaming industry.



“

You will be able to arrange individualized tutorials with the teaching team to resolve any questions that may arise throughout the Postgraduate Certificate and to discuss the topics you consider. They will be happy to assist you”

Management



Mr. Moreno Campos, Daniel

- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum- The Sales Intelligence Company
- ♦ Content Manager en GroupM (WPP)
- ♦ Teacher in Boluda.com
- ♦ Teacher in Edix (UNIR)
- ♦ Associate Teacher in ESIC Business & Marketing School
- ♦ Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- ♦ Product Owner Certification



09

Impact on Your Career

Seeking the greatest possible positive impact on the student's career, TECH has brought together in this Postgraduate Certificate not only the key knowledge in the Commercial Management of Video Game Companies, but also the unique perspective to put that knowledge into practice with the greatest success. In this way, students' critical and analytical skills are fostered as well as their own transversal skills, essential for any modern leader.



“

This qualification will bring to your academic and professional career the additional value that many companies demand when looking for a manager for their commercial department”

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

TECH's Postgraduate Certificate in Commercial Management of Video Game Companies is an intensive program that prepares students to face challenges and business decisions in the field of Commercial Management in the gaming industry. The main objective is to promote personal and professional growth. Helping them achieve success.

If you want to improve yourself, make a positive change at a professional level and network with the best, TECH is the place to be.

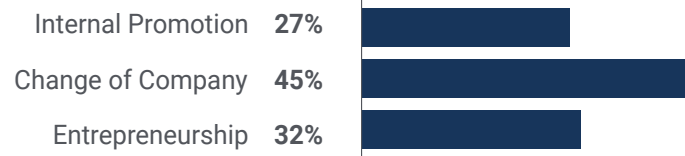
If your objective is to continue to grow in the business sector and to opt for positions of greater relevance and prestige, this program is perfect for you.

The versatility provided by the fact that it is a 100% online program will allow you to combine it with your work and personal life.

Time of Change



Type of change



Salary increase

The completion of this program represents a salary increase of more than **29.8%** for our students.



10

Benefits for Your Company

The Postgraduate Certificate in Commercial Management of Video Game Companies contributes to elevating the organization's talent to its maximum potential through the Institution of high-level leaders. Participating in this qualification is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers. In addition, the figure of a qualified manager can help the company grow to position itself above the competition.



“

Obtain the professional skills required and become a confident leader capable of making the right decisions in complex situations”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

Professionals will bring to the company new concepts, strategies and perspectives that can bring about relevant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and its professionals and opens up new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of the world economy.



05

Project Development

Professionals can work on a real project or develop new projects in the field of R&D or business development of their company.

06

Increased competitiveness

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

11 Certificate

The Postgraduate Certificate in Commercial Management of Video Game Companies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain a **Postgraduate Certificate in Commercial Management in Video Game Companies** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Commercial Management of Video Game Companies**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Commercial Management in Video Game Companies

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate Commercial Management in Video Game Companies