

# Postgraduate Diploma

Management Strategies in Finance,  
Marketing in Communication and  
Digitalization in Event Management



## Postgraduate Diploma Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed studies in Marketing and the Social Sciences and who want to make a quality leap in their professional careers, either as event managers or as business people, creating their own event agency.

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# 01 Welcome

Organizing an event that is profitable and effective requires a great deal of effort. Considering different factors and relating them to each other, in order to achieve the proposed goal without generating risks, translates into a thought-out strategy and an adequate management of technical, human and economic resources; to obtain high levels of quality and not to leave signs of improvisation. The professional focused on this sector must understand the importance of the communicational, financial and digitalization aspects currently addressed and constantly evolving in relation to events. In this program you will delve into the subject, to become an expert in a few months and by taking advantage of new technologies, as it is 100% online.



**Postgraduate Diploma in Management Strategies in Finance, Marketing  
in Communication and Digitalization in Event Management.**  
TECH Global University



*In addition to organizational skills, to be a good Event Planner you need knowledge of Finance, Marketing, Communication and Digitalization. With this Postgraduate Diploma you will walk towards professional success. Enroll now”*

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 Global 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

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 Global University community.

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

# 04 Objectives

The correct implementation of the event as a strategy in the business world requires specific skills. Mastering the budgetary area, communication, marketing and digitalization in the events management, focus on the achievement of positive results. The objective of this program is to provide students with these areas of great importance, so that they can achieve outstanding levels of experience and a promising professional future.



“

*With this Postgraduate Diploma you will be able to create plans tailored to every need. You will develop the skills of Financial Management”*

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

The **Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management** will enable students to:

01

Differentiate each type of event according to objective and need

04

Implement new trends in immersive and experiential events

02

Manage projects from information gathering through to presentation

05

Apply fundamental concepts for budget planning and its implementation

03

Understand different techniques and tools involved in Event Design

06

Execute strategic communication planning and marketing plan according to the proposed objective

07

Understand the new communication technologies and their importance for the generation of hybrid or digital events

10

Manage the logistics and operation of the event according to the needs of the event

08

Manage communication and marketing teams

11

Coordinate the sponsorship of events and their most relevant aspects together with the participants

09

Learn about social networks and the importance of live events in the communication of an event

12

Know about the Learn on-site incident resolution and action protocols in each possible case

05

# Structure and Content

The content of this Postgraduate Diploma includes an in-depth understanding and assessment of the ROI of an event from an economic point of view. As well as developing financial management skills and understanding the structure of communication and its tools in the event environment. Subjects that will be presented in 3 modules, in a variety of formats to provide dynamism and a better understanding through the online methodology.



“

*You will gain a deep understanding of the relationship and influence of the communication and marketing environment on the event industry”*

## Syllabus

This Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management, provides the knowledge required for the professional who works in the organizational or business sector and applies events as a tool within its strategic plan.

During the development of the program, structured in 3 specialized modules, the student will obtain the necessary tools and the most important and useful knowledge to develop professionally in the areas of strategy, budget planning, operating accounts, profit management, Cash Flow, taxation, return on investments, among other aspects related to the financial part of the event. As well as marketing, communications and digitalization; fundamental topics for the development of current and future events.

The completely online content offers the student the flexibility to advance in their professionalization. The cases proposed during the program expand your vision of real examples; and the multimedia resources allow a dynamic learning, under an innovative methodology based on Relearning, which allows a fast and effective learning of all concepts because it is based on repetition.

The 450 hours that compose this program are, therefore, used to the fullest. The student will analyze real cases of event planning, presented by expert teachers, which will allow them to acquire the necessary skills to make their profile stand out.

This Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management is developed over 6 months and is divided into 3 modules:

### Module 1.

Financial Management in Event Management

### Module 2.

Marketing and Communication Management Strategies

### Module 3.

Marketing Management and Digitalizing Events



### Where, When and How is it Taught?

TECH offers the possibility to study this Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management completely online. Throughout the 6 months of the educational program, 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. Financial Management in Event Management**

**1.1. Event Budget**

- 1.1.1. Event Budgeting
- 1.1.2. Budget Timing
- 1.1.3. Budget Presentation

**1.2. Revenues**

- 1.2.1. Types of Revenues
- 1.2.2. Revenue Confirmation Possibilities
- 1.2.3. Revenue Payment Facilities

**1.3. Expenses**

- 1.3.1. Types of Expenses: Fixed and Variable
- 1.3.2. Possibilities for Action Based on Expenditure
- 1.3.3. Supplier Payment Agreements

**1.4. Contingency Plan**

- 1.4.1. Actions to Be Taken in the Face of Increased Expenses
- 1.4.2. Actions to Be Taken in the Face of Declining Revenues
- 1.4.3. Percentage of Unforeseen Expenses

**1.5. Income Statement**

- 1.5.1. Preparation of the Income Statement
- 1.5.2. Use of the Income Statement
- 1.5.3. Actions to Be Implemented Based on the Income Statement

**1.6. Benefit Management**

- 1.6.1. Purpose of the Event and Its Proceeds
- 1.6.2. Management of Scholarships and Grants
- 1.6.3. Investment Possibilities

**1.7. Cash Flow**

- 1.7.1. What Is Cash Flow?
- 1.7.2. Cash Flow Contributions
- 1.7.3. Actions to Be Taken Based on Cash Flow

**1.8. Taxation**

- 1.8.1. Taxation of Profits According to Use VAT and Its Impact (International)
- 1.8.2. Difference between a Corporation and a Not-for-Profit Company

**1.9. Commission Management**

- 1.9.1. Determine the Number of Commissions Achieved
- 1.9.2. Customer-Based Commission Management
- 1.9.3. Commission Agreement with the Supplier

**1.10. Amortization. ROI**

- 1.10.1. Calculate the Return of Investment
- 1.10.2. ROI Timing
- 1.10.3. Amortization of Investment(s)

**Module 2. Marketing and Communication Management Strategies**

**2.1. Strategic Communication**

- 2.1.1. Strategic Event Communication
- 2.1.2. The Importance of Environment in the Strategy
- 2.1.3. Brands Betting on Long Term Return

**2.2. Consumer Behavior**

- 2.2.1. New Interpretation of Maslow
- 2.2.2. Psychology of Today's Consumers
- 2.2.3. Google Claims a New Model of Behavior

**2.3. Brand Purpose**

- 2.3.1. Current Importance of Brand Purpose
- 2.3.2. Finding the Value and Purpose of the Brand
- 2.3.3. Integration or Coexistence of Purpose with CSR

**2.4. Sustainability as a Strategy**

- 2.4.1. Discovery and Practice of Sustainability
- 2.4.2. Communication of Sustainable Development Goals
- 2.4.3. Implementation of the SDGs at Events

**2.5. Global Communication Challenges**

- 2.5.1. International Marketing Theories
- 2.5.2. Cross - Cultural Marketing y Its Application
- 2.5.3. Moving Brands and Messages to Other Countries

**2.6. Advertising and Marketing**

- 2.6.1. Traditional and Digital Advertising
- 2.6.2. Creativity: Art or Science
- 2.6.3. Event Actions and Tools

**2.7. Analysis Models**

- 2.7.1. Internal Analysis: SWOT and CAME
- 2.7.2. Strategic Analysis: Boston and Ansoff
- 2.7.3. External Analysis: Porter's 5 Forces and PESTEL

**2.8. Media Relations**

- 2.8.1. Press Conferences, Press Releases and Other Tools
- 2.8.2. Spokesperson Training
- 2.8.3. Crisis Communication

**2.9. Agency Relationships**

- 2.9.1. Competitions, Contracts and Other Practices
- 2.9.2. Project Management and Implementation
- 2.9.3. Project Measurement and Results

**2.10. Communication Plan**

- 2.10.1. The Communication Plan
- 2.10.2. Development of the Tactical Part of the Communication Plan
- 2.10.3. Implementation and Follow-Up of the Communication Plan

**Module 3. Marketing Management and Digitalizing Events**

**3.1. Event Digitization**

- 3.1.1. New Communication Technologies
- 3.1.2. Digital Events
- 3.1.3. Big Data. Metrics and Analytics

**3.2. Digital Segmentation**

- 3.2.1. New Audiences and Types of Users
- 3.2.2. New Segmentation Variables
- 3.2.3. The Buyer and Their Development

**3.3. Digitization of Information**

- 3.3.1. Thinking and Communicating Digitally
- 3.3.2. New Knowledge Management Models
- 3.3.3. Fake News and Other Enemies of Digitalization

**3.4. Digital Reputation Management**

- 3.4.1. Personal Brand
- 3.4.2. Social Listening
- 3.4.3. Inbound Marketing

**3.5. Digital Branding**

- 3.5.1. Branding
- 3.5.2. Event Branding
- 3.5.3. Actions to Be Taken Based on the Income Statement

**3.6. The Benchmarking Process**

- 3.6.1. Purpose of the Event
- 3.6.2. Competitive Analysis
- 3.6.3. Benchmarking of Results

**3.7. Event Campaigns**

- 3.7.1. Brainstorming
- 3.7.2. Internal and External Part of the Campaign
- 3.7.3. Campaign Implementation and Follow-Up

**3.8. Digital Tools**

- 3.8.1. Setting Objective and Strategies
- 3.8.2. Channel and Platform Selection
- 3.8.3. Optimizing Results in Real Time

**3.9. Social Media**

- 3.9.1. Knowledge and Use of Social Networks
- 3.9.2. Most Important Uses for an Event
- 3.9.3. Livestreaming an Event on Social Networks

**3.10. Marketing and Communication Team Management**

- 3.10.1. Leadership Skills
- 3.10.2. Keys to Pragmatic Management
- 3.10.3. Day-to-Day Management

# 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 knowledge presented in this program is especially aimed at professionals in the communications, Marketing or business sectors who are enthusiastic about event management and who wish to make a qualitative leap in their professional careers. Guiding them specifically in the management of Finance, Marketing, Communication and Digitalization in Event Management, so that their production process translates into excellence and quality of results.

Being online, the diversity of participants offers a multidisciplinary and multicultural nuance which makes it a unique opportunity to establish new professional contacts and Networking. Expanding the strategic and innovative vision with high experiential value.





“

*To prepare you for the world of Event Management without interfering with your current activities, this 100% online program gives you the flexibility and quality you need”*

### Average Age

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

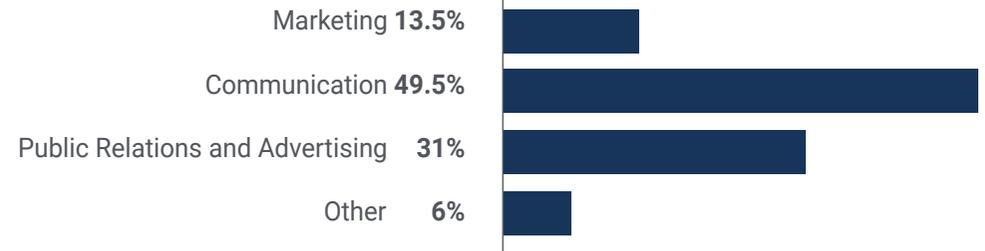
### Years of Experience



### Training

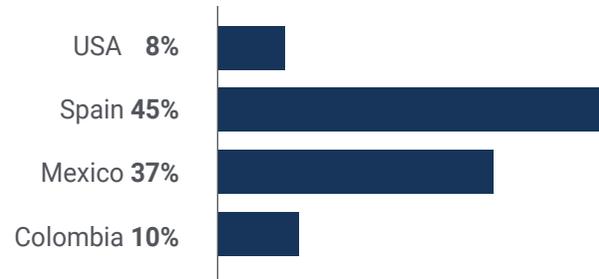


### Educational Profile



## Geographical Distribution

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## Orlando Suárez Corredor

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Entrepreneur

*"As a leader in a small company I felt the need to evolve in the face of the greatness of the market out there, expand my business possibilities and grow the results obtained so far, implementing new strategies in obtaining prospects and future customers. That is why, when I learned about TECH 100% online program, I decided to train myself to prove to myself and my team that there are always possibilities for growth and that the barriers are imposed by false beliefs"*

08

# Course Management

In front of the direction of this Postgraduate Diploma, there is a team of teachers specialized in the Events Management sector and with pedagogical background, who are professionally active, which guarantees an up-to-date content based on real practical cases. They will offer the student an exclusive teaching, accompanying them throughout the learning process, from the most secure digital platform and innovative methodology 100% online implemented by TECH.



“

*Professional experts in Event Management for the industry will be your guide throughout the learning process”*

## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE
- ♦ Project Management Consultant for the UNESCO World Conference on Higher Education
- ♦ Development Director of Creativalab S.L
- ♦ Director Barcelona Congrèso Mèdic S.L
- ♦ Master's Degree in Marketing Management
- ♦ Master's Degree in Pharmaceutical Marketing ISM-ESIC
- ♦ Diploma in Tax Law by ESINE

## Professors

### Mr. Perelló Sobrepere, Marc

- ♦ Corporate Communications and Marketing Manager
- ♦ Director of Digital and Strategy Area Creativalab SL
- ♦ Head of the Communications and Marketing Area at Abantia Group
- ♦ Head of the Communications and Marketing Area at Managing Incompetence
- ♦ University Marketing and postgraduate Communication studies teacher
- ♦ Author and co-author of articles for magazines specialized in Communication
- ♦ PhD in Communication Sciences from the University Ramon Llull
- ♦ Degree in Journalism from CEU Abat Oliba University
- ♦ Degree in Advertising and Public Relations from CEU Abat Oliba University
- ♦ Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University



09

# Impact on Your Career

Aware of the desire of professionals to advance in their careers or businesses, and the need to obtain results in the shortest possible time, this program focuses its efforts on offering content that meets expectations, which will be reflected in the outcome of their next projects, not only in the short term, but also in a great career path in the future.



“

*Take the helm of your future and achieve those results you've always wanted. This program allows you to move towards your goal faster”*

*The strategic management of events is one of the most demanded fields in the business world and with more opportunities in the entrepreneurial sector.*

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

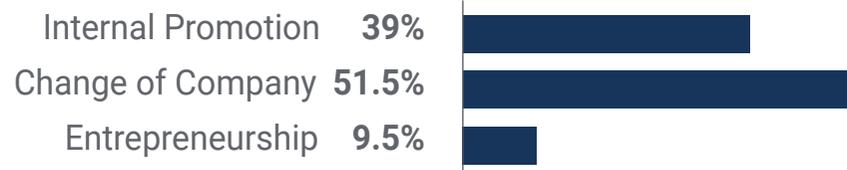
The Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management develops the best capabilities and enhances the skills of its students, being able to face great challenges in today's business environment and in the future. Promoting personal and professional growth, helping you to achieve success more effectively.

*Enroll now and get a Postgraduate Diploma in a few months and online, achieving better results in your professional environment.*

#### Time of Change



#### 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

This program translates into benefits for the professional and their environment, as the individual will provide the most innovative solutions in the Industry sector, being able to direct financial, communicational and marketing strategies, as well as implement digitalization within the events management as a business tool. Obtaining remarkable and satisfactory achievements according to the plans established. This always translates into gains and benefits, such as brand recognition, loyalty, interrelationships or new prospects in a more effective way.





“

*Improving the prestige of a brand or company, strengthening relationships, generating benefits; these are the results that can be obtained thanks to the proper planning of an event”*

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

01

### **Intellectual Capital and Talent Growth**

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

# 11

# Certificate

The Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Diploma in Management Strategies in Finance, Marketing in Communication and Digitalization in Event Management**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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



## Postgraduate Diploma

Management Strategies in Finance,  
Marketing in Communication  
and Digitalization in Event Management

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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Management Strategies in Finance,  
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