

Postgraduate Diploma Marketing Management and Operational Marketing



Postgraduate Diploma Marketing Management and Operational Marketing

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

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-management-operational-management-marketing

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01 Welcome

An efficient leadership strategy in the marketing world has to take into account several factors, such as talent management, the economic organization itself or the development of effective plans. As all companies need a good Marketing department and this is an ever-expanding market, TECH has developed this program to facilitate the professional leap for all students seeking a substantial improvement in their work. With advanced knowledge in team management, marketing logistics and effective strategies, the student will soon be at the head of important marketing departments after completing the course.



Postgraduate Diploma in Marketing Management and Operational Marketing.
TECH Technological University



“

Turn your career in Marketing around with high-quality administration and operational strategies”

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 the most rigorous and up-to-date case studies in the academic community"



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (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

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.

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

The objective of this program is to enable students to increase their level as a professional in the field of marketing. To this end, it provides them with first class tools and methodologies with which they can achieve effective management of marketing teams of any level or type. In addition, the quality of the teaching material is backed by a team of professionals assembled by TECH with extensive experience in the sector, so the student is guaranteed access to the best possible teaching.



“

With the theoretical and practical experience that this program offers you, your career in marketing will really take off and you'll reach the top management positions where you've always wanted to be”

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

The Postgraduate Diploma in Marketing Management and Operational Marketing enables the student 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 and retaining users

03

Analyze the consumer's decision process in relation to marketing stimuli





04

Develop a solid and complete marketing plan for the organization

05

Develop marketing, market research, and communication projects

06

Develop leadership skills to lead marketing teams

05

Structure and Content

The structure of the Postgraduate Diploma in Marketing Management and Operational Marketing has been created to help the student acquire all the knowledge required to be an efficient manager in any marketing department. For this reason, much of the teaching material is supported by audiovisual content, which aids in a better understanding of all the skills taught.



“

This Postgraduate Diploma will mark a before and after in your career in the field of marketing. Don't wait any longer and enroll today to begin to better define your managerial future”

Syllabus

This Postgraduate Diploma in Marketing Management and Operational Marketing contains the latest trends in the field of marketing, especially focused on management positions and working group management in marketing departments.

Therefore, the student will deepen their understanding in management and leadership issues, economic logistics of the business environment, strategies to follow in marketing management and the most useful and effective operational marketing techniques.

Throughout the 375 hours that make up the course, the student will also delve into practical and real cases where the theoretical teachings have been successfully applied. Therefore, learning becomes much more contextual and effective for the student, knowing in advance the problems to be faced.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1. Management and Leadership

Module 2. Logistics and Economic Management

Module 3. Strategy in Marketing Management

Module 4. Operational Marketing



Where, when, and how it is taught

TECH offers the possibility of developing this Postgraduate Diploma in Marketing Management and Operational Marketing completely online. Throughout the 6 months of this 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. Management and Leadership

1.1. General Management

- 1.1.1. Integrating Functional Strategies into the Global Business Strategies
- 1.1.2. Management Policy and Processes
- 1.1.3. Society and Enterprise

1.2. Strategic Management

- 1.2.1. Establish the Strategic Position: Mission, Vision and Values
- 1.2.2. Developing New Businesses
- 1.2.3. Growing and Consolidating Companies

1.3. Competitive Strategy

- 1.3.1. Market Analysis
- 1.3.2. Sustainable Competitive Advantage
- 1.3.3. Return on Investment

1.4. Corporate Strategy

- 1.4.1. Driving Corporate Strategy
- 1.4.2. Pacing Corporate Strategy
- 1.4.3. Framing Corporate Strategy

1.5. Planning and Strategy

- 1.5.1. The Relevance of Strategic Direction in the Management Control Process
- 1.5.2. Analysis of the Environment and the Organization
- 1.5.3. Lean Management

1.6. Talent Management

- 1.6.1. Managing Human Capital
- 1.6.2. Environment, Strategy, and Metrics
- 1.6.3. Innovation in People Management

1.7. Management and Leadership Development

- 1.7.1. Leadership and Leadership Styles
- 1.7.2. Motivation
- 1.7.3. Emotional Intelligence
- 1.7.4. Skills and Abilities of the Leader 2.0
- 1.7.5. Efficient Meetings

1.8. Change Management

- 1.8.1. Performance Analysis
- 1.8.2. Leading Change. Resistance to Change
- 1.8.3. Managing Change Processes
- 1.8.4. Managing Multicultural Teams

1.9. Negotiation

- 1.9.1. Intercultural Negotiation
- 1.9.2. Negotiation Focuses
- 1.9.3. Effective Negotiation Techniques
- 1.9.4. Restructuring

Module 2. Logistics and Economic Management

2.1. Financial Diagnosis

- 2.1.1. Indicators for Analyzing Financial Statements
- 2.1.2. Profitability Analysis
- 2.1.3. Economic and Financial Profitability of a Company

2.2. Economic Analysis of Decisions

- 2.2.1. Budget Control
- 2.2.2. Competitive Analysis. Comparative Analysis
- 2.2.3. Decision-Making. Business Investment or Divestment

2.3. Investment Valuation and Portfolio Management

- 2.3.1. Profitability of Investment Projects and Value Creation
- 2.3.2. Models for Evaluating Investment Projects
- 2.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

2.4. Purchasing Logistics Management

- 2.4.1. Stock Management
- 2.4.2. Warehouse Management
- 2.4.3. Purchasing and Procurement Management

2.5. Supply Chain Management

- 2.5.1. Costs and Efficiency of the Operations Chain
- 2.5.2. Change in Demand Patterns
- 2.5.3. Change in Operations Strategy

2.6. Logistical Processes

- 2.6.1. Organization and Management by Processes
- 2.6.2. Procurement, Production, Distribution
- 2.6.3. Quality, Quality Costs, and Tools
- 2.6.4. After-Sales Service

2.7. Logistics and Customers

- 2.7.1. Demand Analysis and Forecasting
- 2.7.2. Sales Forecasting and Planning
- 2.7.3. Collaborative Planning, Forecasting, and Replacement

2.8. International Logistics

- 2.8.1. Customs, Export and Import processes
- 2.8.2. Methods and Means of International Payment
- 2.8.3. International Logistics Platforms

Module 3. Strategy in Marketing Management**3.1. Marketing Management**

- 3.1.1. Positioning and Value Creation
- 3.1.2. Company's Marketing Orientation and Positioning
- 3.1.3. Strategic Marketing vs. Operational Marketing
- 3.1.4. Objectives in Marketing Management
- 3.1.5. Integrated Marketing Communications

3.2. The Function of Strategic Marketing

- 3.2.1. Main Marketing Strategies
- 3.2.2. Segmentation, Targeting and Positioning
- 3.2.3. Managing Strategic Marketing

3.3. Marketing Strategy Dimensions

- 3.3.1. Necessary Resources and Investments
- 3.3.2. Fundamentals of Competitive Advantage
- 3.3.3. The Company's Competitive Behavior
- 3.3.4. Focus Marketing

3.4. New Product Strategy Development

- 3.4.1. Creativity and Innovation in Marketing
- 3.4.2. Generation and Filtering of Ideas
- 3.4.3. Commercial Viability Analysis
- 3.4.4. Development, Market Testing, and Commercialization

3.5. Pricing Policies

- 3.5.1. Short and Long-Term Aims
- 3.5.2. Types of Pricing
- 3.5.3. Factors that Affect Pricing

3.6. Promotion and Merchandising Strategies

- 3.6.1. Advertising Management
- 3.6.2. Communication and Media Plan
- 3.6.3. Merchandising as a Marketing Technique
- 3.6.4. Visual Merchandising

3.7. Distribution, Expansion, and Intermediation Strategies

- 3.7.1. Outsourcing of Sales Force and Customer Service
- 3.7.2. Commercial Logistics in Product and Service Sales Management
- 3.7.3. Sales Cycle Management

3.8. Developing the Marketing Plan

- 3.8.1. Analysis and Diagnosis
- 3.8.2. Strategic Decisions
- 3.8.3. Operational Decisions

Module 4. Operational Marketing**4.1. Marketing Mix**

- 4.1.1. The Marketing Value Proposition
- 4.1.2. Marketing Mix Policies, Strategies, and Tactics
- 4.1.3. Elements of Marketing Mix
- 4.1.4. Customer Satisfaction and Marketing Mix

4.2. Product Management

- 4.2.1. Consumption Distribution and Product Life Cycle

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 profile of the students who decide to study this program is very varied, mainly nourished by professionals in the field of Marketing with aspirations to lead teams, although it is also suitable for anyone who wants to specialize in administration and management of Marketing to access better job positions.





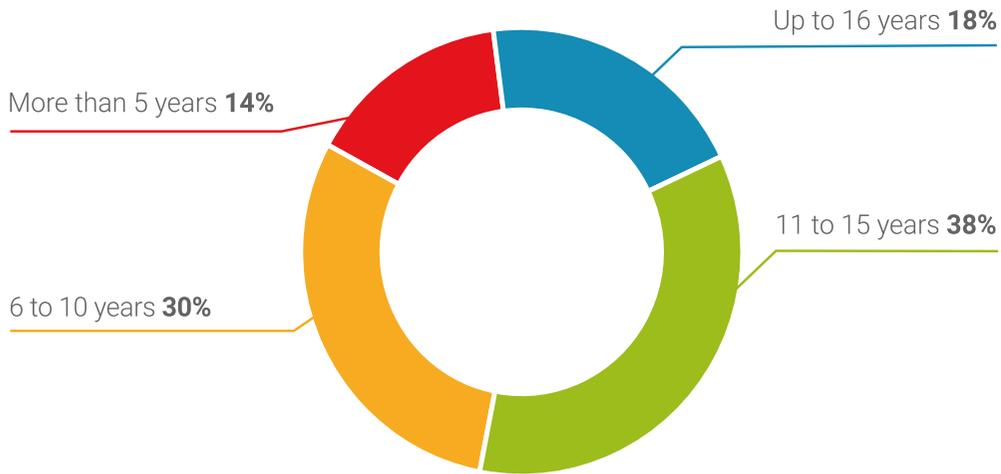
“

This is the program you were looking for to obtain a definitive professional improvement in your career”

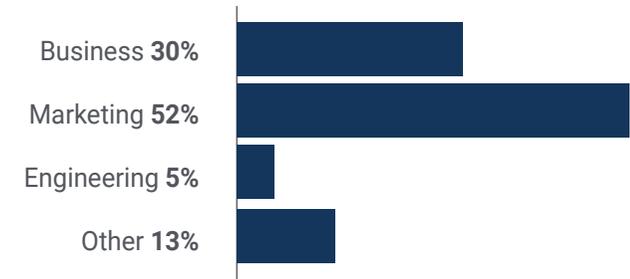
Average Age

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

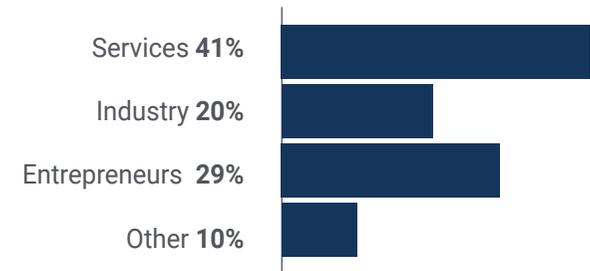
Years of Experience



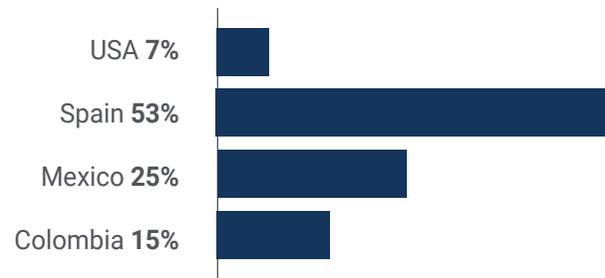
Training



Academic Profile



Geographical Distribution



Julián Menéndez

Marketing Director

"Thanks to this Postgraduate Diploma in Marketing Management and Operational Marketing I have been able to give a boost to my career and see my work objectives fulfilled. I recommend taking this course, since it's the perfect opportunity to update your knowledge of marketing and get up to date on the latest advances in the field"

08

Course Management

The program includes in its teaching staff leading experts in marketing, who contribute 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 the student.





“

*A highly prestigious teaching staff
to help train professionals who
seek excellence"*

Management



Mr. López, 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

TECH ensures that the professional benefits in the careers of students who decide to pursue this program are many. The objective of making the economic, personal and professional effort of pursuing this program should be to improve and broaden to a great extent one's own labor and economic prospects.



“

Your career will start to improve significantly as soon as you start applying in your daily work all the marketing techniques and methodologies you will learn in this program”

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

The Postgraduate Diploma in Marketing Management and Operational Marketing prepares students for the personal and professional principles that must be faced when taking on managerial roles in marketing departments of all types.

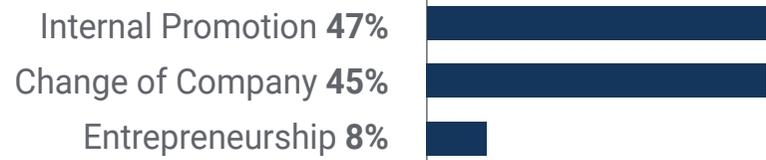
Don't miss the opportunity to study with us and you will find the career boost you were looking for.

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

It's time for change

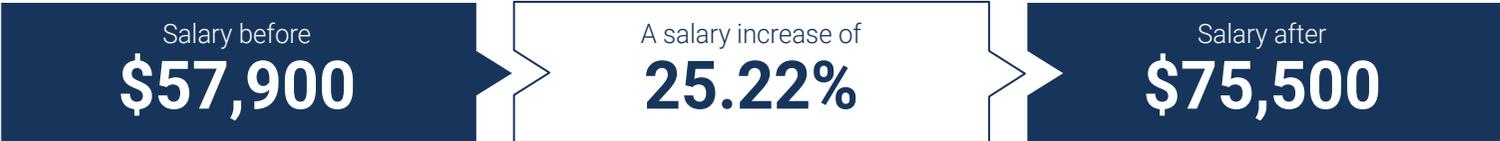


Type of change



Salary increase

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



10

Benefits for Your Company

Companies that decide to incorporate a graduate of this program in their staff will benefit from the competencies of a professional with unique leadership skills in the field of marketing. With a complete understanding of operational marketing and marketing management processes, business results will improve in no time.





“

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

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 manager 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 be in contact with the main markets of the world economy.



05

Project Development

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06

Increased Competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

This Postgraduate Diploma in Marketing Management and Operational Marketing guarantees you, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



“

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

This **Postgraduate Diploma in Marketing Management and Operational 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 Diploma** issued by **TECH Technological University** via 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 career evaluation committees.

Title: **Postgraduate Diploma in Marketing Management and Operational Marketing**

Official N° of hours: **375 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.



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- » Modality: **online**
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- » Certificate: **TECH Technological University**
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- » Schedule: **at your own pace**
- » Exams: **online**

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