

Postgraduate Certificate Banking Marketing



Postgraduate Certificate Banking Marketing

- » Modality: online
- » Duration: 8 weeks
- » Certificate: TECH Global University
- » Accreditation: 4 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.techtitute.com/us/school-of-business/postgraduate-certificate/banking-marketing

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01 Welcome

The Postgraduate Certificate in Banking Marketing at TECH Global University is an intensive program that prepares you to face business challenges and decisions in the field of banking marketing. Its main objective is to foster your personal and professional growth, helping you achieve success.

If you want to surpass yourself, achieve positive professional change, and network with the best, this is the place for you.



Postgraduate Certificate in Banking Marketing
TECH Global University



“

The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own 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.



“

Our high value proposition is shaking the foundations of traditional business schools. We have the best academic resources, a teaching staff made up of the most outstanding practicing professionals and the most demanding methodology. And all at a breakthrough price”

At TECH Technological 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.



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"



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.

03 Methodology

Our Postgraduate Certificate in Banking Marketing offers a revolutionary method for developing your leadership skills. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



“

*Our school is the first in the world to combine
Harvard Business School's case studies with a
100% online, repetition-based learning system”*

12 | Methodology

An innovative and distinctive learning method.

Our **Postgraduate Certificate in Banking Marketing** offers a revolutionary approach to develop your **managerial skills**. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment. To achieve this, we rely on the **Harvard Business School case study method**.

The case study method has been the most widely used learning system among the world's most prestigious business schools since their inception. *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 it was established as a standard teaching method at Harvard.

In a given situation, what should a professional do? This is the question that you are presented with in the **case method**, an action-oriented learning method. Throughout the course, you will be presented with multiple real management cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Our university is the first in the world to combine the **case study method** with a **100% online** learning system based on repetition, combining 8 different elements in each lesson, which represent a revolution with respect to simply studying and analyzing cases.

The student actively builds their **professional competence** through various pedagogical models, such as Roger Schank's (Learning by Doing, Stanford, Yale) and George Kember's (Design Thinking, d.school, Stanford), becoming the key participant in their own teaching and learning process.

We base our case studies on those from Harvard Business School.



“The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

Relearning Methodology



*We promote HBS case studies with the best 100% online teaching method: **Relearning***

“In 2015 we obtained the best learning results of all online universities worldwide”

The overall score obtained by our learning system is 8.01, according to the highest international standards.

With a personalized education itinerary guided by experts.

A state-of-the-art methodology to train managers of the future.

This methodology, at the forefront of world teaching, is called **Relearning**. Our online business school is the only one in the world licensed to incorporate this successful method. In 2015, managed to improve the overall satisfaction levels of our students (teaching quality, quality of teaching materials, course structure, objectives...) as far as the indicators of the best online university are concerned.

In our **Postgraduate Diploma in Banking Marketing**, learning is not a linear process; rather, it occurs in a spiral (we learn, unlearn, forget, and relearn). Therefore, we balance each of these elements concentrically.

With this methodology **we have trained more than 150,000 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 42 years.

The **Postgraduate Certificate in Banking Marketing** is designed as a learning experience that fosters connection, active learning, participation, and the construction of knowledge.

Students will embark on a training course with us, designed to **be practical, active, and participatory**.

Each student has a **personal mentor** assigned to them who ensures that the program is used to its best advantage.

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, e-mail contact with the technical secretary, chat and videoconferences).

“

Our system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the content from any device with an internet connection (computer, tablet, smartphone)”





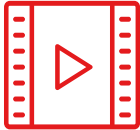
Based on the **latest evidence in the field of neuroscience**, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and retain it in our long-term memory.

This is the foundation of what is known as **Neurocognitive Context-Dependent E-Learning**, and in our **Postgraduate Certificate in Banking Marketing**, each learning element is connected to the real-world context in which the participant carries out their professional practice.

... and all this with the best learning materials at the forefront of teaching and technology.

16 | Methodology

In the Postgraduate Certificate in Banking Marketing at TECH Global University, you will have access to the best educational materials, thoughtfully prepared just for you.



Study Material

After a complex production process, we transform the best content into high-quality educational and audiovisual multimedia.

We select **the best syllabus** and make it available to you. Everything you need to acquire in-depth knowledge of a discipline, from A to Z.

Lessons written and selected by senior executives who are specialists in each of the subjects.



Masterclasses

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 our future difficult decisions.



Management Skills Exercises

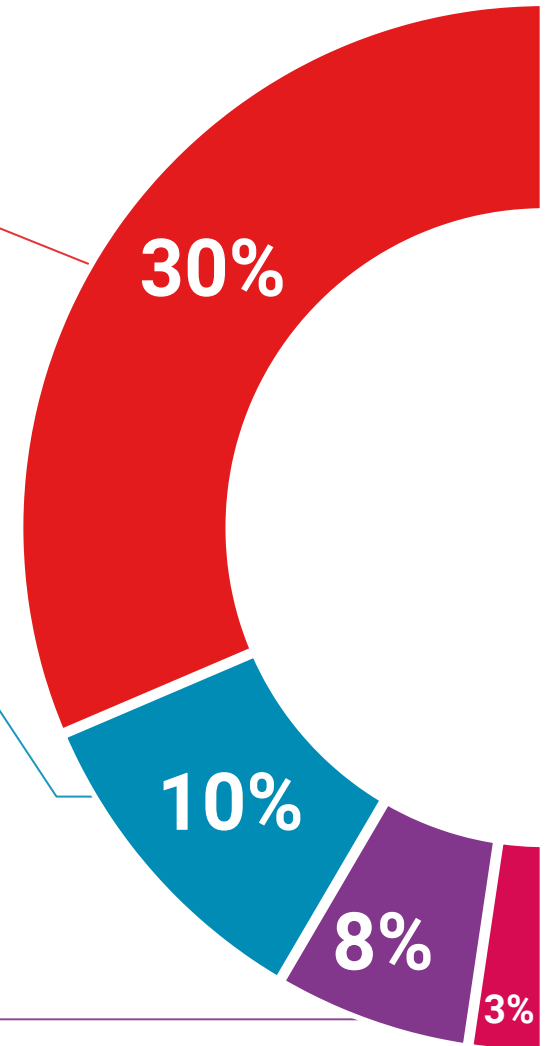
You will carry out activities to develop **specific managerial skills in each subject area**.

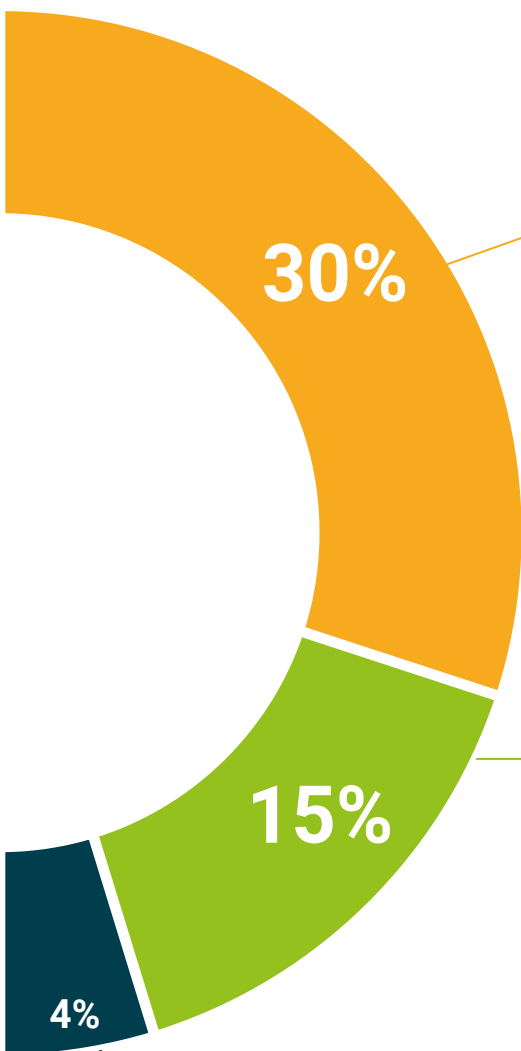
Practical and dynamic activities to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





Case Studies

You will complete a selection of the best **business cases** used at **Harvard Business School**. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



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 unique training system for presenting multimedia content was awarded by **Microsoft as a "European Success Story"**.



Testing & Retesting

We assess and reassess your knowledge periodically throughout the **Postgraduate Certificate in Banking Marketing**. We do this on 3 of the 4 levels of Miller's Pyramid.



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”

20 | Objectives

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Banking Marketing** will enable you to:

01

Integrate the corporate vision and objectives into banking marketing strategies and policies

02

Develop techniques and strategies in both digital and non-digital environments to establish channels for customer acquisition, attraction, and retention

03

Analyze the customer decision-making process in relation to marketing stimuli





04

Develop a solid and comprehensive marketing plan for the organization

05

Develop marketing, market research, and communication projects focused on the banking sector

05

Structure and Content

The **Postgraduate Certificate in Banking Marketing** 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 in banking marketing management.



“

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 Banking Marketing** 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 Banking Marketing** is designed to foster the development of executive competencies that enable decision-making with greater precision in uncertain environments.

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

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

A program designed for you, focused on your professional development, and preparing you to achieve excellence in the field of banking marketing. A program that understands both yours and your company's needs, through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to creatively and efficiently solve critical situations.

This Postgraduate Diploma takes place over **1 month** and is divided into three modules:

Module 1

Financial Marketing

Module 2

Branches and Segmentation

Module 3

Inbound Marketing in the Banking Sector

Where, when, and how it is taught

This Postgraduate Certificate takes place over 1 month and is divided into three blocks. You can complete it 100% online, even attending our virtual workshops and conferences.



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Module 1. Financial Marketing

1.1. State Regulation

- 1.1.1. Characteristics of Financial Services
- 1.1.2. Specific Aspects of Marketing Financial Services

1.2. Strategic Marketing Plan

- 1.2.1. Stages of Strategic Planning
- 1.2.2. Key Factors for Successfully Implementing the Strategic Marketing Plan

Module 2. Branches and Segmentation

2.1. Development of New Products and Services

- 2.1.1. Identifying the Needs of a New Product
- 2.1.2. Phases of the Product Life Cycle

2.2. Segmentation, Targeting, and Positioning

- 2.2.1. Successful Segmentation
- 2.2.2. Positioning

2.3. New Strategies for Increasing Sales and Reducing Costs

- 2.3.1. Electronic Banking
- 2.3.2. Cross-Selling and Up-Selling
- 2.3.3. Customer Relationship Management (CRM)

Module 3. Inbound Marketing in the Banking Sector

3.1. Retaining and Building Customer Loyalty

- 3.1.1. Marketing Tools for Customer Retention and Loyalty
- 3.1.2. Lifetime Customer Value
- 3.1.3. Customer Retention Strategies



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



06

Our Students' Profiles

The Postgraduate Certificate in Banking Marketing is a program aimed at marketing professionals and others within the company who wish to update their knowledge, discover new ways to manage banking marketing activities, and advance in their professional careers.

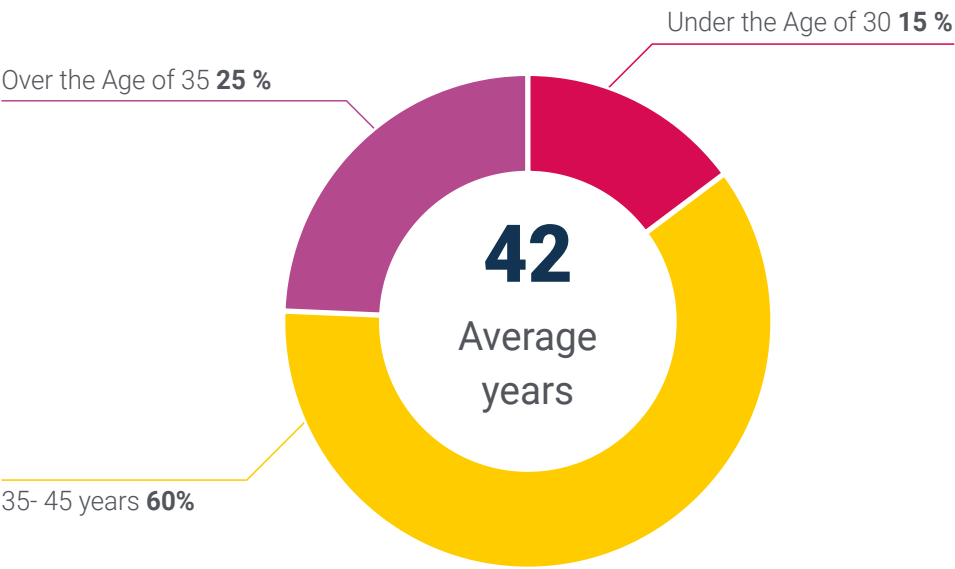




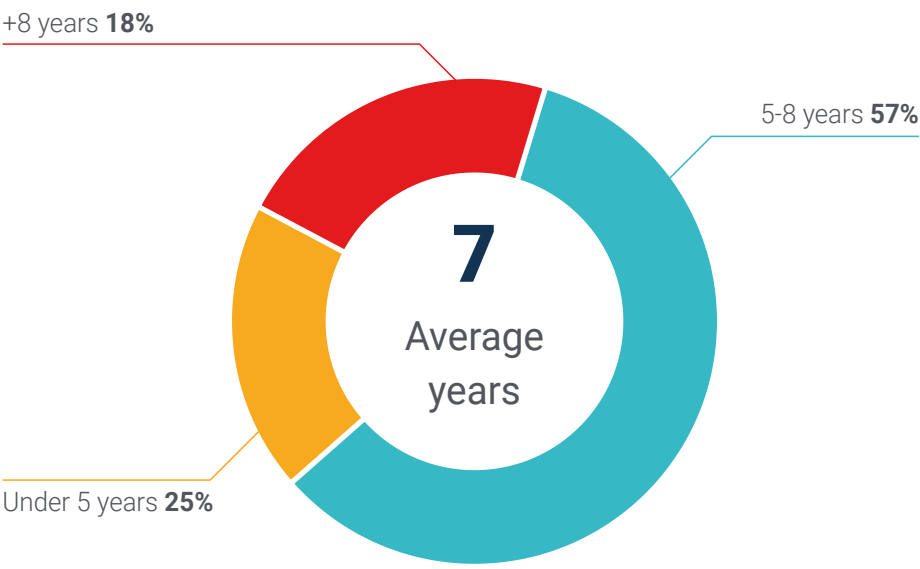
“

If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you”

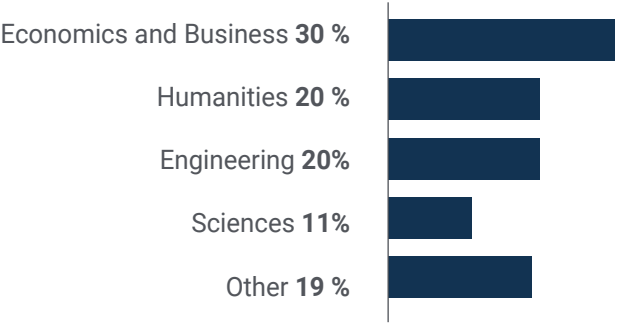
Average Age



Years of Experience



Training





"For me, coming from the commercial side, this program has been a great discovery, as I've understood that Commercial Management and Marketing must go hand in hand. The customer orientation, the hallmark of the program, is not possible without this fusion. It has provided me with important tools to carry out my work in Commercial Management and a great goal: To develop this union within my company."

Sara María Urquiza

Marketing Director

07

Certificate

This Postgraduate Certificate in Banking Marketing 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 Banking Marketing** 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 Banking Marketing**

Modality: **online**

Duration: **8 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.



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