

Postgraduate Certificate Commercial Segmentation





Postgraduate Certificate Commercial Segmentation

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: Graduates and professionals with proven experience in commercial areas, sales, marketing, and related fields

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/commercial-segmentation

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01 Welcome

The Postgraduate Certificate in Commercial Segmentation from TECH Global University is an intensive program that prepares you to tackle business challenges and financial decisions within the field of commercial segmentation. Its main objective is to foster your personal and professional growth, helping you achieve success.

If you seek to surpass yourself, achieve a positive professional transformation, and connect with top-level professionals, this is the right place for you.



Postgraduate Certificate in Commercial Segmentation. TECH Global University



“

The figure of the rigid, inflexible, and authoritarian manager has become obsolete. A new profile has emerged, one that is much more aligned with current trends and stands out for having technological knowledge, practicing active listening with employees, and being self-critical of their work”

02

Why Study at TECH?

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



“

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

08 | Why Study at TECH?

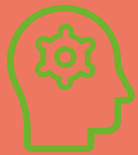
At TECH Global University



Innovation

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

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



The Highest Standards

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

95%

of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

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



Learn with the best

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

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

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

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

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

“

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



The most comprehensive study plans at the international level

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

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

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

“

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

14 | Study Methodology

Case Studies and Case Method

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

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

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



Relearning Methodology

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

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

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

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



A 100% online Virtual Campus with the best teaching resources

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

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

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

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



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

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

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

The university methodology top-rated by its students

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

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

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

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



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



Study Material

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

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



Practicing Skills and Abilities

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



Interactive Summaries

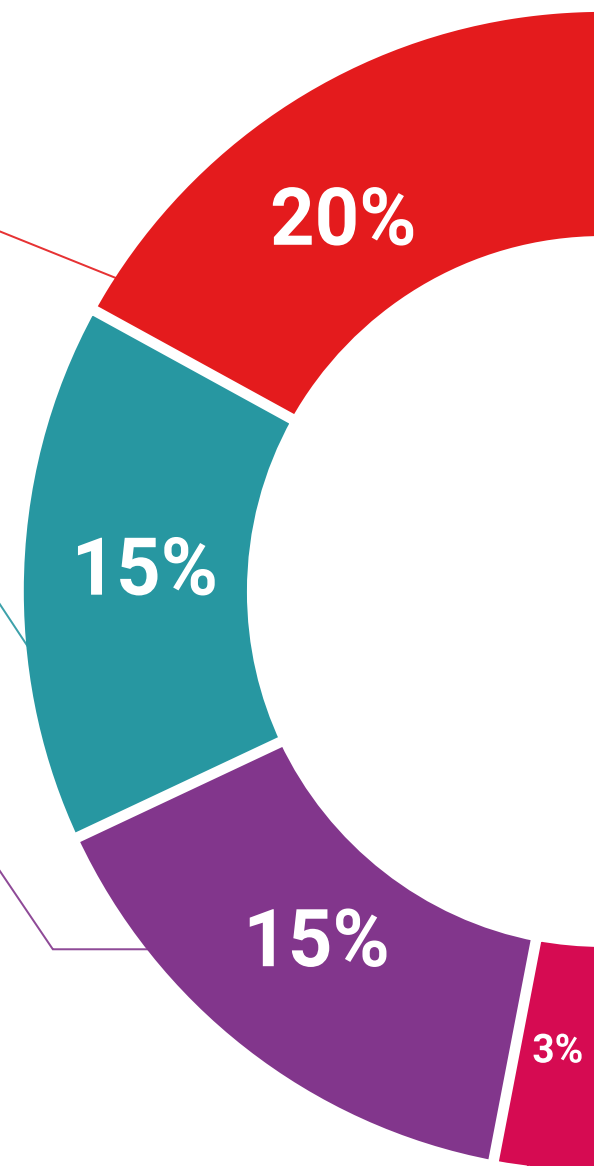
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

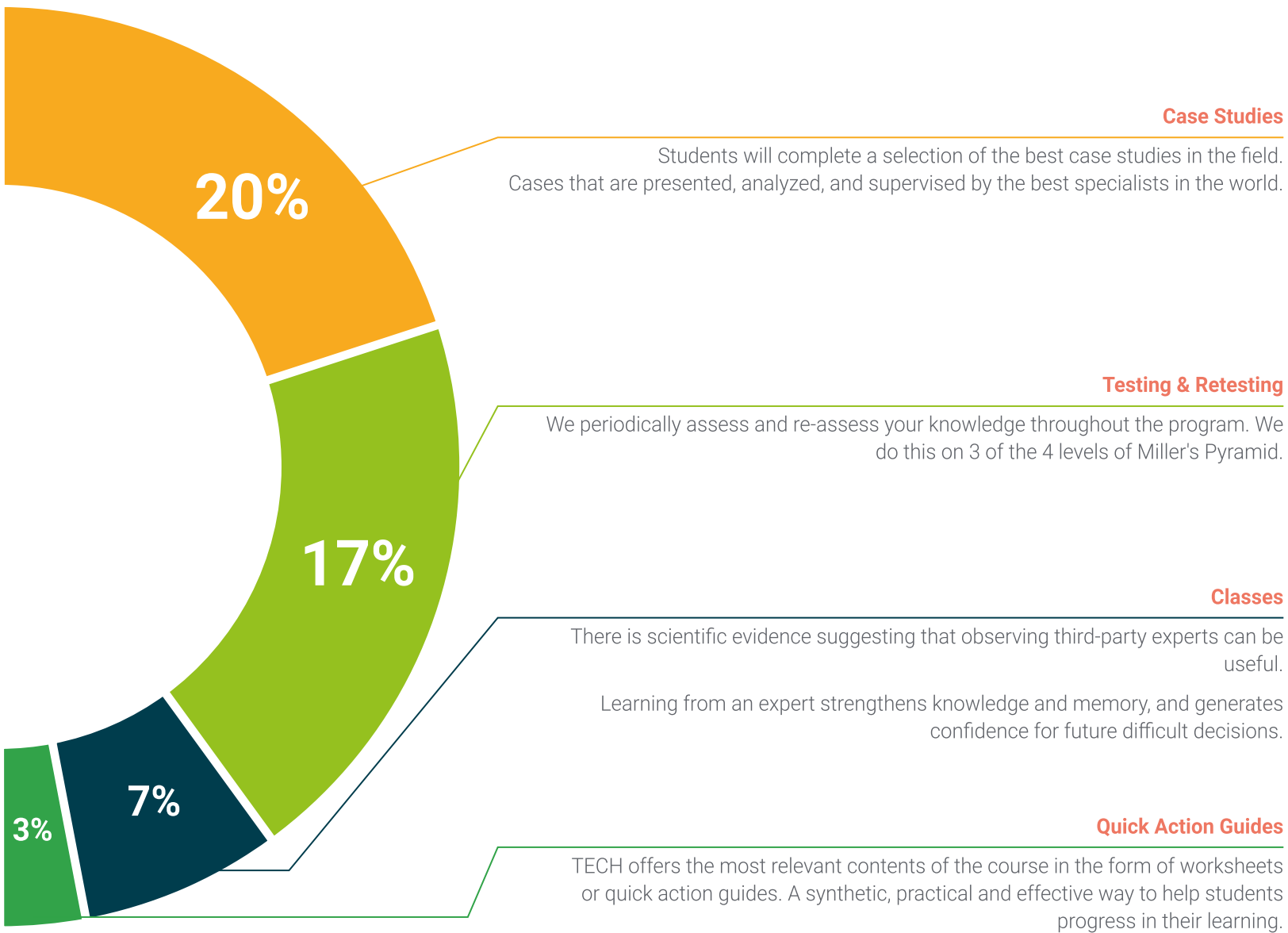
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





04 Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.



“

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

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

The **Postgraduate Certificate in Commercial Segmentation** will enable you to:

01

Implement techniques to improve segmentation in the sales environment

02

Develop the ability to detect, analyze, and solve problems

03

Identify the characteristics of distribution channels, sales areas, and products to adapt them to our commercial needs





04

Identify commercial areas based on business and customer needs

05

Design innovative strategies and policies to improve management and commercial efficiency

05

Structure and Content

The Postgraduate Certificate in Commercial Segmentation is a program tailored to you, delivered in a 100% online format, allowing you to choose the time and place that best fits your availability, schedule, and interests.

A program developed over the course of 1 month, designed to be a unique and stimulating experience that lays the foundation for your success in the field of commercial segmentation.

The content of the Postgraduate Certificate in Commercial Segmentation is designed to promote the development of leadership competencies that enable decision-making with greater rigor in uncertain environments.



“

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

24 | Structure and Content

Syllabus

The Postgraduate Certificate in Commercial Segmentation at TECH Global University is a tailored program delivered 100 % online, allowing you to choose the time and place that best fit your availability, schedule, and interests.

A program that takes place over 1 month, designed to be a unique and stimulating experience that lays the foundation for your success as a financial director.

The content of the Postgraduate Certificate in Commercial Segmentation is designed to foster the development of managerial competencies that enable decision-making with greater rigor in uncertain environments.

Over 100 hours of training, students analyze numerous case studies through individual and team-based work. This is, therefore, a true immersion in real business situations.

This Postgraduate Certificate delves deeply into the techniques and intricacies of commercial management, along with the perspectives of marketing and branding, and is designed to train executives who understand Commercial Management and Marketing from a strategic, international, and innovative perspective.

A program designed for you, focused on your professional improvement, and preparing you to achieve excellence in the planning and management of a solid client portfolio. A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 1 month and is divided into three modules:

Module 1 | Analysis of Distribution Channels, Sales Areas and Products

Module 2 | Preparation of Commercial Areas

Module 3 | Scheduling Commercial Visits



Where, When and How is it Taught?

This Postgraduate Certificate is delivered over 1 month and is divided into three modules. You can complete it entirely online, including attending our online workshops and conferences.

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Module 1. Analysis of Distribution Channels, Sales Areas and Products

1.1. Distribution Channels

- 1.1.1. Types of Distribution Channels
- 1.1.2. Intermediaries
- 1.1.3. Factors for Choosing the Right Channel

1.2. Segmentation by Product

- 1.2.1. Different Approaches Depending on the Product Type
- 1.2.2. Segmentation in Services

1.3. Sales Areas

- 1.3.1. Establishing Territories or Sales Areas
- 1.3.2. Study of Commercial Routes
- 1.3.3. Advantages of Defining Commercial Areas

Module 2. Preparation of Commercial Areas

2.1. Creating the Visit Plan

- 2.1.1. Actual Clients and Potential Clients

Module 3. Scheduling the Commercial Visit

3.1. Agreeing on the Commercial Visit

- 3.1.1. Channels of Contact with the Client
- 3.1.2. Strategies and Techniques for Scheduling Visits
- 3.1.3. Strategy Analysis



“

*A unique, essential,
and decisive training
experience to boost your
professional development
and make the final leap”*

06

Our Students' Profile

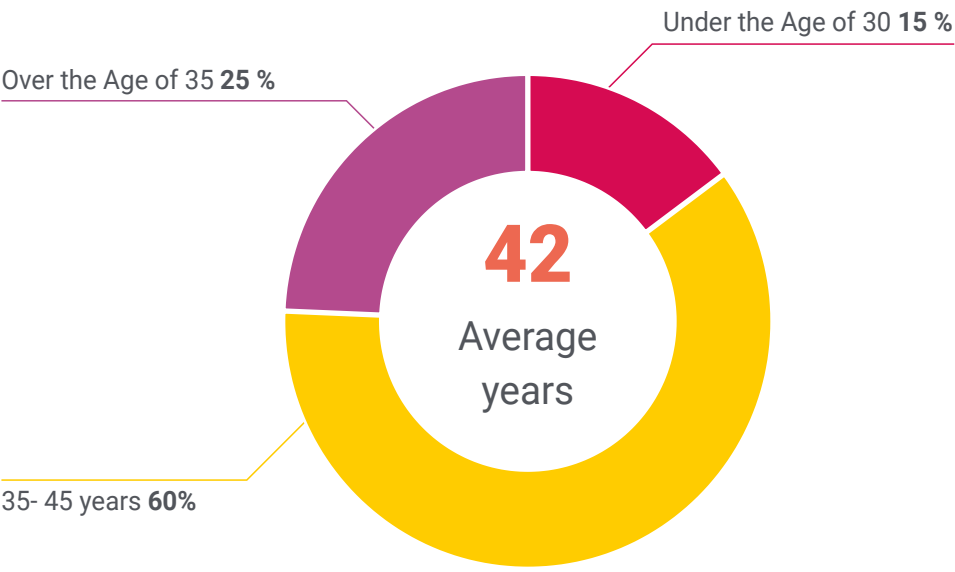
The Postgraduate Certificate in Commercial Segmentation is a program aimed at sales professionals (salespeople, commercial agents, field representatives, delegates, and individuals who are regularly in contact with clients, etc.) who wish to update, reinforce, and master the techniques of planning and organizing optimal commercial segments.



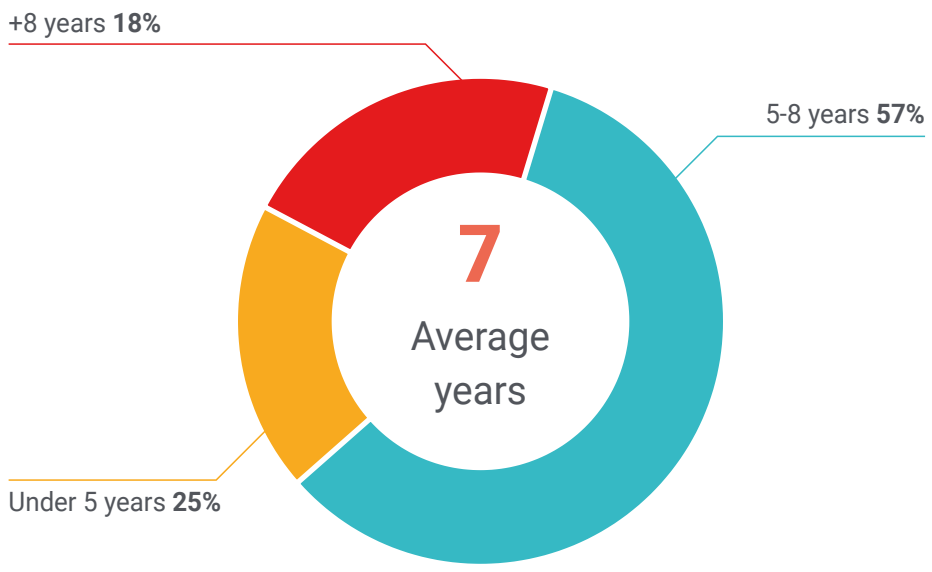
“

If you have experience in the commercial sector and are looking for an exciting improvement in your career while continuing to work, this is the program for you”

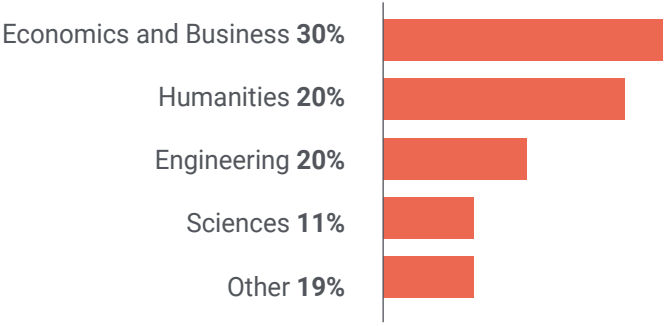
Average Age



Years of Experience



Training





"For me, coming from the commercial side, this program has been a great discovery, as I now understand that Commercial Management and Marketing must go hand in hand. Customer orientation, the flagship of the program, is not possible without this fusion. It has provided me with valuable tools to develop my work in Commercial Management and a great objective: To develop this union within my company. Personally, the environment created by both the faculty, the program management, and, of course, my peers has been unbeatable"

Sara María Urquiza

Commercial Director

07

Certificate

The Postgraduate Certificate in Commercial Segmentation guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



“

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

34 | Certificate

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Commercial Segmentation** endorsed by TECH Global University, the world's largest online university.

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

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

Title: **Postgraduate Certificate in Commercial Segmentation**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**



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



Postgraduate Certificate Commercial Segmentation

- » Modality: **online**
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Postgraduate Certificate Commercial Segmentation