

Postgraduate Diploma Marketing



Postgraduate Diploma Marketing

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

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing

Index

01.

Welcome

p. 4

02.

Why Study at TECH?

p. 6

03.

Why Our Program?

p. 10

04.

Objectives

p. 14

05.

Structure and Content

p. 20

06.

Methodology

p. 26

07.

Our Students' Profiles

p. 34

08.

Impact on Your Career

p. 38

09.

Benefits for Your Company

p. 42

10.

Certificate

p. 46

01 Welcome

It is inconceivable today not to have a marketing strategy that is adequate and up to date with the new market realities. With the opening of new digital business niches, as well as the constant evolution of how to communicate with potential customers, it becomes imperative that today's marketers possess advanced skills to adapt to all these possible contexts. From this need for professionals with new and more specific knowledge arises the present TECH qualification, with which all marketing professionals can acquire the necessary knowledge to elevate their career and even direct it towards management positions in communication departments with greater recognition.



Postgraduate Diploma in Marketing.
TECH Technological University

“

This TECH Postgraduate Diploma will enable you to work in all areas that require marketing with the solvency of a high-level professional, thanks to an up-to-date and quality content"

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

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



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"

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

Marketing professionals who want to boost their career towards a better job perspective will find in this Postgraduate Diploma the best tools to achieve it. With full instruction in basic economics, marketing fundamentals and strategic marketing, the students will have the necessary skills to support their candidacy for management positions in communication departments.



“

You will develop your skills as a communications professional to the point where you can significantly improve your job prospects”

**TECH makes the goals of their students their own goals too.
We work together in order to achieve them.**

The **Postgraduate Diploma in Marketing** will enable students to:

01

Know how to relate the basic concepts of general economic theory and consumer theory with advertising and its effects on market society

02

Recognize and master the main concepts, theories and methodologies of sociology for the critical analysis of the social reality of persuasive communication processes

03

Gain knowledge on how to identify the theoretical and practical foundations of statistical research and its application in media planning and research





04

Seek effective information and research markets more accurately, with the ability to understand the surrounding economic environment

05

Identify specific marketing methods and techniques for decision-making in the area of advertising and public relations: positioning, segmentation, analysis procedures, effectiveness measurement, etc

06

Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function

07

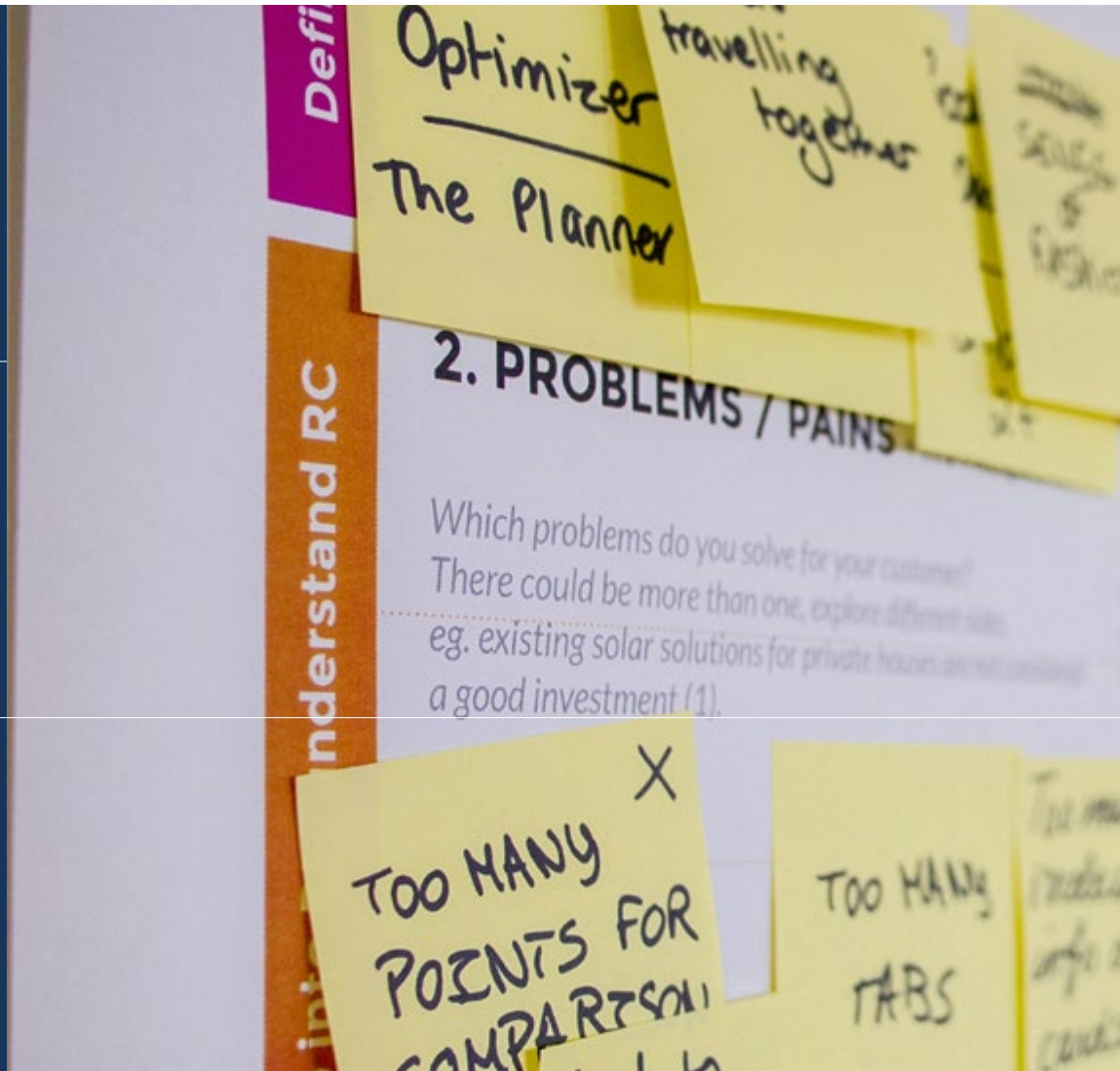
Know how to deal with the informative treatment of scientific advances in an understandable and effective way

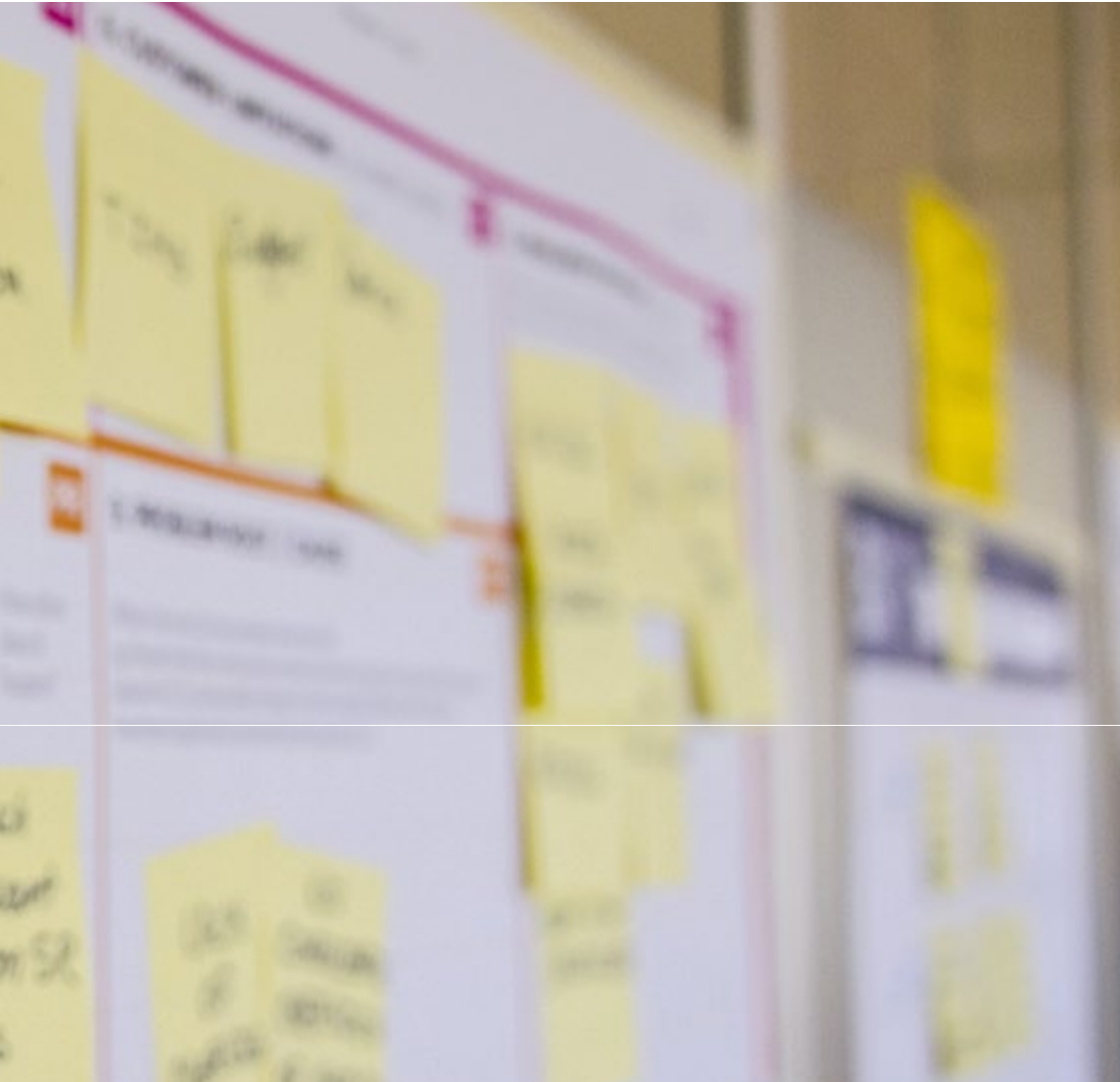
08

Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations

09

Be able to deal with the informative treatment of scientific advances in an understandable and effective way





10

Be able to relate advertising and public relations coherently with other social and human sciences

11

Analyze the main characteristics and processes of strategic and applied political communication

12

Manage existing tools to contribute to the successful positioning of the company in the online and offline environment

05

Structure and Content

The syllabus of this Postgraduate Diploma comprises a structured program based on the fundamentals of Marketing, with an interest in business strategy. In this way, through a complete journey through 3 modules with quality and up-to-date content prepared by experts, the professionals will achieve the proposed objectives, obtaining professional and personal growth that will allow them to carry out the indicated functions, identifying the specific Marketing methods and techniques for decision-making in the area of advertising and public relations, such as positioning, segmentation, analysis procedures and measurement of effectiveness, among others.



“

You will gain in-depth knowledge of specific marketing methods and techniques for strategic decision-making in the area of advertising and public relations, boosting the positioning of important brands"

Syllabus

The Postgraduate Diploma in Marketing of TECH Technological University prepares its students for the new realities of corporate communication of the present decade, instructing them in the most advanced knowledge of marketing.

The content of the Postgraduate Diploma is designed to promote the development of managerial skills that allow the student to make decisions with greater rigor in uncertain environments, facing the business challenges that may arise in the field of advertising or strategic communication.

In this way, the Postgraduate Diploma will delve into economics based on the fundamentals of marketing, with a special focus on strategic marketing, which aims to achieve results. A curriculum designed to specialize business professionals and orient them towards this sector from a strategic, international and innovative perspective.

During the 450 hours of specialization, the student learns to apply the knowledge acquired in real contexts, with authentic examples of communicative situations in which the marketing techniques studied have been successfully applied. This is a great advantage for the students as they will be able to start applying the skills acquired in the degree program as they go along, even before completing it.

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

Module 1	Introduction to Economics
Module 2	Fundamentals of Marketing
Module 3	Strategic Marketing



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in 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.

You will develop skills in information search and market research and the ability to understand the surrounding economic environment.

Module 1. Introduction to Economics

1.1. Introduction to Supply, Demand, Equilibrium and Market Changes

- 1.1.1. Economics: Principles and Definitions
- 1.1.2. Opportunity Cost
- 1.1.3. The Break-Even Point

1.2. Demand, Supply and Market Preferences

- 1.2.1. Markets and Market Types
- 1.2.2. Market Demand
- 1.2.3. Market Supply
- 1.2.4. Equilibrium and Statics

1.3. The Budget Constraint and the Consumer's Equilibrium

- 1.3.1. Budget Constraints and Travel
- 1.3.2. Optimal Choice
- 1.3.3. Optimal Choice

1.4. Consumer and Producer Surplus. The Efficiency of Competitive Equilibrium

- 1.4.1. Consumer and Producer Surplus
- 1.4.2. The Efficiency of Competitive Equilibrium

1.5. Price Ceilings and Floors, the Effect of an Indirect Tax

- 1.5.1. Price Ceilings and Floors
- 1.5.2. Effect of an Indirect Tax

1.6. Price Elasticity of Demand and Elasticity Determinant Factors

- 1.6.1. Price Elasticity of Demand
- 1.6.2. Summary of Elasticity Types

1.7. Elasticity of Cross-Demand and its Analytical Calculation

- 1.7.1. Cross Elasticity
- 1.7.2. Analytical Calculation

1.8. The Production Function and Yields

- 1.8.1. Production Function
- 1.8.2. Law of Diminishing Returns

1.9. Short-Term and Long-Term Costs

- 1.9.1. Cost Functions
- 1.9.2. Short-Term Costs
- 1.9.3. Long-Term Costs

1.10. Basic Economic Data

- 1.10.1. Economic Activity
- 1.10.2. Price Indexes and Market Indicators
- 1.10.3. Circular Income Flow

1.11. Monetary Policies

- 1.11.1. Money and its Circulation
- 1.11.2. Equilibrium in the Money Market and Monetary Policy

1.12. Structures and Market Types

- 1.12.1. Market Structures

1.13. Non-Competitive Markets

- 1.13.1. Monopolistic Market Competition
- 1.13.2. Oligopoly Market Competition

1.14. Aggregate Demand and Supply Model

- 1.14.1. Aggregate Demand
- 1.14.2. The Keynesian Multiplier
- 1.14.3. Aggregate Supply

1.15. International Economic Relations

- 1.15.1. International Trade
- 1.15.2. Balance of Payments and Exchange Rate Theories

Module 2. Fundamentals of Marketing

2.1. Introduction to Marketing

- 2.1.1. Concept
- 2.1.2. Basic Marketing Variables
- 2.1.3. The Marketing and the Company
- 2.1.4. Marketing Mix
- 2.1.5. Future of Marketing
- 2.1.6. Strategic Marketing

2.2. Market Research

- 2.2.1. Concept
- 2.2.2. Marketing Information Systems
- 2.2.3. Market Research Process
- 2.2.4. Main Data Collection Techniques

2.3. Product and Price

- 2.3.1. The product
- 2.3.2. The price

2.4. Distribution. Market and Customers

- 2.4.1. The Market
- 2.4.2. The Customer
- 2.4.3. Distribution Channels

2.5. Integral Communication 2.5.1. Elements of Commercial Communication 2.5.2. Sales Techniques	2.6. Commercial Department 2.6.1. The Salesman's Manual 2.6.2. Organization of the Sales Department	2.7. Communication within Marketing 2.7.1. Advertising 2.7.2. Corporate Communication 2.7.3. Promotion 2.7.4. Merchandising and Advertising at the Point of Sale	2.8. Direct Marketing 2.8.1. Concept 2.8.2. Objectives 2.8.3. Advantages and Disadvantages 2.8.4. Direct Marketing Tools 2.8.5. Functions and Means of Direct Marketing
2.9. Marketing and Audit Plan 2.9.1. Marketing Plan 2.9.2. Marketing Audit	2.10. Internet Marketing and New Technologies 2.10.1. Internet 2.10.2. Key Concepts on the Internet 2.10.3. Operative Marketing on the Web 2.10.4. Search Engine Positioning 2.10.5. Networking 2.10.6. Social Networks 2.10.7. e-Commerce		

Module 3. Strategic Marketing

3.1. Strategic Management and Marketing 3.1.1. Marketing in the Context of Strategic Management: Orientation Towards the Market 3.1.2. Strategic Management and Marketing of the Company 3.1.3. Marketing Information Systems	3.2. External Analysis: Markets, Competition and Environment in General 3.2.1. Market and Customer Analysis 3.2.2. Competitive Analysis 3.2.3. Analysis of Other Variable of the Environment: Social Demands 3.2.4. Strategic Uncertainty	3.3. Internal Analysis 3.3.1. Financial Indicators and Performance Indicators 3.3.2. Business Matrices and Decision Support Systems 3.3.3. Formulation of Goals and Objectives	3.4. Marketing Strategies (I): The Company 3.4.1. Environment Management and Socially Oriented Marketing 3.4.2. Divestment Strategies 3.4.3. Growth Strategies
3.5. Marketing Strategies (II): the Product-Market 3.5.1. Market Coverage Strategies and Determination of Target Audience 3.5.2. Competitive Strategy 3.5.3. Strategic Partnerships.	3.6. Marketing Strategies (III): The Product 3.6.1. New Product Strategy: Process of Diffusion and Adoption 3.6.2. Differentiation and Positioning Strategy 3.6.3. Product Life Cycle Strategies	3.7. Offer Strategies 3.7.1. Introduction 3.7.2. Brand Strategies 3.7.3. Product Strategies 3.7.4. Pricing Strategies 3.7.5. Service Strategies	3.8. Go-to-Market Strategies 3.8.1. Distribution Strategies 3.8.2. Communication Strategies 3.8.3. Sales Force, Internet and Direct Marketing Strategies
3.9. Organization of Marketing Activities and Relations 3.9.1. Organization of Marketing Activities 3.9.2. Concept of Marketing Relations 3.9.3. Marketing Connections	3.10. Marketing Strategy Implementation and Control 3.10.1. Introduction 3.10.2. Marketing Plan 3.10.3. Execution of the Marketing Plan 3.10.4. Internal Marketing 3.10.5. Evaluation and Control		

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.



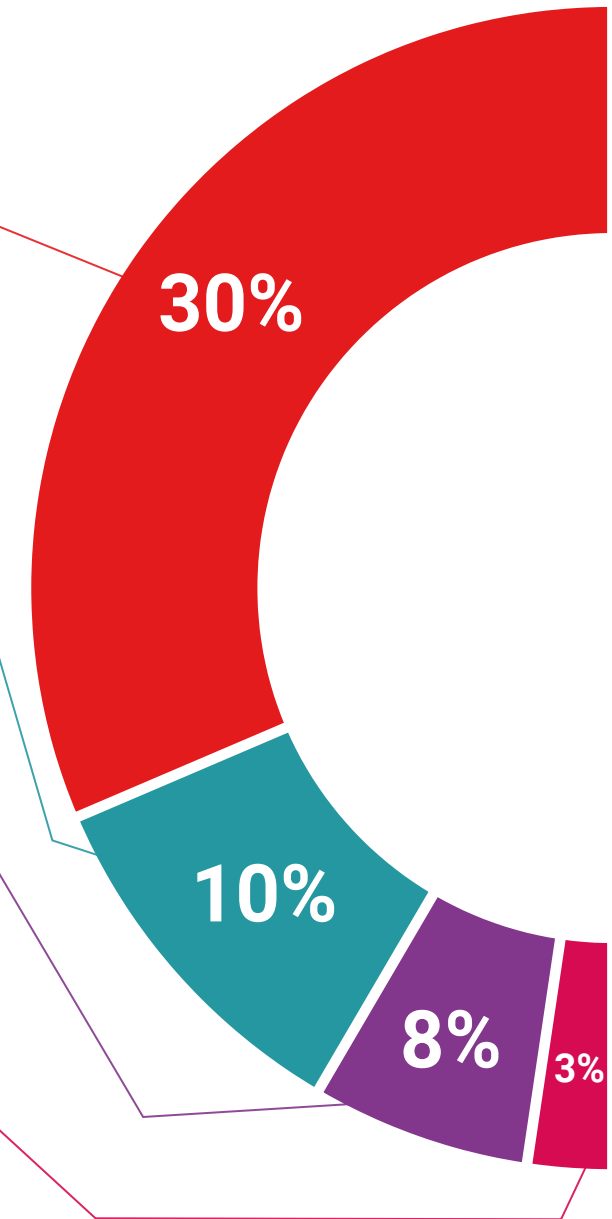
Management Skills Exercises

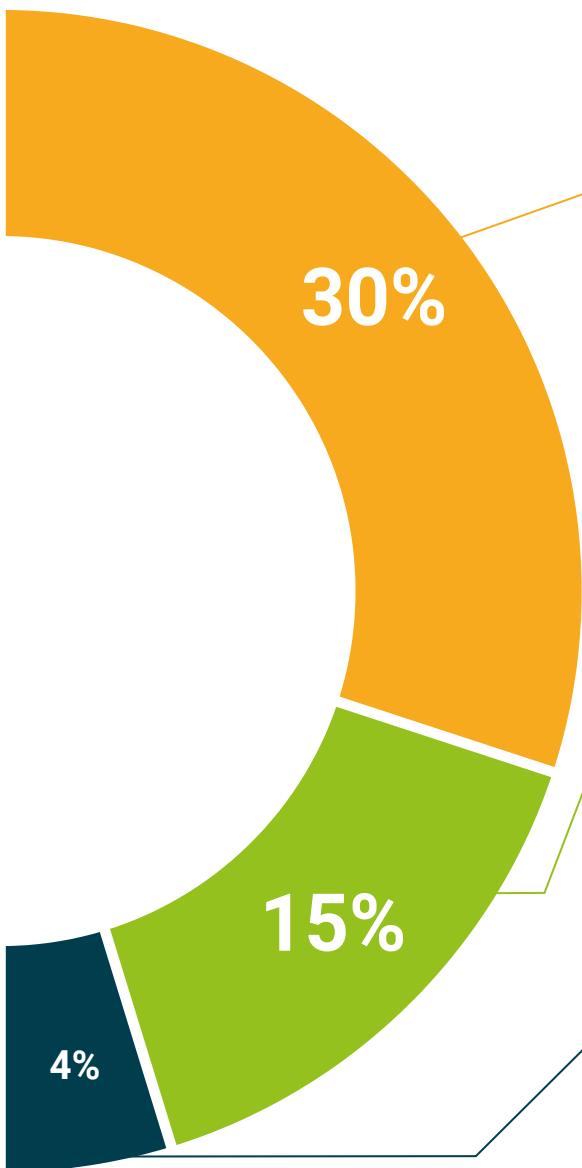
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

Students who decide to take this Postgraduate Diploma in Marketing are marketing or business professionals who are looking to enhance their communication and work skills. In this way, the TECH Technological University program is a great opportunity for all of them to improve their daily quality with new work techniques, organization and a better understanding of all the aspects that affect strategic and business marketing.



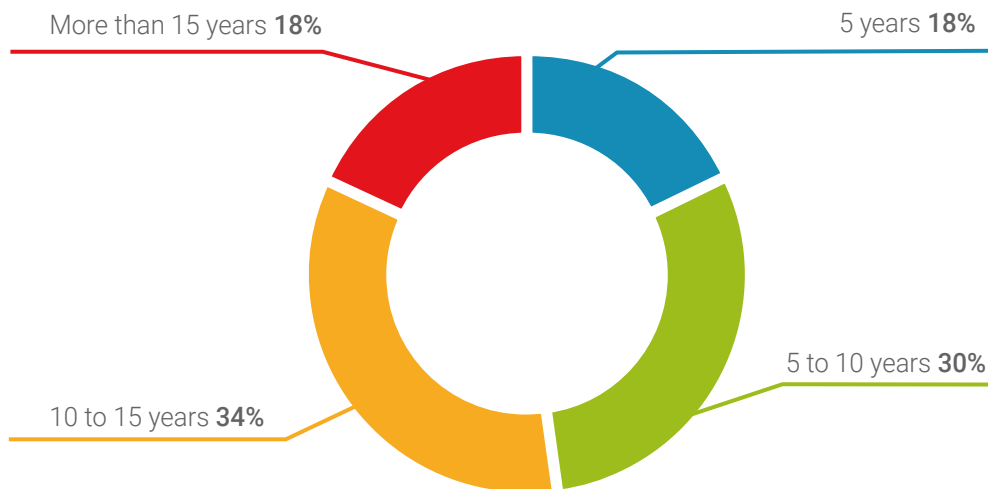
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Enroll today in TECH's Postgraduate Diploma in Marketing and start building your future at the head of large communication departments”

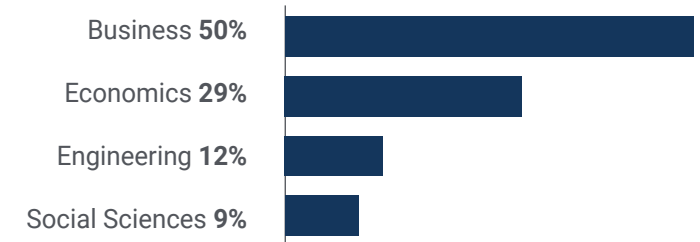
Average Age

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

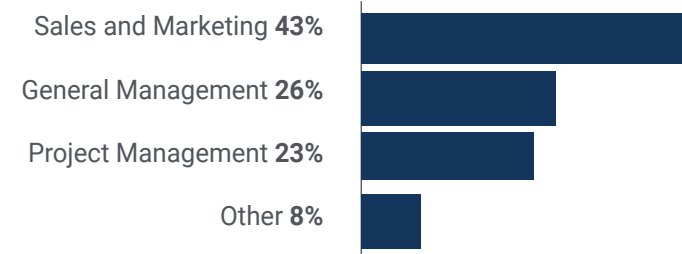
Years of Experience



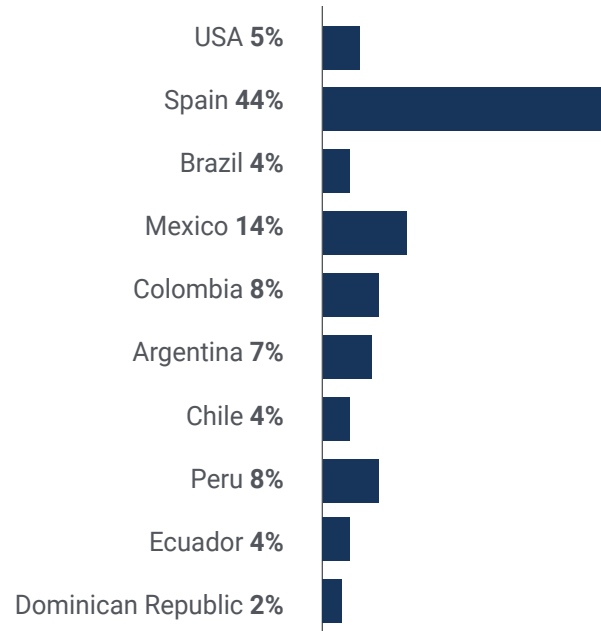
Training



Academic Profile



Geographical Distribution



Lorena Bermúdez

Content Strategist

"I wanted to update my knowledge in marketing as I had become a little outdated in terms of trends and developments in the sector, and this TECH program has been clear and very complete in terms of content. Additionally, the syllabus is posted online, so I have been able to learn it while balancing it with my professional work"

08

Impact on Your Career

The ultimate goal of pursuing a qualification with these characteristics should be to have a positive impact on the student's career. For this reason, TECH has brought together the best marketing experts in the business world for the development of this program, seeking the professional improvement of its students with knowledge taught by the best experts in digital marketing.



“

With all the opportunities that the world of Marketing will present to you, a prosperous working future awaits you. Don't let it slip away and formalize your enrollment today"

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

The Postgraduate Diploma in Marketing of TECH Technological University has all the necessary knowledge to assume the leadership of marketing departments of any kind or business field. With all the strategies that the students learn during the qualification, they will be preparing themselves for the great responsibility of managing communication teams in a world that demands more and more precise and specialized marketing.

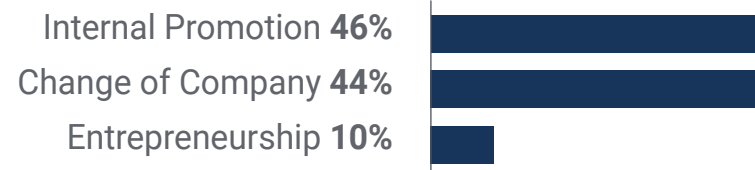
Every company has a marketing department, developing yourself in this field is a safe bet. Do it with TECH and you will multiply your chances of success.

If you need to deepen your knowledge of economic theory and marketing fundamentals, this TECH Postgraduate Diploma is for you.

When the change occurs



Type of change



Salary increase

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



09

Benefits for Your Company

The Postgraduate Diploma in Marketing specializes high-level professionals for the management of communication and marketing departments in all areas. With a set of knowledge that is not only communicative, but also strategic and economic, companies that incorporate professionals with this profile will rapidly improve their results.



“

You will implement successful strategies for the best companies in the market, which will value you highly thanks to your ability to adapt to any situation"

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

03

Building agents of change

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

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

10 Certificate

The Postgraduate Diploma in Marketing guarantees students, 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** 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 certificate 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**

Official N° of Hours: **450 h.**



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



Postgraduate Diploma Marketing

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

Postgraduate Diploma Marketing

