

Postgraduate Diploma Sector Marketing

P S M



Postgraduate Diploma Sector Marketing

Language: English

Course Modality: Online

Duration: 6 months.

Accreditation: TECH Technological University

15 ECTS

Official N° of Hours: 375 hours.

Website: www.techtitute.com/school-of-business/postgraduate-diploma/postgraduate-diploma-sector-marketing

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

Companies must devise their marketing strategy by taking into account the sector to which they belong and the product they offer, in order to position themselves in the market, stand out from the competition and attract as many customers as possible. To achieve this, it is important to have a good knowledge of the target audience, which will enable the implementation of strategies that will allow the achievement of the objectives set and the attainment of greater benefits. Thanks to this program, students will be able to get up to date with the main marketing tools, which will provide them with the necessary knowledge to lead those work teams that implement the most successful campaigns.



Postgraduate Diploma in Sector 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:



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 Harvard Business School case studies"



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 *Re-learning* 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

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

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



“

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

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

01

A significant career boost

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

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

02

Develop a strategic and global vision of companies

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

Take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

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

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

04

Objectives

Thanks to this high-intensity program, the professional will be able to implement a successful marketing plan in his or her company, regardless of the sector to which it belongs. In addition, you will have the ability to conduct market research that will allow you to know your target audience and the situation of your competitors, which will undoubtedly be essential to implement the most appropriate strategy at all times.



“

In today's era, having specific marketing knowledge opens doors to a broader and more competitive job market"

Your goals are our goals.

We work together to help you achieve them

The **Postgraduate Diploma** in Sector Marketing will train you to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies.

02

Develop techniques and strategies in the digital environment associated with marketing, sales and communication to establish channels for attracting, attracting and retaining users.

03

Analyze the consumer decision process in relation to marketing stimuli.





04

Develop a solid and comprehensive user-focused marketing plan for the organization.

05

Develop marketing, market research and communication projects.

06

Identify the basic characteristics of marketing in different sectors and its management in practice.

05

Structure and Content

The Postgraduate Diploma in Sector Marketing has a fully up-to-date syllabus on all the most relevant concepts and strategies of the subject, which will provide students with the necessary skills to develop successfully in their profession. Thus, they will be able to gain such a deep understanding of the market and customers that they will be able to redirect their plans more strategically. A program that can be completed in 6 months and has 3 didactic modules to offer the best training in this field at the moment.



“

Knowing the basics of sector marketing will allow you to apply the most competitive strategies”

Syllabus

In order to apply marketing strategies effectively, it is important to take into account the sector in which the company operates. It is not the same to plan marketing campaigns for a school, an industry, a transport company or a digital business. Each of them has its own audience and, therefore, must follow its own strategies.

The content of the Postgraduate Diploma in Sector Marketing is designed to promote the development of the competencies of business professionals in this field, providing them with all the knowledge they will need to apply in their daily work. To this end, throughout 375 hours of study, the student will have the possibility of carrying out a multitude of practical cases, achieving a deep learning in this area of action. In this sense, the syllabus covers from market research to the main *management* and leadership techniques, but always focusing on sector marketing.

One of the main advantages of this program is that it is taught in a 100% online format, so students are free to choose the time and place that best suits their interests and needs. This will allow them to study from anywhere in the world, without leaving aside the rest of their daily obligations.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1 / Market Research

Module 2 / Management and Leadership

Module 3 / Sector Marketing



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Throughout the 6 months of training, 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. Market Research

1.1. Marketing Fundamentals

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

1.2. Marketing: From the Idea to the Market

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

1.3. New Competitive Environment

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

1.4. Quantitative Research Methods and Techniques

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques
- 1.4.4. Data Processing and Analysis

1.5. Qualitative Research Methods and Techniques

- 1.5.1. Direct Techniques: *Focus Group*
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques
- 1.5.4. *Two Face Mirror* and Delphi Method

1.6. Market Segmentation

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Target Audience Definition

1.7. Types of Buying Behavior

- 1.7.1. Complex Behavior
- 1.7.2. Dissonance Reducing Behavior
- 1.7.3. Varied Search Behavior
- 1.7.4. Usual Purchasing Behavior

1.8. Marketing Information Systems

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. *Data Warehouse and Datamining*
- 1.8.3. Geographic Information Systems

1.9. Research Project Management

- 1.9.1. Information Analysis Tools
- 1.9.2. Development of the Expectation Management Plan
- 1.9.3. Project Feasibility Assessment

1.10. Marketing Intelligence

- 1.10.1. *Big Data*
- 1.10.2. User Experience
- 1.10.3. Application of Techniques

Module 2. Management and Leadership

2.1. General Management

- 2.1.1. Integrating Functional Strategies into the Global Business Strategies
- 2.1.2. Management Policy and Processes
- 2.1.3. *Society and Enterprise*

2.2. Strategic Management

- 2.2.1. Establish the Strategic Position: Mission, Vision and Values
- 2.2.2. Developing New Businesses
- 2.2.3. Growing and Consolidating Companies

2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4. Corporate Strategy

- 2.4.1. *Driving Corporate Strategy*
- 2.4.2. *Pacing Corporate Strategy*
- 2.4.3. *Framing Corporate Strategy*

2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization
- 2.5.3. *Lean Management*

2.6. Talent Management

- 2.6.1. Managing Human Capital
- 2.6.2. Environment, Strategy, and Metrics
- 2.6.3. Innovation in People Management

2.7. Management and Leadership Development

- 2.7.1. Leadership and Leadership Styles
- 2.7.2. Motivation
- 2.7.3. Emotional Intelligence
- 2.7.4. Skills and Abilities of the Leader 2.0.

2.7.5. Efficient Meetings

2.8. Change Management

- 2.8.1. Performance Analysis
- 2.8.2. Leading Change. Resistance to Change
- 2.8.3. Managing Change Processes
- 2.8.4. Managing Multicultural Teams

2.9. Negotiation

- 2.9.1. Intercultural Negotiation
- 2.9.2. Negotiation Focuses
- 2.9.3. Effective Negotiation Techniques
- 2.9.4. Restructuring

Module 3. Sector Marketing**3.1. Services Marketing**

- 3.1.1. Evolution and Growth of the Services Sector
- 3.1.2. Function of Services Marketing
- 3.1.3. Marketing Strategy in the Service Sector

3.2. Touristic Marketing

- 3.2.1. Features of the Tourism Sector
- 3.2.2. Tourist Product.
- 3.2.3. The Customer in Tourism Marketing

3.3. Political and Electoral Marketing

- 3.3.1. Political Marketing vs. Election Marketing
- 3.3.2. Political Market Segmentation
- 3.3.3. Electoral Campaign.

3.4. Social Marketing and Responsible Marketing

- 3.4.1. Social Cause Marketing and CSR
- 3.4.2. Environmental Marketing.
- 3.4.3. Segmentation in Social Marketing

3.5. Retail Management

- 3.5.1. Relevance
- 3.5.2. Reward
- 3.5.3. Cost Reduction
- 3.5.4. Relationship with the Customer

3.6. Banking Marketing

- 3.6.1. State Regulation.
- 3.6.2. Branches and Segmentation
- 3.6.3. Inbound Marketing in the Banking Sector

3.7. Health Services Marketing

- 3.7.1. Internal Marketing
- 3.7.2. User Satisfaction Studies
- 3.7.3. Market Oriented Quality Management

3.8. Sensory Marketing

- 3.8.1. Shopping Experience as a Sensory Experience
- 3.8.2. Neuromarketing and Sensory Marketing

- 3.8.3. Arrangement and Presentation of the Point of Sale



Knowing the specific marketing tools for each sector will make you a more competitive professional"

06

Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: ***Re-learning***.

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 Re-learning, 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"



At TECH Business School we use the Harvard case method.

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world.”



We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.



A learning method that is different and innovative.

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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.

In a given situation, what would a professional do? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the students will be presented with multiple real cases. They must integrate all their knowledge, do research, argue and defend their ideas and decisions.

Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

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 Re-learning.

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.



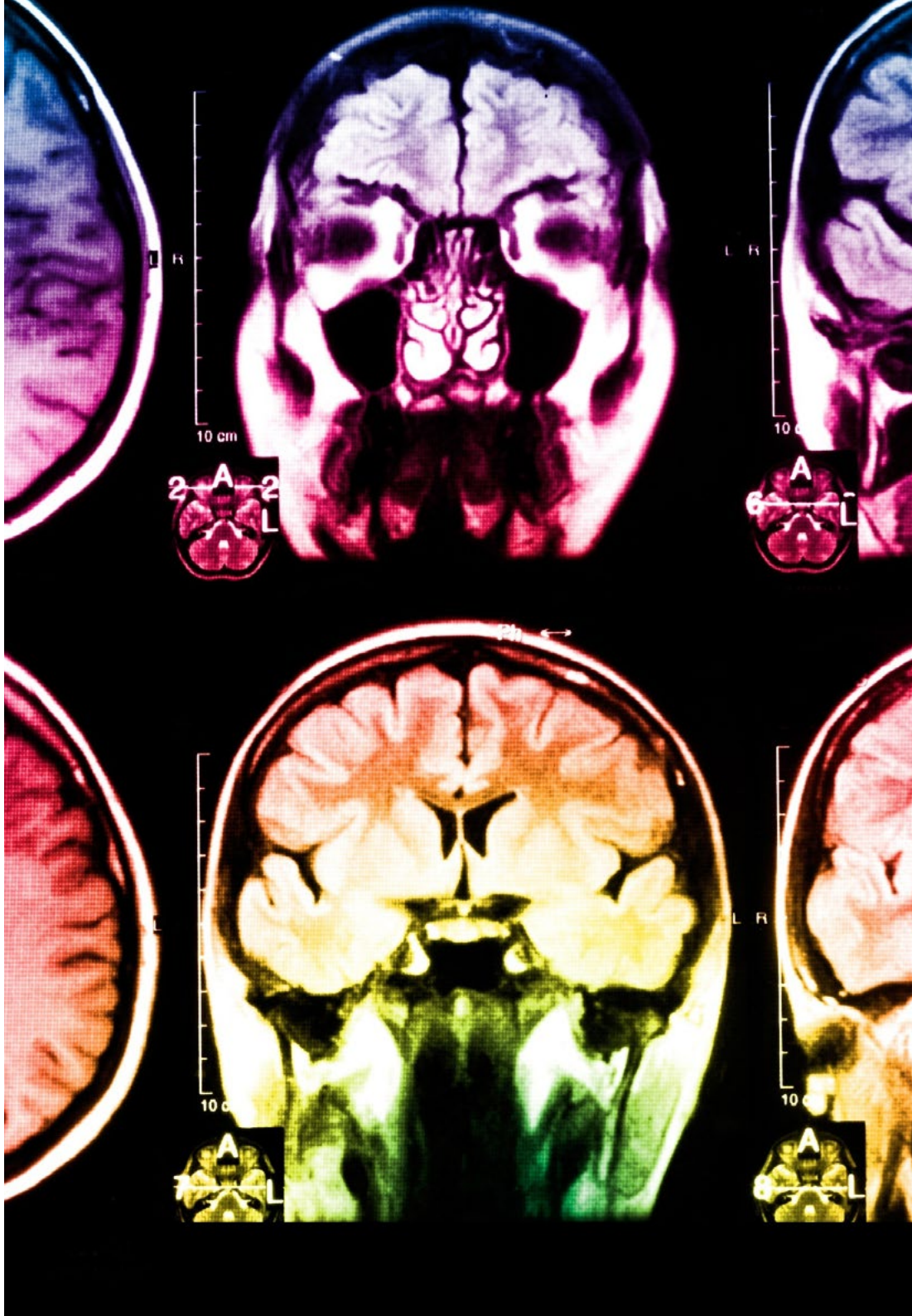
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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.

Re-learning 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 the teaching materials are specifically created for the course, by specialists who teach on the course, so 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.



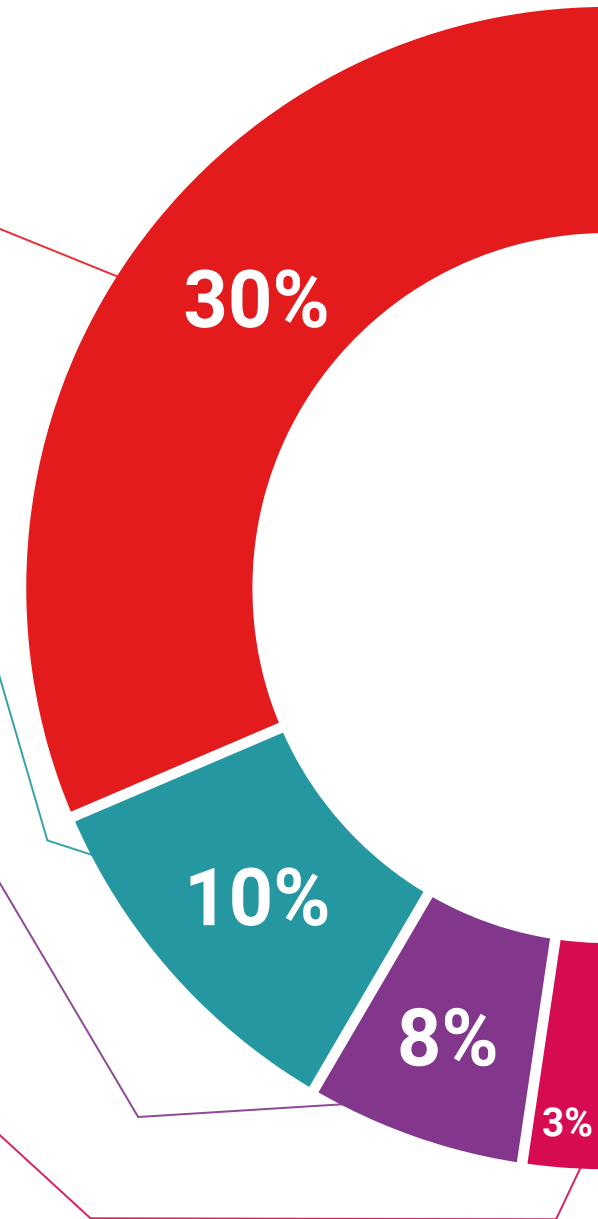
Management Skills Exercises

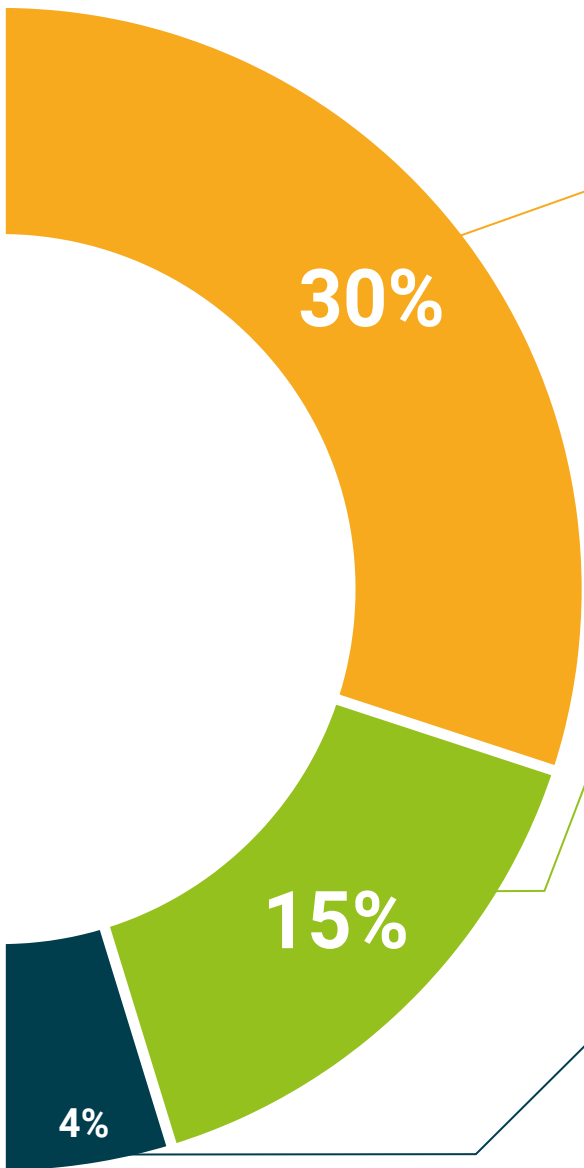
They will carry out activities to develop specific executive competencies in each thematic area. Practical and dynamic activities to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

They 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

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 multimedia content presentation training Exclusive system 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 your goals.



07

Our Students' Profiles

The Postgraduate Diploma in Sector Marketing has been designed to strengthen the knowledge of business professionals in this area that is so crucial for the growth of companies. Therefore, students who choose this program are specialists in the field, but they are looking for a differentiation in order to move up in their profession, and they want to achieve this through quality specialization.





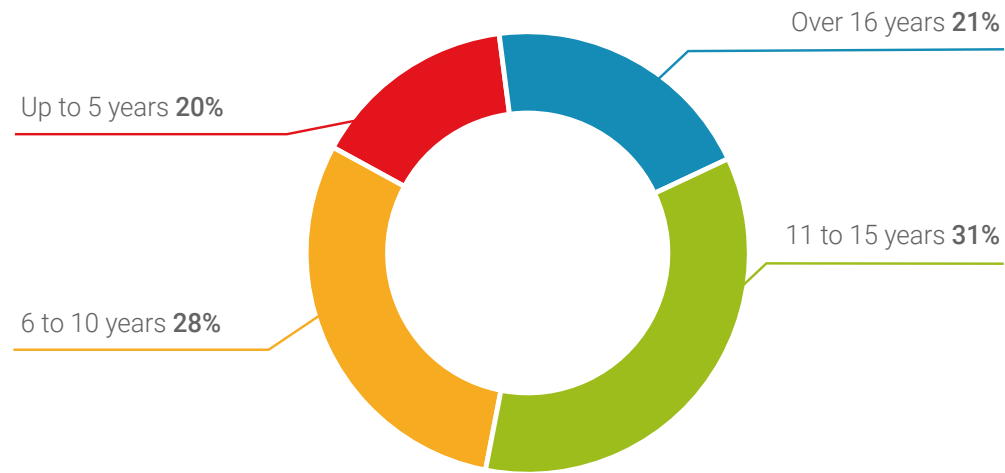
“

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

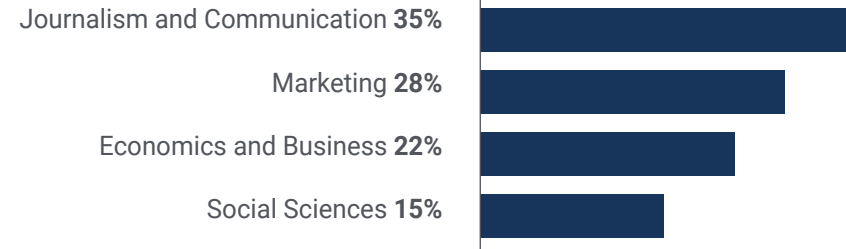
Average Age

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

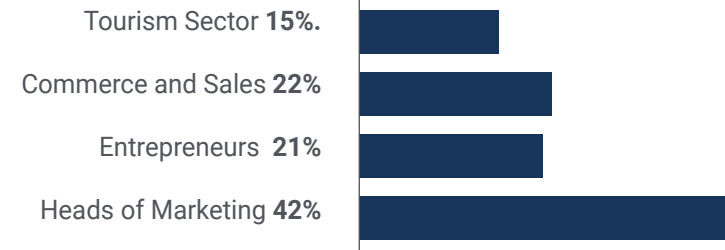
Years of Experience



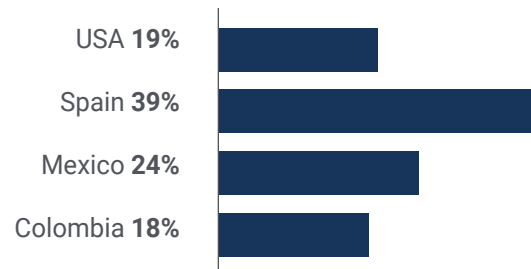
Training



Academic Profile



Geographical Distribution



Isabel Arroyo

Marketing Director

"This is the opportunity I was looking for. Thanks to this Postgraduate Diploma, I have been able to develop my skills in Sector Marketing, which has allowed me to put them into practice in my work. This program has allowed me to acquire new knowledge in this field in a simple and intuitive way, as it is a 100% online format. In addition, being in constant contact with the teachers has made it easier for me to solve my doubts immediately".

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

Our teaching team, experts in MBA in Sales and Marketing Management (Chief Revenue Officer), will help you achieve success in your profession"

Management



Mr. López, Adolfo

- ♦ Economist and holder of a Master's Degree in Marketing, he has mainly developed his activity in the field of Strategy, Marketing and Market Research Consultancy
- ♦ With extensive experience in undergraduate and master's degree training universities and business schools, he was president of the Marketing Club in Valencia and a member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business



09

Impact on Your Career

This program is intended for all those professionals who are looking to boost their careers in the marketing sector. Thus, thanks to this degree, they will be able to specialize in an area in which there is an ever-increasing labor supply and demand, which is a sector in constant growth. A unique curriculum to achieve that much desired professional improvement.





“

*Access a better job offer thanks to your
specialization in this field”*

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

The Postgraduate Diploma in Sector Marketing of TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of sector or specialized marketing.

A program designed to foster your personal and professional growth.

Generating Positive Change

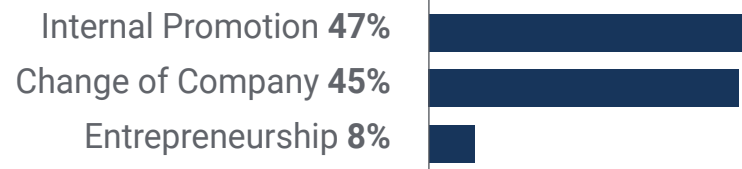
*The time is now or never.
Study at TECH and get
the job promotion you
need.*

*If you want to make
a positive change in
your profession, the
Postgraduate Diploma
in Sector Marketing will
help you achieve it.*

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



10

Benefits for Your Company

The Postgraduate Diploma in Sector Marketing contributes to elevate the talent of the organization to its maximum potential through a curriculum of absolute novelty. This program is a unique opportunity to improve the training of professionals, but also to achieve significant benefits for companies, since they will be able to implement these decisive action plans that will be felt at an economic level.





“

The marketing specialist will provide the company with new strategies that will add quality to the organization"

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

01

Intellectual Capital and Talent Growth

The executive 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 manager and opens new avenues for professional growth within the company.

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

The manager can work on a real project or develop new projects in the field of R&D or Business Development of his company.

06

Increased competitiveness

This Postgraduate Diploma will equip your managers with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Diploma in Sector Marketing guarantees you, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma degree issued by TECH Technological University.



“

Successfully complete this training and receive your certificate without travel or laborious paperwork"

This **Postgraduate Diploma in Sector Marketing** contains the most complete and updated program on the market.

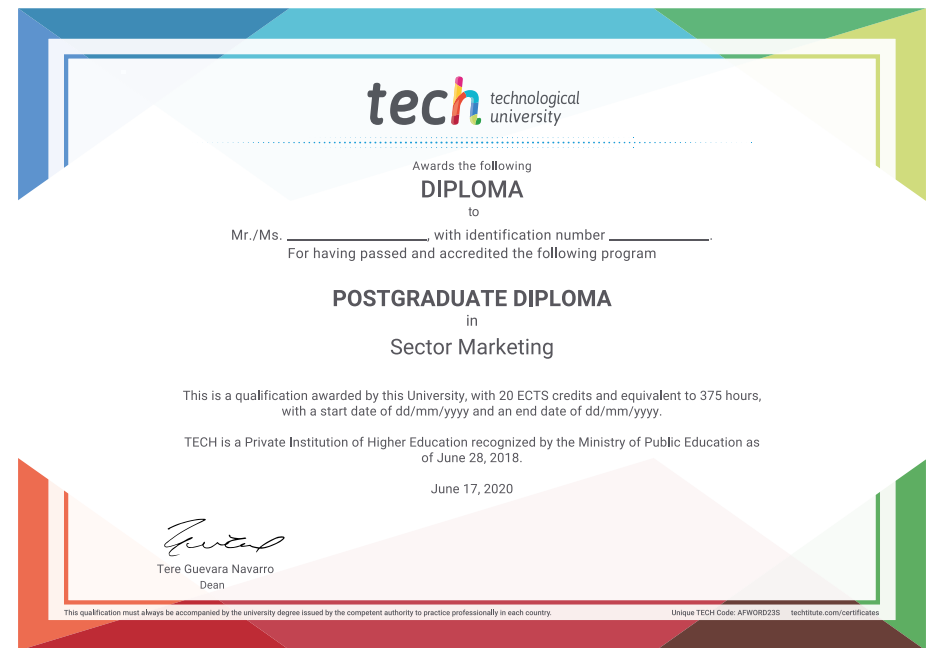
After the student has passed the evaluations, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** by tracked delivery.

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

Title: **Postgraduate Diploma in Sector Marketing**

ECTS: **15**

Official N° of Hours: **375**



*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 Diploma Sector Marketing

Language: English

Course Modality: Online

Duration: 6 months.

Accreditation: TECH Technological University

15 ECTS

Official N° of Hours: 375 hours.

Postgraduate Diploma Sector Marketing