

# Postgraduate Certificate Principles of Strategic Marketing

MARKETING  
STRATEGY





## Postgraduate Certificate Principles of Strategic Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Target Group: Executives or middle management  
with demonstrable experience in managerial fields.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/principles-strategic-marketing](http://www.techtute.com/us/school-of-business/postgraduate-certificate/principles-strategic-marketing)

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# 01 Welcome

Strategic Marketing is a process that consists of detecting consumer needs and carrying out an internal and external analysis of the company, in order to achieve pre-established objectives. With this training you will learn the Principles of Strategic Marketing from recognized experts in the field.

One of the main objectives of this TECH program is to foster your personal and professional growth, helping you to achieve success in your company.



Postgraduate Certificate in Principles of Strategic Marketing.  
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, practising 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 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

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



### Academic Excellence

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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

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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

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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

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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

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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

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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

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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

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, the student will be able to make global decisions with an innovative perspective and an international vision.



“

*One of our fundamental objectives is to help you develop the essential skills to strategically manage a business”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Certificate in Principles of Strategic Marketing will enable students to:

01

Define the Principles of Strategic Marketing

02

Elaborate marketing strategies in Digital Marketing

03

Develop a strategy plan taking into account current market conditions







04

Measure the success of Inbound Marketing

05

Perform a study of consumer behavior

06

Develop strategies to carry out decision-making in a complex and unstable environment

05

# Structure and Content

The Postgraduate Certificate in Principles of Strategic Marketing is a tailor-made program that is taught in a 100% online format so that students can choose the time and place that best suits their availability, schedules and interests.

A program that takes place over 6 weeks is intended to be a unique and stimulating experience that lays the foundation for your success as a manager and entrepreneur.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us"*

## Syllabus

The Postgraduate Certificate in Principles of Strategic Marketing of TECH Technological University is an intense program that prepares the student to face challenges and business decisions globally.

The content of the Postgraduate Certificate in Principles of Strategic Marketing is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate in Principles of Strategic Marketing deals in depth with all financial areas of the company and is designed to help managers understand strategic management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional improvement and that prepares them to achieve excellence in the field of business management and administration. 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 provide competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

### Module 1

### Principles of Strategic Marketing



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Principles of Strategic Marketing completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Principles of Strategic Marketing

### 1.1. Fundamentals of Marketing

- 1.1.1 The Concept of Marketing
- 1.1.2 The Basic Elements of Marketing
- 1.1.3 Marketing Activities in Companies

### 1.2. Marketing Strategy Dimensions

- 1.2.1 Marketing Strategies
- 1.2.2 Types of Marketing Strategies

### 1.3. The Function of Strategic Marketing

- 1.3.1 The Concept of Marketing Strategic
- 1.3.2 Concept of Strategic Marketing Planning
- 1.3.3 Stages in the Process of Strategic Marketing Planning

### 1.4. Digital Marketing

- 1.4.1 Digital Marketing Concept
- 1.4.2 Marketing Strategies in Digital Marketing

### 1.5. Inbound Marketing

- 1.5.1 Effective Inbound Marketing
- 1.5.2 The Benefits of Inbound Marketing
- 1.5.3 Measuring the Success of Inbound Marketing

### 1.6. Marketing: From the Idea to the Market

- 1.6.1 The Marketing Process
- 1.6.2 Ideas as Business Opportunities
- 1.6.3 Marketing, a Market Drive

### 1.7. Consumer Psychology and Behavior

- 1.7.1 The Study of Consumer Behavior
- 1.7.2 Internal and External Factors Influencing the Consumer
- 1.7.3 Consumer Decision Process
- 1.7.4 Consumerism, Marketing, Ethics and Society

### 1.8. Market Segmentation

- 1.8.1 Market Segmentation Concept
- 1.8.2 Utility and Requirements of Segmentation
- 1.8.3 Consumer Market Segmentation
- 1.8.4 Industrial Market Segmentation
- 1.8.5 Segmentation Strategies
- 1.8.6 Segmentation Based on Marketing - Mix Criteria
- 1.8.7 Market Segmentation Methodology

### 1.9. Competitive Positioning

- 1.9.1 Positioning Concept on the Market
- 1.9.2 The Positioning Process

### 1.10. Social Marketing

- 1.10.1 Social Marketing
- 1.10.2 Socially Responsible Marketing
- 1.10.3 Social Cause Marketing



“

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

# 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 foundation 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 Principles of Strategic Marketing is a program aimed at people with university studies who want to transform their career and orient it towards business management.

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







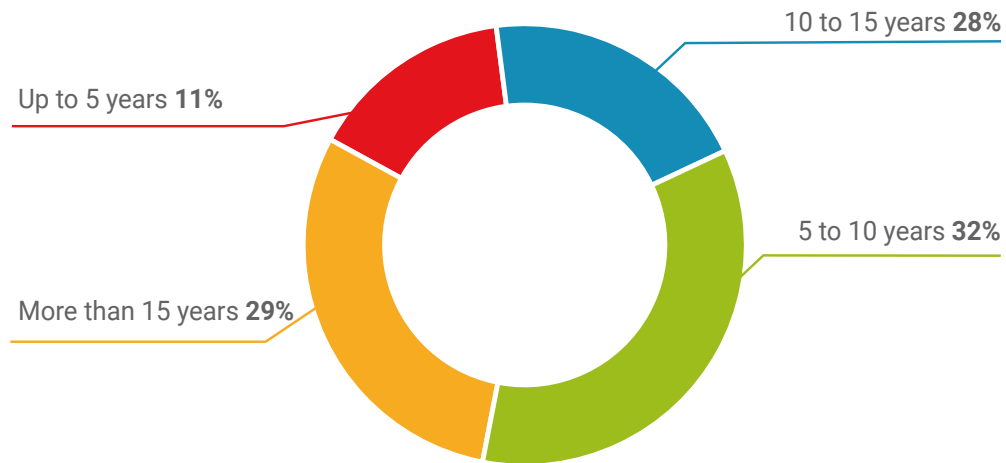
“

*If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"*

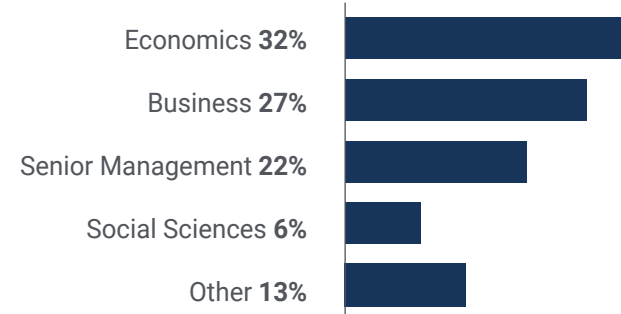
### Average Age

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

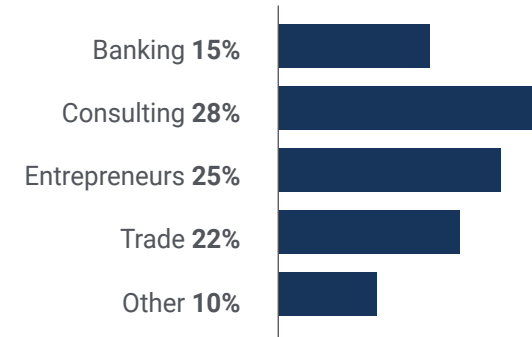
### Years of Experience



### Training

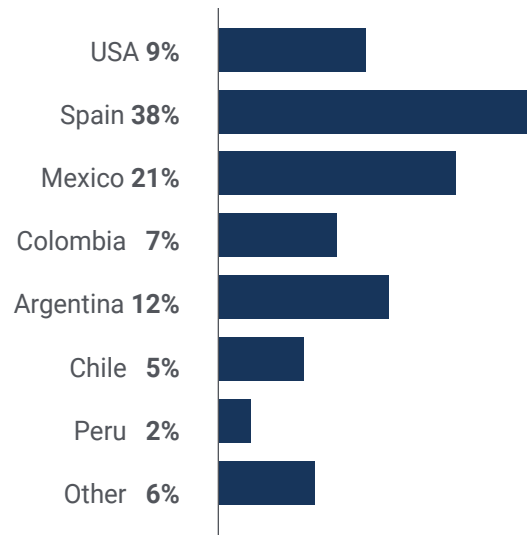


### Academic Profile



## Geographical Distribution

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## Fátima Díaz

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**Market Research Manager at a Multinational Company**

*"No matter how much you want to, considering a Postgraduate Certificate in Principles of Strategic Marketing is not a simple matter, especially when you have to balance it with your professional and family life. However, the TECH Technological University program offered me the possibility to do so. Skilful faculty made the experience and learning even more enriching. Largely as a result of that, today I'm the director of a large company of communication, a new role that I play with enthusiasm and my best work. In short, change that comes from action"*

08

# Course Management

The program includes in its teaching staff leading experts in Strategic Marketing Principles, who bring to this program the experience of their years of work. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students.





“

*A high level faculty to teach  
professionals who seek excellence”*

## Management



### **Mr. López Rausell, Adolfo**

- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management at Club Innovation Club of the Valencian Community
- Degree in Economics and Business Administration, Universitat de València
- Diploma in Marketing in ESEM Business School



09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth.







“

*Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"*

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

The Postgraduate Certificate in Principles of Strategic Marketing of TECH Technological University is an intensive program that prepares the student to face challenges and business decisions globally. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

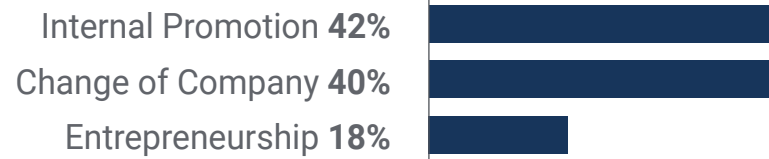
*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

*If you want to make a positive change in your profession, the Postgraduate Certificate in Principles of Strategic Marketing will help you achieve it.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25.22%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in Principles of Strategic Marketing contributes to elevating the organization's talent to its maximum potential by educating high-level leaders. It is, without a doubt, a key option to achieve a change in the way you work and, therefore, be more effective and efficient in your daily work, which will mean a positive advance for your company.

As a result, participating in this Postgraduate Certificate in Principles of Strategic Marketing is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients or suppliers.





“

*Your new perspectives and  
business strategies will be  
a plus for your organization”*

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

01

### Intellectual Capital and Talent Growth

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

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the executive 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.

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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**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 Principles of Strategic Marketing guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

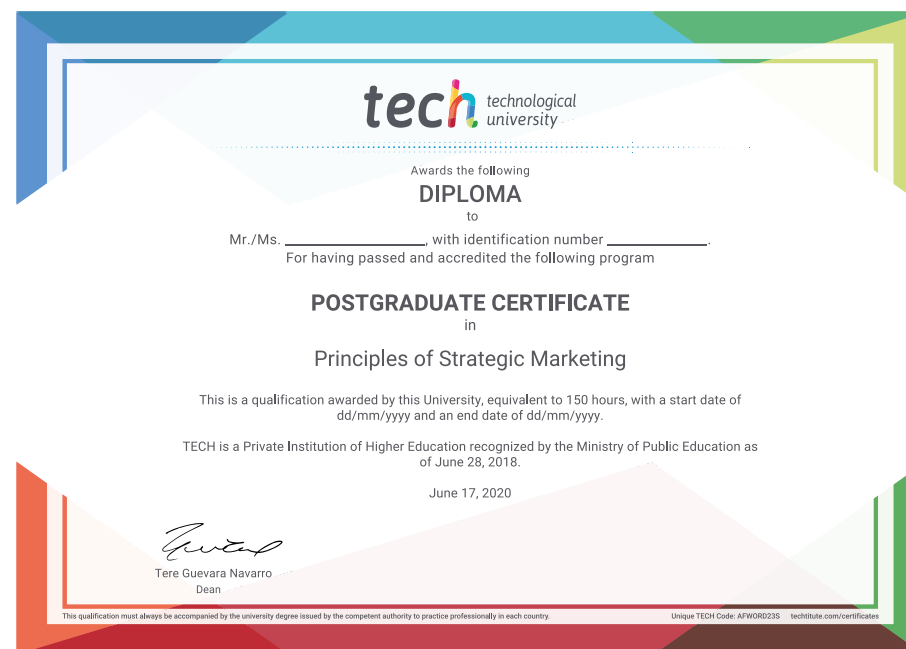
This **Postgraduate Certificate in Principles of Strategic Marketing** contains the most complete and up to date program on the market.

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

The diploma 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 Principles of Strategic Marketing**

Official N° of hours: 150 h.



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



## Postgraduate Certificate Principles of Strategic Marketing

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Principles of Strategic Marketing