

# Postgraduate Diploma Marketing in Veterinary Centers





## Postgraduate Diploma Marketing in Veterinary Centers

- » 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-veterinary-centers](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-veterinary-centers)

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# 01

# Welcome

Marketing is fundamental to the success of any business and is even more important in markets where the competition is increasing. With the heightened concern for the welfare of animals in our society, veterinary clinics have begun to multiply in number. Taking all this into account, this is the perfect time to distinguish yourself professionally through specialized learning. TECH has developed this complete degree with which all marketing professionals can specialize in a growing business niche. By choosing marketing in veterinary centers, students are guaranteed a better professional opportunity with high expectations of job growth.



Postgraduate Diploma in Marketing in Veterinary Centers.  
TECH Technological University



“

*Acquire the necessary expertise to put your veterinary business clients at the forefront of communication”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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 main objective of this TECH Postgraduate Diploma is to teach the student how to manage the communication side of any veterinary center with a global and innovative perspective. Students will gain an advanced understanding of different marketing strategies and how to apply them to the field of animal health. The student will stand out as a professional in an expanding market, thereby guaranteeing the career progression they crave.



“

*Prepare yourself to be a first level veterinary marketing professional with all the knowledge you will learn throughout this Postgraduate Diploma"*



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

The Postgraduate Diploma in Marketing in Veterinary Centers qualifies students to:

01

Define the types of clients of a veterinary center, and the communicative styles that best adapt to them

04

Analyze situations of distortion of emotions and complaints in order to deal with them effectively

02

Develop the necessary communication skills in a veterinary practice

03

Demonstrate and develop empathy in a veterinary clinic

05

Manage and evaluate the quality of customer care in a veterinary practice

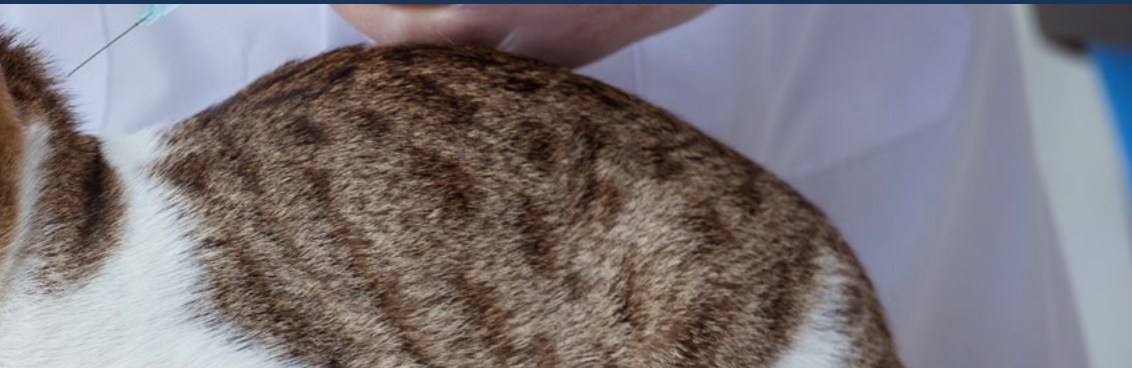


06

Establish and develop client portfolios using practical tools

08

Analyze and elaborate the perfect veterinary center user visit



09

Analyze the evolution of marketing and its meaning in today's Experiential Marketing

07

Design and develop customer experience (CX) models to achieve the best possible user experience (UX)

10

Reflect on the need and obligation to build loyalty of good customers

11

Examine the difference in the sale of services and products

14

Develop a practical methodology for telephone customer service

12

Determine the price of a veterinary service



13

Propose a methodology for pricing veterinary services

15

Learn to always charge for everything that is done and invoiced

16

Identify the most appropriate advertising media for each action

18

Establish a methodology for managing complaints and claims



19

Develop a methodology to convert each strategy into at least one specific action

17

Show the importance of satisfaction surveys to know what our clients think about us

20

Determine the practical basis for increasing sales through cross-selling

21

Highlight the need to use merchandising in the store

22

Convince others that digital marketing should have the same weight as analog marketing

23

Propose templates to help control Marketing actions

24

Analyze the necessary values to be developed in a manager

25

Propose a methodology to become a good leader

26

Face a negotiation process with confidence and security

27

Generate confidence in the people with whom a manager works and in themselves

30

Build and unite high-performance professional teams

28

Develop the necessary skills for excellent time-management

31

Identify and analyze internal conflicts in a veterinary center

29

Propose an adequate methodology to optimize the manager's productivity

32

Lead professional teams to help them find solutions to their internal conflicts

05

# Structure and Content

The content of this Postgraduate Diploma has been carefully created by taking into account both the professional needs of the student and the current reality of the veterinary market. Therefore, students will find a personalized teaching experience which will enable them to correctly focus their professional career towards Marketing in Veterinary Centers. This is a good opportunity to become a leader of marketing teams in this field and become a benchmark in the sector.





“

*Turn your ambition into the fuel that will drive you to marketing success and enroll today on this TECH degree that will elevate your career to the next dimension"*

## Syllabus

The contents of the Postgraduate Diploma in Marketing in Veterinary Centers have been written by a team of professionals with extensive experience in managing communications in this field of business. In this way, TECH ensures that the student receives the most up-to-date educational material on the market.

In addition, the educational methodology employed by TECH ensures that the student acquires all the knowledge and skills in the best possible way, providing extensive audiovisual material that helps to exemplify all the theoretical content and, at the same time, lighten the workload.

During the 450 hours of learning, the student will also be shown real cases of successful marketing techniques and strategies in veterinary clinics, being able to learn directly from the most practical examples how to correctly use all the skills learned.

This program takes place over 6 months and is distributed into 3 modules:

### Module 1

The Client/User of Veterinary Centers

### Module 2

Marketing Applied to Veterinary Centers

### Module 3

Leadership and Management Skills Applied in Veterinary Centers



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

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

*Delve into the study of Marketing in Veterinary Centers and improve your professional performance.*

**Module 1. The Client/User of Veterinary Centers**

**1.1. Customer Service in Veterinary Centers**

- 1.1.1. Excellence in Customer Service
- 1.1.2. Management of Customer Service
- 1.1.3. Compliance in Veterinary Centers as a Loyalty Tool

**1.2. Face-to-Face Communication in Veterinary Centers**

- 1.2.1. Practical Advantages of Communicating with Customers
- 1.2.2. Current Paradigm
- 1.2.3. Customer Needs
- 1.2.4. Management of Quality of Customer Service
  - 1.2.4.1. Channels of Communication with the Customer
  - 1.2.4.2. Computer Systems/Databases (CRM)
  - 1.2.4.3. Quality Assessment Surveys

**1.3. Essential Communication Skills for Vet Center Professionals**

- 1.3.1. The Question in Professional Communication
- 1.3.2. Listening in Professional Communication
- 1.3.3. Non-Verbal Communication
- 1.3.4. Verbal Communication
- 1.3.5. Proxemia in Veterinary Centers

**1.4. Empathy as a Fundamental Skill in the 21st Century in the Relationship with Customers at Veterinary Centers**

- 1.4.1. Definition and Description
- 1.4.2. Expressions of Empathy
- 1.4.3. Tools for Working on Empathy with Customers in Veterinary Centers

**1.5. Methodology for Successfully Dealing with Difficult Situations with Customers in a Veterinary Practice**

- 1.5.1. The Four Essential Habits of Highly Effective Clinicians
- 1.5.2. Characteristics of Conflict between Professionals and their Customers
- 1.5.3. Methodology for Dealing with Difficult Situations with Veterinary Center Customers
  - 1.5.3.1. Identify the Problem
  - 1.5.3.2. Discover the Meaning
  - 1.5.3.3. Seizing Opportunities
  - 1.5.3.4. Establish the Limits of the Relationship
  - 1.5.3.5. Extend Help to Resolve the Problem
- 1.5.4. Tool for the Improvement of Professional Communication Skills

**1.6. Communication inside the Veterinary Practice**

- 1.6.1. Introduction
- 1.6.2. The Calgary-Cambridge Model Applied to the Veterinary Practice
  - 1.6.2.1. Preparation Phase
  - 1.6.2.2. Start of the Consultation
  - 1.6.2.3. Collection of Information
  - 1.6.2.4. Results and Planning
  - 1.6.2.5. Providing Adequate Information
  - 1.6.2.6. Mutual Comprehension
  - 1.6.2.7. Start of the Consultation
- 1.6.3. Communicating Bad News to Customers at the Veterinary Center

**1.7. Strategies for Customer Relationship Management in a Veterinary Center**

- 1.7.1. Relationship Marketing
- 1.7.2. Strategies for Customer Relationship Management in a Veterinary Center
- 1.7.3. Long-Term Customer Relationship Management
  - 1.7.3.1. BSBC Model (Best Service for the Best Customers)
  - 1.7.3.2. The New CRM Paradigm

**1.8. Customer Segmentation and Portfolio Management in a Veterinary Center**

- 1.8.1. Customer Segments and Portfolios
  - 1.8.1.1. Characterization Process in Veterinary Centers
- 1.8.2. Strategic Advantages of Cartelization
- 1.8.3. Most Valuable Customers (MVC)

**1.9. Customer Experience (CX) and User Experience (UX) in Veterinary Centers**

- 1.9.1. The Moment of Truth
- 1.9.2. Elements that Make Up the Customers Experience
- 1.9.3. User Experience

**1.10. Practical Application of Customer and User Experience in Veterinary Centers**

- 1.10.1. Phases
  - 1.10.1.1. Research and Analysis of User Experiences
  - 1.10.1.2. Definition of the Experiential Platform
  - 1.10.1.3. Design and Planning of Experiences
  - 1.10.1.4. Structuring the Contact or Meeting with Customers
  - 1.10.1.5. Practical Methodology

**Module 2. Marketing Applied to Veterinary Centers****2.1. Marketing in Veterinary Centers**

- 2.1.1. Definitions
- 2.1.2. Needs-Purchasing Motives
- 2.1.3. Offer and Demand
- 2.1.4. Evolution of Marketing
- 2.1.5. Current Businesses
- 2.1.6. The Current Customer
- 2.1.7. Loyalty: Marketing in the 21st Century

**2.2. What Is Sold in Veterinary Centers?**

- 2.2.1. Products
- 2.2.2. Services
- 2.2.3. Differences between Products and Services
- 2.2.4. The 4 Ps of Products
- 2.2.5. The 7 Ps of Services

**2.3. Services-Products in Veterinary Centers**

- 2.3.1. Portfolio of services
- 2.3.2. Product Portfolio
- 2.3.3. How to Sell Products
- 2.3.4. How to Sell Services
- 2.3.5. Differentiation-Added Value
- 2.3.6. CABE Technique
- 2.3.7. Neuromarketing and Its Application to Sales

**2.4. The Price of Services and Products in Veterinary Centers**

- 2.4.1. The Importance of Price in a Company
- 2.4.2. Relativity of Price in Services
- 2.4.3. How to Price a Service
- 2.4.4. How to Price a Product
- 2.4.5. List of Prices
- 2.4.6. How to Price a Service to Customers
- 2.4.7. How to Refute Comments on High Prices
- 2.4.8. Demand-Price Elasticity Curve
- 2.4.9. Pricing Business Models in Veterinary Centers
- 2.4.10. How to Collect Everything and What to Do Otherwise

**2.5. Communication with the Customer in Veterinary Centers**

- 2.5.1. Communication with the Customer Intern
- 2.5.2. Need: Message Coordination
- 2.5.3. Multichannel and Omnichannel
- 2.5.4. In the Waiting Room
- 2.5.5. Telephone Service
- 2.5.6. In the Practice
- 2.5.7. Reminders
- 2.5.8. Preventive Health Campaigns
- 2.5.9. Dr. Google Vet. and Its Handling by the Veterinarian
- 2.5.10. Reasons for a Client to Change Veterinarian
- 2.5.11. Satisfaction Surveys
- 2.5.12. Complaints in a Veterinary Center

**2.6. Advertising in Veterinary Centers**

- 2.6.1. What Kind of Customers Do I Want to Reach?
- 2.6.2. Waiting Room
- 2.6.3. Promotional Elements
- 2.6.4. Written Ways
- 2.6.5. Digital Ways
- 2.6.6. Others

**2.7. Cross-Selling in Veterinary Centers**

- 2.7.1. What Is It and What Is It For?
- 2.7.2. Types of Cross Sale
- 2.7.3. How to Carry It Out
- 2.7.4. Service + Service
- 2.7.5. Service + Product
- 2.7.6. Product + Product
- 2.7.7. Teamwork

**2.8. Merchandising**

- 2.8.1. Definitions
- 2.8.2. The Pillars
- 2.8.3. Objectives
- 2.8.4. The Purchase Decision Process and Types of Purchases
- 2.8.5. The Exterior
  - 2.8.5.1. Facade
  - 2.8.5.2. Identity
  - 2.8.5.3. Door
  - 2.8.5.4. Showcase
- 2.8.6. The Interior
  - 2.8.6.1. Assortment
  - 2.8.6.2. Space Layout
- 2.8.7. Inventory Management
- 2.8.8. Encouragement at the Point of Sale
  - 2.8.8.1. External
  - 2.8.8.2. Internal
  - 2.8.8.3. PLV
  - 2.8.8.4. Promotions

**2.9. Digital Marketing in Veterinary Centers**

- 2.9.1. General aspects
- 2.9.2. ROPO Effect
- 2.9.3. Blending Marketing: Offline and Online
- 2.9.4. Web Page of a Veterinary Center
- 2.9.5. Social Networks Applied to Veterinary Centers

- 2.9.5.1. Facebook
- 2.9.5.2. Twitter
- 2.9.5.3. Instagram
- 2.9.5.4. YouTube Channel
- 2.9.6. E-mail Marketing
- 2.9.7. Instant Messaging Tools

**2.10. Loyalty Tools for Veterinary Center Customers**

- 2.10.1. Not All Customers Have the Same Value
- 2.10.2. Health Plans
- 2.10.3. Preventive Health Campaigns
- 2.10.4. Veterinary Insurance
- 2.10.5. Point Accumulation Systems
- 2.10.6. Discount Coupons
- 2.10.7. Others

**Module 3. Leadership and Management Skills Applied in Veterinary Centers**

**3.1. Essential Managerial Skills for a Veterinary Center Manager and/or Owner**

- 3.1.1. Management
- 3.1.2. Decision Making
- 3.1.3. Resolution Capacity
- 3.1.4. Flexibility
- 3.1.5. Self-Knowledge
- 3.1.6. Assertiveness
- 3.1.7. Communication
- 3.1.8. Emotional Intelligence

**3.2. Leadership Applied to Veterinary Centers**

- 3.2.1. Leader Characteristics
- 3.2.2. Benefits of Leadership
- 3.2.3. Leader Exercises
- 3.2.4. Delegation
  - 3.2.4.1. Delegation Strategy
  - 3.2.4.2. Chore Choosing
  - 3.2.4.3. Enabling Process
- 3.2.5. Motivational Interviews with Employees
  - 3.2.5.1. GROW/MAP Method

**3.3. Negotiation for the Veterinary Center Manager**

- 3.3.1. Skills of the Negotiator
- 3.3.2. Types and Styles of Negotiation
- 3.3.3. Stages of Negotiation
  - 3.3.3.1. Preparation
  - 3.3.3.2. Discussion and Argumentation
  - 3.3.3.3. Proposal
  - 3.3.3.4. Exchange
  - 3.3.3.5. Closure
  - 3.3.3.6. Monitoring
- 3.3.4. Negotiation Tactics and Techniques
- 3.3.5. Strategies

**3.4. The Time Management of a Veterinary Center Manager**

- 3.4.1. Slow Down, Reflect, Analyze, and Decide
- 3.4.2. Inside Knowledge
- 3.4.3. How to Prioritize
- 3.4.4. Act
- 3.4.5. Planning and Organizing
- 3.4.6. Time Thieves

**3.5. How to Build Trust in the Employees of a Veterinary Center**

- 3.5.1. Self-Confidence
- 3.5.2. Trust in Others
- 3.5.3. Constructive Self-Criticism
- 3.5.4. Respect and Responsibility
- 3.5.5. Honesty
- 3.5.6. Trial/Error

**3.6. Productivity Management for Veterinary Center Managers**

- 3.6.1. Productivity Thieves
- 3.6.2. Getting Things Done® (GTD) Method
  - 3.6.2.1. Fundamentals
  - 3.6.2.2. Collect or Capture
  - 3.6.2.3. Process or Clear
  - 3.6.2.4. Organize
  - 3.6.2.5. Revise
  - 3.6.2.6. Do

**3.7. High-Performance Professional Teams in Veterinary Centers**

- 3.7.1. Work Groups
- 3.7.2. Characteristics of Professional Teams
- 3.7.3. Benefits of High-Performance Professional Teams
- 3.7.4. Practical Examples

**3.8. Identification and Resolution of Internal Conflicts in Veterinary Centers**

- 3.8.1. The Method of the Five Dysfunctions of Professional Teams
  - 3.8.1.1. Lack of Trust
  - 3.8.1.2. Fear of Conflict
  - 3.8.1.3. Lack of Commitment
  - 3.8.1.4. Avoidance of Liability
  - 3.8.1.5. Disinterest of the Results
- 3.8.2. Causes of Failure in Professional Teams

**3.9. Prevention of Internal Toxicity in Veterinary Centers**

- 3.9.1. Organizational Health
- 3.9.2. Preventive Measures
  - 3.9.2.1. Creating a Cohesive Leadership Team
  - 3.9.2.2. Creating Clarity within the Organization
  - 3.9.2.3. Overcommunicating Clarity
  - 3.9.2.4. Reinforce Clarity

**3.10. Change Management in Veterinary Center Management**

- 3.10.1. Belief Audit
- 3.10.2. Character Development
- 3.10.3. Actions of Change







# 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.*



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

## 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.

## 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

This program has been created for all professionals in the veterinary or marketing world who want to specialize in their career and give a higher quality approach to their work in this specific field. Thanks to the advanced knowledge taught and the variety of multidisciplinary profiles, the student has an excellent opportunity to network and meet potential partners or potential customers.





“

*You will have the vision you need to take your veterinary center to a new level, focused on the audience you want to reach"*

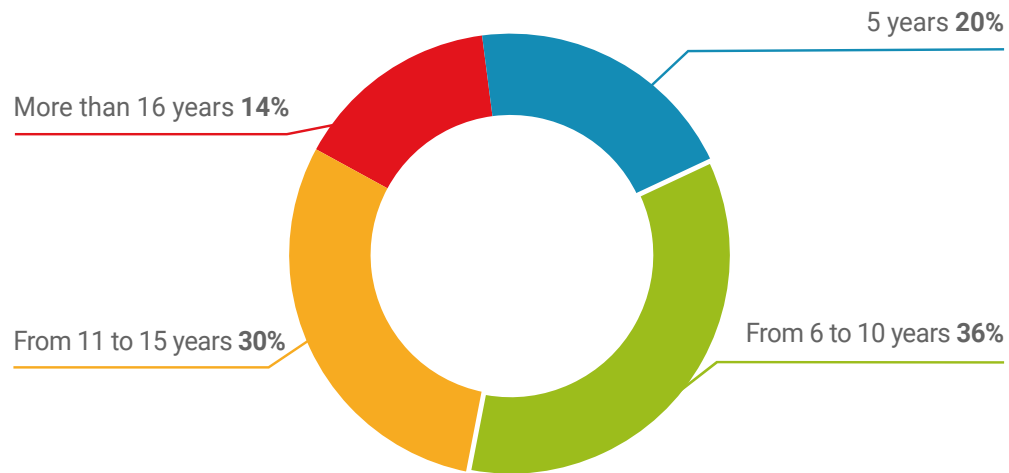
### Average Age

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

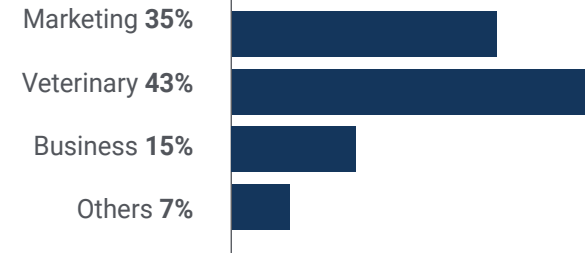
### Years of Experience

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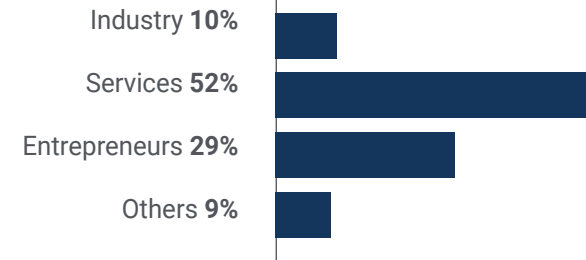
### Training

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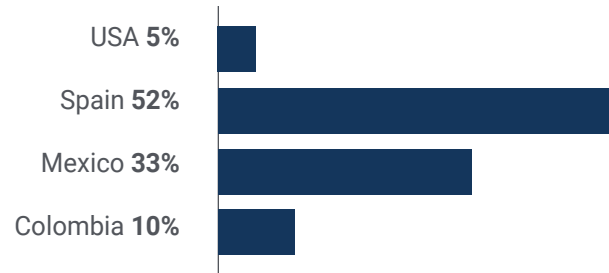
### Academic Profile

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## Geographical Distribution

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## Lola María Mondragón

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Expert in Marketing

*"This Postgraduate Diploma in Marketing in Veterinary Centers has allowed me to redirect my profession towards this area, which I find to be very interesting and full of opportunities. I recommend it for all professionals who want to specialize in this exciting niche"*

08

# Course Management

The teaching staff of this program includes leading experts in management and administration of veterinary centers, 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.





“

*Specialists in this field bring you a realistic and up-to-date vision of this type of work, in addition to the most innovative knowledge in the industry”*



## Management



### Mr. Barreneche Martínez, Enrique

- ◆ Director of the consulting firm VetsPower.com, a business consulting firm dedicated exclusively to veterinary health centers for pets
- ◆ Graduated in Veterinary Medicine from the Complutense University of Madrid in 1990
- ◆ Vice-president of the provincial employers' association of the veterinary sector of Alicante, AEVA, and treasurer of the Confederation of Employers of the Veterinary Sector of Spain (CEVE)
- ◆ Co-founder of AVEPA's Management and Administration Working Group (GGA), of which he was chairman between 2011 and 2013
- ◆ Business experience: Founder and owner of the Amic Veterinary Center in Alicante from 1991 to 2018, transferred to focus exclusively on business management within the sector of veterinary health centers for pets
- ◆ Author of the books on business management in veterinary centers "¿Quién se ha llevado mi centro veterinario?" (2009) and "¡Ya encontré mi centro veterinario!" (2013)
- ◆ Co-author of two books and author of specific chapters in other publications for the training of Veterinary Clinic Assistants (VCA)
- ◆ Speaker in several courses and workshops on business management of veterinary centers, both in classroom and online, both in Spain and abroad
- ◆ Since 1999, he has given numerous conferences, courses and webinars for auxiliary personnel of veterinary centers

## Professors

### Mr. Martín González, Abel

- ◆ Degree in Veterinary Medicine from the Complutense University of Madrid, 1989
- ◆ Doctoral studies, without submitting the thesis
- ◆ Teacher collaborating with the Junta de Comunidades de Castilla La Mancha in courses on Livestock Farm Management
- ◆ Conferences on Ultrasound and Reproductive Control organized by AESLA (Asociación de Criadores de Raza Lacauenne) in different locations in Spain
- ◆ Speaker at the Lecture Series on Fighting Bull Diseases organized by the Veterinary school of Madrid
- ◆ Conferences on Management of Veterinary Centers organized by the AVEPA Management Group
- ◆ Speaker at several National Congresses organized by AVEPA (GTA-AVEPA, IVEE-AVEPA)
- ◆ INCUAL expert in the drafting of the professional qualification of Assistance and sanitary aid to the management of animals of Great Britain
- ◆ Veterinarian in free clinical practice as technical director of cattle, sheep, equine and swine farms
- ◆ Technical Director of ADSG in Castilla La Mancha (Spain): ADSG Bovino Castillo de Bayuela, ADSG Bovino La Jara, ADSG Extensivo Belvis, ADSG Bovino Los Navalmorales, ADSG Porcino La Jara
- ◆ Technical Director of the Sierra de San Vicente Meat Quality Brand
- ◆ Director of the Talavera Veterinary Center and Veco Veterinary Clinic in Talavera de la Reina.(Toledo)

- ◆ Director of the Hospital Clinical Hospital Talavera
- ◆ Founding member of CEVE (Confederación Empresarial Veterinaria Española), where he is currently vice-president. Member of the Health Commission and Digital Commission of CEVE
- ◆ Founding member of CEVE-CLM (Confederación Empresarial Veterinaria de Castilla La Mancha), of which he is currently president
- ◆ Member of several national and international professional associations such as AVEPA, ANEMBE, SEOC, AVETO
- ◆ Member of the Digital Commission of CEOE (Confederación de Organizaciones Empresariales de España)

### Mr. Rotger Campins, Sebastià

- ◆ Telecommunications Engineer
- ◆ Degree in Nautical and Maritime Transport
- ◆ Merchant Marine Captain
- ◆ Professional Diving Instructor
- ◆ Secretary of the Spanish Confederation of Veterinary Businesses CEVE
- ◆ Head of the Labor, Organization and Training Department of CEVE
- ◆ Secretary of Empresaris Veterinaris de les Illes Balears, EMVETIB (Balearic Islands Veterinary Entrepreneurs)
- ◆ President of the Services Commission of the Confederació d'Associacions Empresariales de Balears CAEB (Confederation of Business Associations of the Balearic Islands)
- ◆ CAEB Executive Committee Member
- ◆ President of the National Negotiating Committee of the Collective Bargaining Agreement for Veterinary Health Centers and Services

### **Ms. Saleno, Delia**

- ♦ Doctoral studies (2000- 2003) without submitting the thesis
- ♦ Degree in Veterinary Medicine from the University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
- ♦ Diploma of Advanced Studies in Small Animal Clinic (2000)
- ♦ Research Sufficiency in Cytogenetics by the University of Cordoba (2005) with a study on Equine Infertility
- ♦ Course for entrepreneurs (500h), by EOI in 2007 in Palma de Mallorca (Spain)
- ♦ Qualification course as evaluator in procedures for the accreditation of professional competences through work experience in the agricultural professional family
- ♦ Predoctoral researcher at the Department of Animal Reproduction, Faculty of Veterinary Medicine, Cluj-Napoca (Romania)
- ♦ Predoctoral student in the Genetics Department of the University of Córdoba
- ♦ Has been clinically active in dog and cat medicine for more than 20 years, initially at the University Veterinary Hospital of Cluj-Napoca and later in several clinics and hospitals in Spain
- ♦ In 2008 she started working with a veterinary clinic in Palma de Mallorca: Son Dureta Veterinary Clinic
- ♦ She is a founding member of Empresaris Veterinaris de les Illes Balears (EMVETIB) and of the Confederación Empresarial Veterinaria Española (CEVE). She has held the presidency of EMVETIB since November 2012 and the presidency of CEVE since March 2017
- ♦ Since September 2018, she has been a member of the Board of Directors of CEOE
- ♦ Representative of the veterinary sector in various national and international economic forums and in sectoral observatories and working groups of the Ministry of Education, Ministry of Labor and Ministry of Agriculture

### **Mr. Vilches Sáez, José Vicente**

- ♦ Project Manager - CursoACV.com
- ♦ Responsible for training platform - Cursoveterinaria.es
- ♦ Project Manager- Duna Formación
- ♦ Commercial Manager- Gesvilsa
- ♦ Manager of Professional Training at Duna, SL
- ♦ Community Manager
- ♦ Secretarial management - AGESVET
- ♦ Sales Manager Spain - ProvetCloud
- ♦ Technical Sales Manager - Guerrero Coves

### **Mr. Muñoz Sevilla, Carlos**

- ♦ Degree in Veterinary Medicine from the Complutense University Madrid. Promotion 1985-1990
- ♦ MBA from the University Jaime I-(UJI), 2017-18 academic year
- ♦ Professor of Anesthesiology and Veterinary Clinic Management at Cardenal Herrera CEU University, from November 2011 to the present
- ♦ Member of AGESVET since its foundation, until 2018
- ♦ Participant in the development and training of AGESVET's HR Module
- ♦ Manager at the Veterinari Son Dureta Veterinary Clinica SLP

**Dr. Villaluenga, José Luis**

- ◆ Degree in Biological Sciences from Complutense University of Madrid (1979)
- ◆ Master's Degree in Digital Marketing, EAE and University of Barcelona (2016)
- ◆ Master's Degree in Human Resources Management, EAE and University of Barcelona (2018)
- ◆ Associate Professor since 2012 at the Faculty of Veterinary Medicine of the University Alfonso X El Sabio, Madrid (Spain) in the Degree of Veterinary Medicine, in the subjects of Veterinary Genetics 1st Course and Ethnology 2nd (Module: Management and marketing in the veterinary sector)
- ◆ Teacher in the area of "Customer Service", since 2017, at FORVET, Veterinary Training Center for Veterinary Technical Assistants, in Madrid (Spain)
- ◆ Professor of the Master in Equine Sports Medicine at the University of Cordoba (Spain), since 2019. Module; Marketing and management of equine veterinary companies
- ◆ Professor of the Expert Degree in Physiotherapy and Rehabilitation of Small Animals: Dogs and Cats area: Business management of a small animal rehabilitation center, since 2017, at the Complutense University of Madrid (Spain)
- ◆ One of the 2 founding partners of the company Rentabilidad Veterinaria, SL, 2016– present. This company is dedicated to the business management of veterinary centers for pets. It provides consulting, training, advisory services, company valuation, HR management, economic-financial management and new company incorporation
- ◆ Has worked with a consultant specialized in business management of veterinary centers, 2000– present



09

# Impact on Your Career

TECH is aware of the economic, personal and professional effort that students must make when pursuing their academic goals, which is why we are fully committed to guaranteeing them a much brighter professional future. Thanks to this Postgraduate Diploma, the student will have a much broader commercial and advertising vision of the marketing world of veterinary centers.



“

*Enroll now in this Postgraduate Diploma  
and achieve the career goals you always  
wanted to”*

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

This program specializes its students to bring out the best of themselves and provide an innovative vision of the future in the field of veterinary marketing, reaching new professional heights and achieving career milestones that would otherwise be very difficult to achieve.

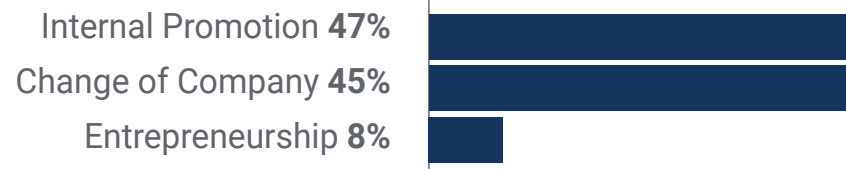
*Thanks to this program, you will receive a large number of job offers with which you will be able to start your professional growth.*

*Include this highly specialized program on your CV and move into new areas of work and professional development.*

#### When the change occurs



#### Type of change





## Salary increase

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



10

# Benefits for Your Company

Companies are also the main beneficiaries of this program, since the professionals who graduate from it can significantly improve the results of veterinary centers' advertising and marketing campaigns. Thanks to a distinctive set of skills and knowledge, economic benefits will not be long in coming due to the expansion of the customer base and better customer acquisition.





“

*This educational experience will provide you with the tools you need to become a leading professional in veterinary marketing"*

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.

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02

### **Retaining High-Potential Executives to Avoid Talent Drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building Agents of Change**

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

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04

### **Increased International Expansion Possibilities**

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



05

### **Project Development**

The manager will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased Competitiveness**

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



11

# Certificate

The Postgraduate Diploma in Marketing in Veterinary Centers guarantees, 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 diploma  
without travel or laborious paperwork”*

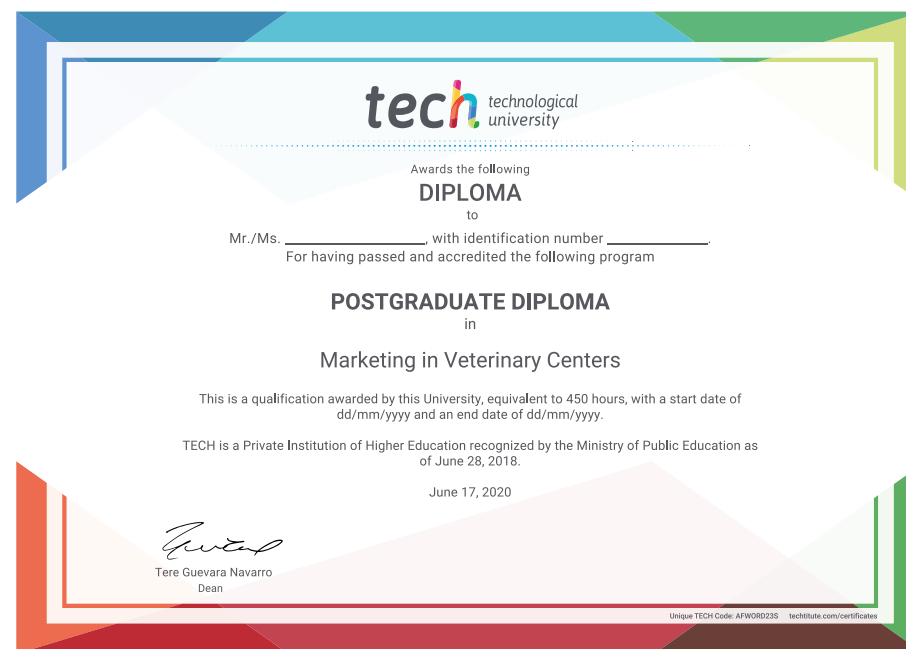
This **Postgraduate Diploma in Marketing in Veterinary Centers** contains the most complete and up-to-date program on the market.

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 in Veterinary Centers**

Official N° of hours: **450 h.**



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



## Postgraduate Diploma Marketing in Veterinary Centers

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

# Postgraduate Diploma

## Marketing in Veterinary Centers