

Postgraduate Certificate Neuromarketing Applied to Organizational Development





Postgraduate Certificate Neuromarketing Applied to Organizational Development

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university Graduates who have previously completed any of the degrees in the fields of Social Sciences, Administrative and Business Sciences.

Website: www.techtitute.com/pk/school-of-business/postgraduate-certificate/neuromarketing-applied-organizational-development

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

Neuromarketing Applied to Organizational Development is a practice of great importance in today's business world, as it focuses on understanding the brain and emotional processes of employees and customers to improve the effectiveness of business strategies. This 100% online TECH university program focuses on Neuromarketing culture, social cognition, internal marketing communication processes, cognitive diversity, Apollo syndrome, group talent, error learning management, behavior of individuals and work teams, internal communication and the development of expert and experiential knowledge. Therefore, it is necessary for business professionals to understand how the brain works and how this knowledge can be used to improve team performance and customer experience, through Neuromarketing Applied to Organizational Development as a key tool to improve effectiveness and efficiency in business management.



Postgraduate Certificate in Neuromarketing Applied to Organizational Development.
TECH Technological University



“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening 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”

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.



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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 groundbreaking 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

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 education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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

You will be part of an exclusive community

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

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

04 Objectives

TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development aims to train business professionals in the use of knowledge in Neuroscience and Psychology to improve the performance of the work team and the customer experience. Students will learn to apply Neuromarketing to organizational development, which will enable them to improve effectiveness and efficiency in business management and success in the marketplace. This program is essential for those who wish to keep up-to-date with the latest trends in the business world and improve their ability to make science-based decisions.



“

Prepare yourself to face the challenges of today's market and stand out in the business world with the 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development from TECH”

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

The Postgraduate Certificate in Neuromarketing Applied to Organizational Development enables students to:

01

Propose formulas to combine the contributions of expert knowledge and experiential knowledge generated within the organization as a driver of change, aligning marketing and internal communication approaches with the rest of the areas of the company, as a whole

02

Demonstrate how learning through Neuromarketing helps to identify what technology cannot do in internal customer communication processes

03

Establish how end customer listening and team listening are parallel paths in the same direction that lead to the best results





04

Analyze the positions “manipulate” and “persuade” to generate tools and collective approaches within the organization that connect more and better with the end market, from dynamism, ethics and through emotions

05

Demonstrate how working in a results-oriented way is more effective and improves on the traditional sales orientation, opening new doors in team management, overcoming short-termism and unrealistic objectives to shape sustainable value creation

06

Develop action formulas that break the duality “Scheduling” vs “Improvise”, being able to concretize the benefits of aligning what is sought with what is found in the emotional management of the teams

05

Structure and Content

TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development features an innovative study methodology adapted to the needs of the professionals in the world. The structure of the program is designed so that students can learn in an autonomous manner, with access to up-to-date teaching materials and state-of-the-art technological tools. The program is divided into 1 thematic module that addresses the most important aspects of Neuromarketing Applied to Organizational Development, allowing a comprehensive understanding of the knowledge necessary for success in the business world.



“

Discover how Neuromarketing can help you understand the behavior of individuals with the 100% online Neuromarketing Applied to Organizational Development”

Syllabus

Advances in neuroscience and psychology applied to the business world have proven to be a valuable tool for improving the effectiveness and efficiency of companies. Neuromarketing applied to organizational development has become an increasingly important topic in today's society and its relevance continues to grow.

TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development is a unique opportunity for business professionals to acquire up-to-date and relevant knowledge about Neuromarketing and how to apply it to organizational development. The program's syllabus is designed to provide a comprehensive understanding of the brain and emotional processes of employees and customers and how they can influence business success.

The 100% online format offers a flexible learning experience, allowing students to access up-to-date teaching materials and state-of-the-art technology tools from anywhere in the world. In addition, the program is designed to enable students to learn in an autonomous and effective way, with access to highly trained teaching team and other professionals in the business world.

For these reasons, TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development is a unique opportunity for business professionals to keep up to date on the latest trends in Neuromarketing and how to apply it to organizational development. The program's syllabus, combined with the online methodology, offers a flexible and high quality learning experience that can make a big difference in the success of companies in today's society.

Module 1

Neuromarketing applied to organizational development



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Neuromarketing Applied to Organizational Development completely online. During the 6 weeks of the training, the student will be able to access all the contents of this program at any time, which will allow them 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. Neuromarketing Applied to Organizational Development

1.1. Social Psychology and Conformism in Work Teams. Neuromarketing Culture

- 1.1.1. How Does a Good Neuromarketing Culture Help the Organization?
- 1.1.2. Identification and Internalization: The Value of Sharing and Involvement
- 1.1.3. Central and Peripheral Persuasion: Two Paths to the Same Purpose

1.2. Social Cognition and Neuromarketing

- 1.2.1. Contextual Influences in Social Environments
- 1.2.2. Judgment Heuristics in Work Groups
- 1.2.3. Relationships Between Attitudes, Beliefs and Behavior

1.3. Internal Marketing Communication Processes

- 1.3.1. Empathy and Humility Are Not in Fashion
- 1.3.2. Scheduling Vs. Improvise
- 1.3.3. Affectivity and Effectiveness in Communication Processes

1.4. Cognitive Diversity: Thinking and Reasoning within a Good Organizational Development. The Role of Neuromarketing Applied to the Internal Customer

- 1.4.1. The Value of Team Reasoning
- 1.4.2. The Value of Team Creation
- 1.4.3. The Value of Team Learning

1.5. Apollo Syndrome: Developing Roles for Team Performance with Internal Neuromarketing Approaches

- 1.5.1. Development of Neuromarketing Performance Strategies from Inside the Organization to Outside the Organization
- 1.5.2. The Value of Looking More Inside to Act Better Outside, Also Inside the Company
- 1.5.3. Individual Intelligence, Collective Intelligence

1.6. Group Talent, Individual Talents: The Necessary Combination for Good Organizational Development

- 1.6.1. Balance in the Combination of Effective and Affective
- 1.6.2. Results Vs. Sales
- 1.6.3. Efficiency Vs. Efficacy

1.7. Organizations that Learn from Consumers: Activating Teams that are not Self-Righteous

- 1.7.1. Assuming and Managing Cognitive Dissonance Processes in our Teams
- 1.7.2. Managing Before and After Decision-Making in the Group
- 1.7.3. Market Observation and Learning from Mistakes Methodology

1.8. Aspects of Neuromarketing that Help to Understand the Behavior of Individuals and Work Teams

- 1.8.1. Managing the 50/50 Rule within the Group
- 1.8.2. Caring for the Team as the Basis for Caring for Customers
- 1.8.3. The Value of Empathy in the Technological Age

1.9. Neuromarketing and Internal Communication

- 1.9.1. Internal Communication as an Investment and not as an Expense
- 1.9.2. Knowledge and Self-Esteem within the Customer and Team Listening Process
- 1.9.3. The Art of Developing an Emotional Team

1.10. Expert Knowledge and Experiential Knowledge, Two Ingredients to Which Neuromarketing Facilitates Development

- 1.10.1. Alignment of Marketing and Internal Communication approaches with Other Areas of the Company
- 1.10.2. Internal Customer, External Customer: Two Sides of the Same Coin
- 1.10.3. Limits of Technology and Personal Values Applied in the Management of the Internal Customer



“

Learn about the latest trends in the business world and apply Neuromarketing to organizational development with TECH's 100% online Postgraduate Certificate”

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.



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.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

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

The Postgraduate Certificate in Neuromarketing Applied to Organizational Development is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social Sciences, Administration, Economy and Business Sciences.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field Digital Marketing.





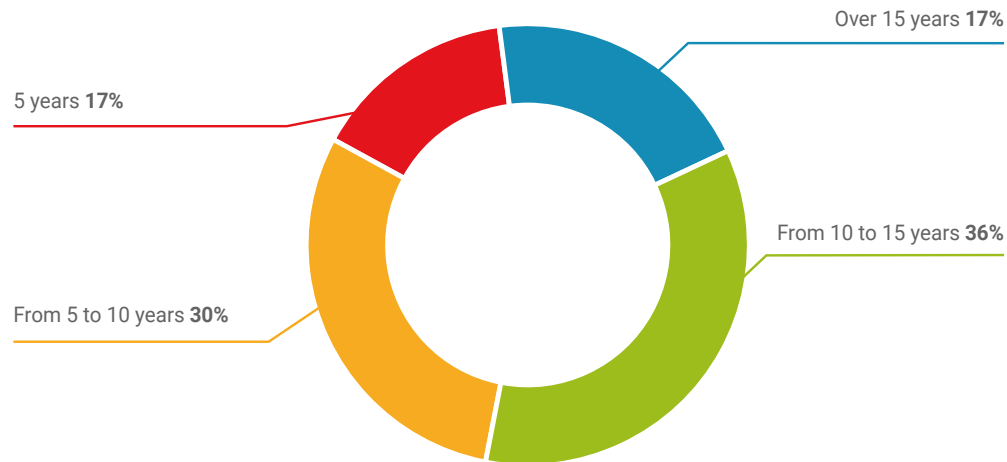
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Learn how to improve internal communication and Neuromarketing culture in your company with TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development”

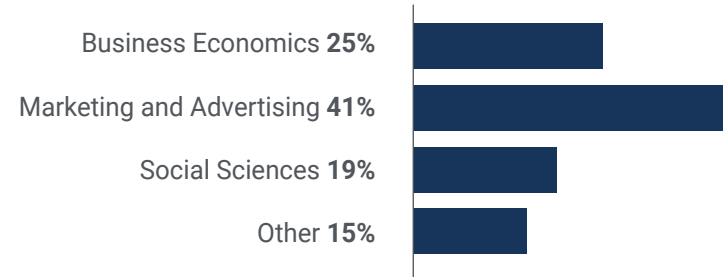
Average Age

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

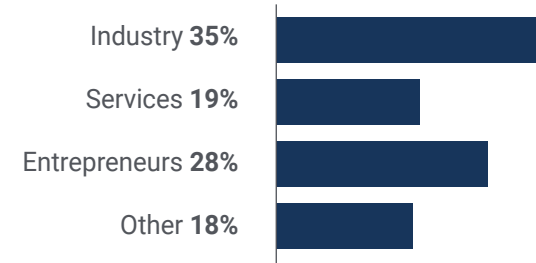
Years of Experience



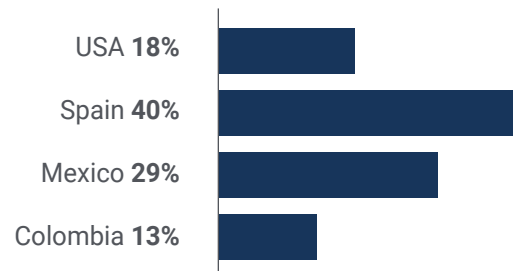
Training



Educational Profile



Geographical Distribution



Juan Luis Pérez

Marketing Manager

"Taking the Postgraduate Certificate in Neuromarketing Applied to Organizational Development at TECH has been an enriching and transformative experience for me. I have learned useful tools and strategies to apply in my position as Marketing Manager of the company. The content of the program is very complete and up-to-date, and the online modality allowed me to adapt my schedule to my work responsibilities. I highly recommend it"

08

Course Management

The teaching team of the Postgraduate Certificate in Neuromarketing Applied to Organizational Development 100% online TECH is composed of experts in the field of Neuroscience and Psychology applied to the business world. The teaching professionals have extensive experience in business and academia, which guarantees quality teaching and up-to-date on the latest trends in Neuromarketing Applied to Organizational Development. Students will have the opportunity to learn from highly qualified professionals who will guide them on their journey to improve the effectiveness and efficiency of their businesses.



A black and white photograph showing three people in profile, looking down at a screen. The person on the left is wearing glasses. The image is partially obscured by a dark blue diagonal shape in the top right and a white diagonal shape in the bottom right.

“

*Improve customer and employee experience
with the help of Neuromarketing applied to
organizational development”*

Management



Mr. Carrascosa Mendoza, Gabriel

- ♦ Researcher and director of Fusión Lab- Applied Neuromarketing Laboratory
- ♦ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association - AEN
- ♦ Degree in Business Administration and Management from the University of Wales
- ♦ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ♦ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ♦ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ♦ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)



Professors

Ms. Cuesta Iglesias, Miriam

- Laboratory Technician in the field of Neuromarketing
- Expansion and Marketing Coordinator at Vivadecor Shopping Center
- Trainer in in-company programs in the fields of Neuromarketing and People Management
- Degree in Business Administration and Management from the University of Wales
- Master in Neuromarketing and Consumer Behavior by the European University Miguel de Cervantes-UEMC
- Postgraduate Diploma in Neuromarketing and Consumer Behavior, Nebrija University
- Member of the Organizing Committee of the Neuromarketing Congress (European Neuromarketing Association-AEN)

09

Impact on Your Career

The Postgraduate Certificate in Neuromarketing Applied to Organizational Development has a positive impact on the participant's career, as it allows them to acquire knowledge and practical skills to apply in their daily work in the business environment. Participants will be able to improve their decision making, better understand the behavior of their customers and employees, and improve the effectiveness of their marketing strategies. This will translate into better performance and greater potential for professional growth.





“

Become an expert in Neuromarketing and improve the effectiveness and efficiency of your company with the Postgraduate Certificate in Neuromarketing Applied to Organizational Development 100% online from TECH”

Improve your business skills and make science-based decisions with TECH's 100% online Postgraduate Certificate in Neuromarketing Applied to Organizational Development.

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

The Postgraduate Certificate in Neuromarketing Applied to Organizational Development from TECH is an intensive program that prepares you to face challenges and business decisions in this field from Neuromarketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

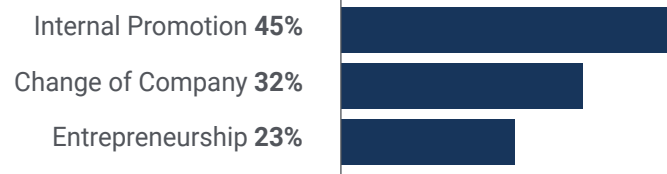
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Enhance your skills as a business leader and improve your team's performance with the help of Neuromarketing applied to organizational development.

Time of Change



Type of Change



Salary Increase

The completion of this program represents a salary increase of more than **26.24%** for TECH students.



10

Benefits for Your Company

The Postgraduate Certificate in Neuromarketing Applied to Organizational Development offers a clear benefit to the company by training employees in innovative marketing tools and strategies. Employees will be able to apply their knowledge to improve the effectiveness of marketing strategies and improve company performance. In addition, by improving understanding of customer and employee behavior, employees will be able to make more informed decisions and develop innovative solutions that contribute to the growth and success of the company.



“

Learn to apply the knowledge of Neuroscience and Psychology to the business world with the Neuromarketing Applied to Organizational Development program”

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

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens 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 in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your 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 Neuromarketing Applied to Organizational Development guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Neuromarketing Applied to Organizational Development** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Neuromarketing Applied to Organizational Development**

Official N° of Hours: **150 h.**



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



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Postgraduate Certificate

Neuromarketing Applied to Organizational Development