Postgraduate Diploma
Political Marketing

tech technological university

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Postgraduate Diploma
Political Marketing

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-political-marketing**

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01
Welcome

Marketing has penetrated all sectors of society. In the political arena, its power is incalculable, achieving a knowledge of candidates, political leaders and parties that is far superior to what it was decades ago. Every message, every speech or every news item in the press is carefully analyzed by advisors in order to achieve the desired impact on the public. Therefore, in the current era, and with the advances of the Internet, the specialization of communication managers in Political Marketing acquires an added value. Undoubtedly, this program will be that plus on their CVs that all students need to design, manage and implement effective campaigns that achieve party objectives.

Postgraduate Diploma in Political Marketing.
TECH Technological University

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self critical of their work"

02
Why Study at TECH?

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

tech

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"

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

This program is designed to enhance the technical capabilities and managerial skills of business professionals in the implementation of political marketing campaigns. Thereby, each phase of this type of planning will be known in order to devise the strategies best suited to the needs of the organization. The end result of all this work must be to achieve a greater number of supporters, an objective that will be achieved with effort and dedication.

"
It makes your organization's principles known and improves your election results"

TECH makes the objectives of its students its own.
Working together to achieve them.

The **Postgraduate Diploma in Political Marketing** will provide the student with the education to:

01 Study citizen participation and the concept of public opinion

02 Develop all aspects of politics and ideologies

03 Analyze the current international political scenarios

04 Learn the dimensions of the marketing strategy

05 Learn what inbound marketing is and how it works

06 Learn how to conduct social and political research and diagnosis of the situation

08 Study emotional intelligence and *personal* branding

09 Know how to develop a Political Marketing Plan

07 Know how social marketing, Political Marketing and electoral marketing work

10 Study interpersonal communication, personal skills and influence

Structure and Content

The Postgraduate Diploma in Political Marketing of TECH Technological University is a program aimed at improving the education of professionals in charge of party communication. It has a complete Study Plan that, in only 4 modules, offers students all the necessary information to design and implement those marketing campaigns that will allow a better understanding of the values of the education.

Specializing in Political Marketing will allow citizens to know the values of their party in a simple way"

Syllabus

Political communication requires a great deal of specialization, as it is not only about promoting a product to encourage purchases, but also about ideologies and trust. Achieving a vote in a political campaign involves a great deal of background work and at this point, it is essential to know how to manage and offer all the relevant information in the right way.

The content of the Postgraduate Diploma in Political Marketing is designed to provide students with all the techniques and tools they need to know how to manage campaigns of this type, not only for the success of the political leader, but also for the success of the entire organization.

During the course of this program, students will have the opportunity to carry out a multitude of practical cases, which will undoubtedly provide them with all the knowledge that they will be able to implement in their daily work. It is only with practice that this level of competence, which is essential for success in any job, will be achieved.

A plan designed for business professionals who want to be part of the growth and evolution of their political party, and who understand the need for superior expertise to run effective campaigns that translate into votes from their supporters. A program offered in a 100% online format to favor learning and, above all, so that it can be compatible with their personal and working life.

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

Module 1	Society, Citizenship and Politics
Module 2	Strategic and Operational Marketing
Module 3	Political Marketing
Module 4	Leadership and Personal Communication

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. Over the course of the 6 months, the student will be able to access all the contents of this program at any time, allowing them to self manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Society, Citizenship and Politics

1.1. Citizens and Society
1.1.1. Concept of Society
1.1.2. Citizen's Rights and Duties
1.1.3. Types of Citizens

1.2. Social Change
1.2.1. Concept of Social Change
1.2.2. Factors of Social Change
1.2.3. Social Change Transformation

1.3. Citizen Participation
1.3.1. Social and Citizen Participation
1.3.2. Collective Decision Making
1.3.3. Forms of Citizen Participation

1.4. Public Opinion
1.4.1. Forms of Public Opinion
1.4.2. Pressure Groups
1.4.3. Population Groups in Public Opinion

1.5. Society, Politics and Power
1.5.1. Power in Society
1.5.2. Reality of Politics
1.5.3. Political Behavioral Factors

1.6. Ideologies and Political Action
1.6.1. Concept and Dimensions of Ideology
1.6.2. Ideological Groups
1.6.3. Manifestations of Ideology

1.7. Dimensions of Politics
1.7.1. Political Regimes
1.7.2. Political Systems
1.7.3. Public Policy Factors

1.8. Political Systems
1.8.1. Concept and Characteristics
1.8.2. Types of Policy Systems

1.9. Democracy: Representation and Participation
1.9.1. Definition of Democracy
1.9.2. Types of Democracy
1.9.3. Levels of Citizen Participation

1.10. International Political Scenarios
1.10.1. Policy Scenarios in Europe
1.10.2. Policy Scenarios in North America
1.10.3. Policy Scenarios in Central America
1.10.4. Policy Scenarios in Latin America

Module 2. Strategic and Operational Marketing

2.1. Fundamentals of Marketing
2.1.1. The Concept of Marketing
2.1.2. The Basic Elements of Marketing
2.1.3. Marketing Activities in Companies

2.2. Marketing *Management*
2.2.1. The Concept of Marketing *Management*
2.2.2. New Trends in Marketing
2.2.3. A New Marketplace: Consumer and Business Capabilities
2.2.4. Holistic MK Orientation
2.2.5. Update on the 4 Ps of Marketing
2.2.6. Marketing Management Tasks

2.3. The Function of Strategic Marketing
2.3.1. The Concept of Marketing Strategic
2.3.2. Concept of Strategic Marketing Planning
2.3.3. Stages in the Process of Strategic Marketing Planning

2.4. Marketing Strategy Dimensions
2.4.1. Marketing Strategies
2.4.2. Types of Marketing Strategies

2.5. Marketing Mix
2.5.1. Marketing Mix Concept
2.5.2. Product Strategies
2.5.3. Pricing Strategies
2.5.4. Distribution Strategies
2.5.5. Communication Strategies

2.6. Digital Marketing
2.6.1. Digital Marketing Concept
2.6.2. Marketing Strategies in Digital Marketing

2.7. Inbound Marketing
2.7.1. Effective Inbound Marketing
2.7.2. The Benefits of Inbound Marketing
2.7.3. Measuring the Success of Inbound Marketing

2.8. Developing the Marketing Plan
2.8.1. Marketing Plan Concept
2.8.2. Situation Analysis and Diagnosis
2.8.3. Strategic Marketing Decisions
2.8.4. Operating Marketing Decisions

2.9. Managing Marketing Groups
2.9.1. Marketing Groups
2.9.2. The Creation of Marketing Groups
2.9.3. Guidelines for Managing a Marketing Group
2.9.4. The Future of Marketing Groups

2.10. *Social Business*
2.10.1. Web 2.0 Strategic Vision and its Challenges
2.10.2. Convergence Opportunities and ICT Trends
2.10.3. How to Monetize Web 2.0 and Social Media
2.10.4. Mobility and Digital Business

Module 3. Political Marketing

3.1. Social Marketing
3.1.1. Social Marketing
3.1.2. Socially Responsible Marketing
3.1.3. Social Cause Marketing

3.2. Introduction to Political and Electoral Marketing
3.2.1. Political Marketing
3.2.2. Electoral Marketing
3.2.3. Political Market Components

3.3. Citizens
3.3.1. Social Organizations
3.3.2. Organizations and Parties
3.3.3. Affiliates and Supporters

3.4. Social and Political Research
3.4.1. Contents of Social and Political Research
3.4.2. Social Research Techniques
3.4.3. Results of Social and Political Research

3.5. Diagnosis of the Social and Political Situation
3.5.1. Analysis of Social and Political Demand
3.5.2. Analysis of Political Offers
3.5.3. Social and Political Expectations

3.6. Political Marketing Plan
3.6.1. Introduction
3.6.2. Advantages of the Political Marketing Plan
3.6.3. Stages of the Political Marketing Plan

3.7. Analysis of the Political Organization
3.7.1. Internal Analysis of the Political Organization
3.7.2. Analysis of Political Competition
3.7.3. Analysis of the Social and Political Environment
3.7.4. SWOT Political Organization

3.8. Objectives and Strategies of the Political Marketing Plan
3.8.1. Definition of Objectives
3.8.2. Determination of Strategies

3.9. Political Strategy Action Plan
3.9.1. Contents of the Action Plan
3.9.2. Action Measurement Criteria
3.9.3. Monitoring Indicators

3.10. Implementation of the Political Marketing Plan
3.10.1. Management Committee Tasks
3.10.2. Execution of the Action Plan
3.10.3. Plan Contingencies

Module 4. Leadership and Personal Communication

4.1. Communication and Leadership
4.1.1. Leadership and Leadership Styles
4.1.2. Motivation
4.1.3. Skills and Abilities of the Leader 2.0

4.2. Interpersonal Communication
4.2.1. Body Language
4.2.2. Assertive Communication
4.2.3. Interviews

4.3. Personal and Influential Skills
4.3.1. Impact and Influence
4.3.2. Stress Mastery
4.3.3. Time Management

4.4. Strategic Leadership
4.4.1. Leadership Models
4.4.2. *Coaching*
4.4.3. *Mentoring*
4.4.4. Transformational Leadership

4.5. Public Speaking and Spokesperson Training
4.5.1. Interpersonal Communication
4.5.2. Communication Skills and Influence
4.5.3. Barriers to Personal Communication

4.6. Power in the Organization
4.6.1. Power within Organizations
4.6.2. Structural Power Sources
4.6.3. Political Tactics

4.7. The Managerial Role and CSR
4.7.1. Strategic Vision and Corporate Social Responsibility
4.7.2. Systems and Models for Implementing CSR
4.7.3. Organization of CSR Roles and Responsibilities

4.8. Emotional Intelligence
4.8.1. Emotional Intelligence and Communication
4.8.2. Assertiveness, Empathy, and Active Listening
4.8.3. Self-Esteem and Emotional Language

4.9. Psychological Profile of the Candidate
4.9.1. Psychology of Leadership
4.9.2. Politicians' Personality Typology
4.9.3. Expectations About the Ideal Candidate

4.10. Personal Branding
4.10.1. Strategies to Develop Personal Branding
4.10.2. Personal *Branding* Laws
4.10.3. Tools for Creating Personal Brands

A unique academic experience, key and decisive to boost their professional development and make the definitive leap"

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.
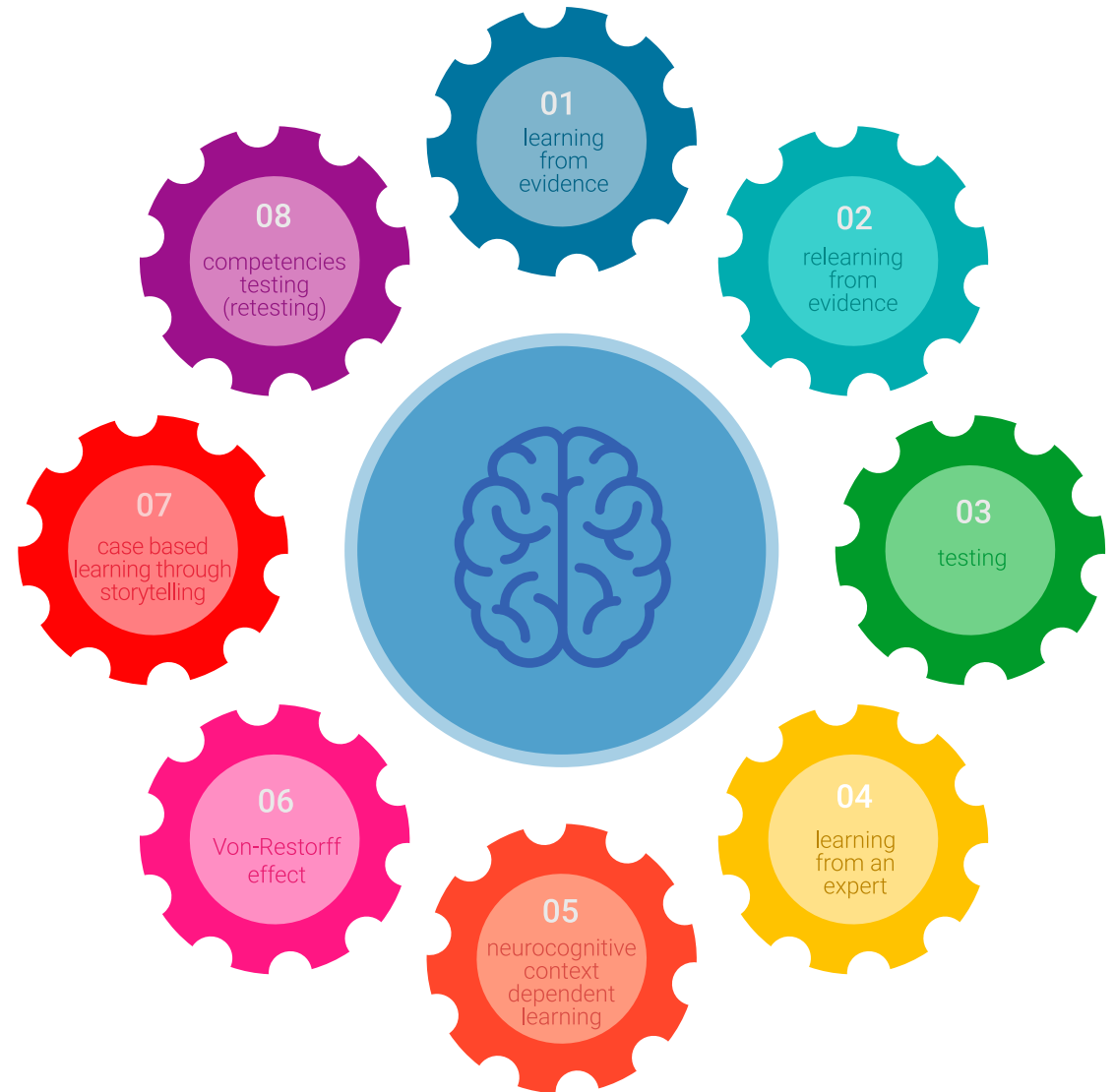
Relearning Methodology

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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:
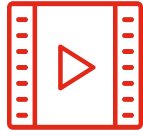
Study Material

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.
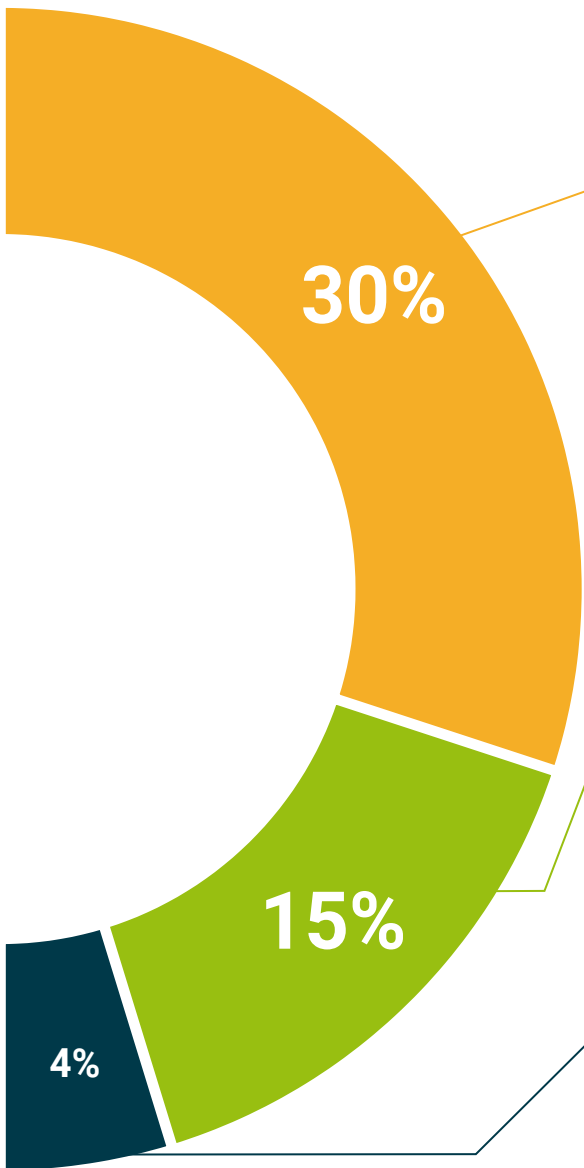
Additional Reading

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.

30%

10%

8%

3%

30%

15%

4%
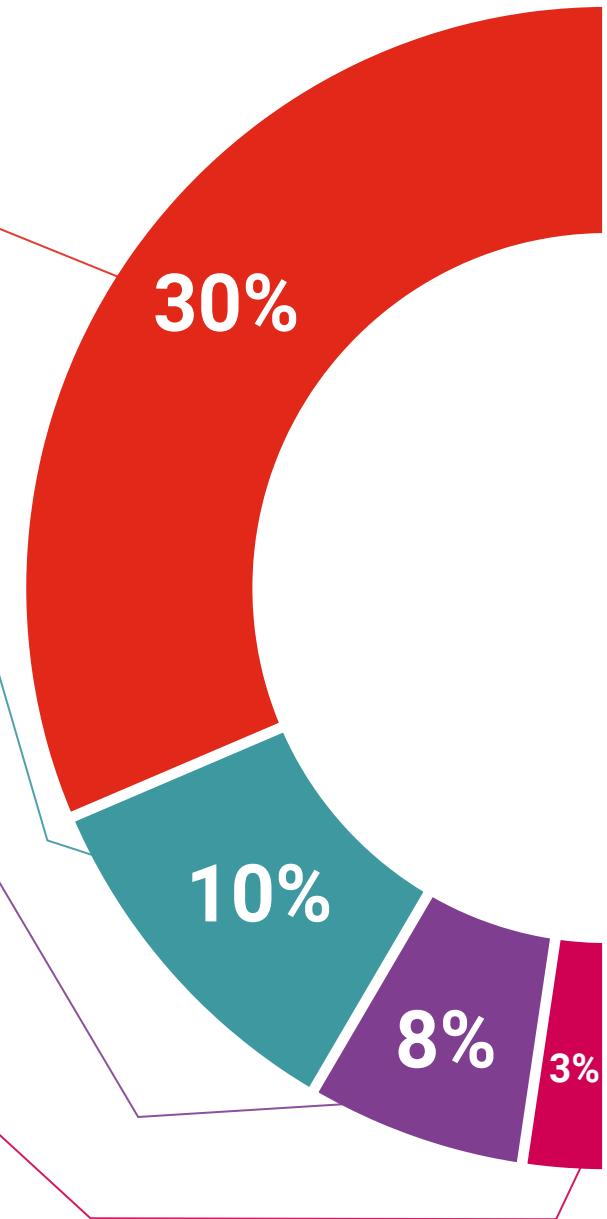
Case Studies

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.

Our Students' Profiles

This program is aimed at a professional profile interested in Politics and Communication, who understands the need to adapt to the new times in order to reach citizens in a more effective way. Students who are looking to turn their careers around through high quality teaching programs and who have found in this academic institution the perfect opportunity to resolve those educational concerns that are so necessary to further their careers.

"

If you are passionate about politics and want to develop in this sector, don't miss the opportunity to study this program"

Average Age

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

Years of Experience

More than 16 years **10%**

6 to 10 years **28%**

Up to 5 years **21%**

11 to 15 years **41%**

Training

Journalism and Communication **32%**

Marketing **28%**

Politics Sciences **25%**

Social Sciences **15%**

Academic Profile

Politicians **15%**

Advisory Services **22%**

Heads of Communication **21%**

Heads of Marketing **42%**
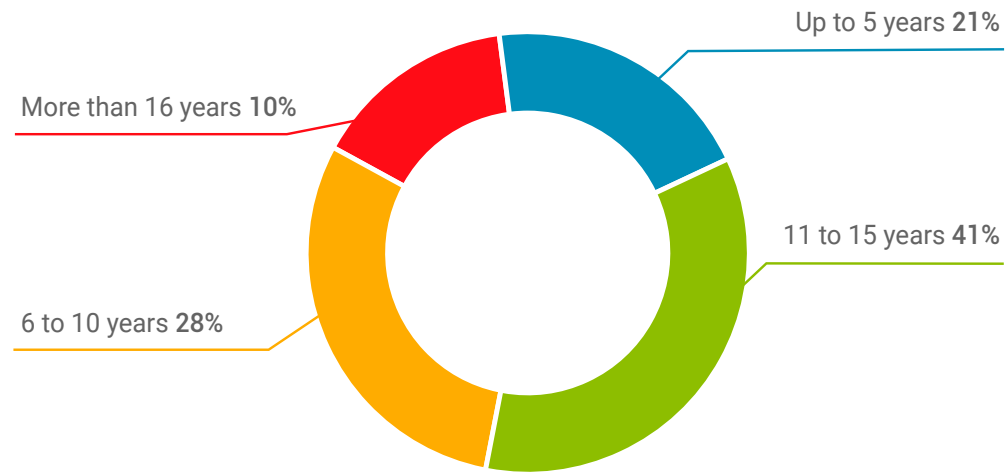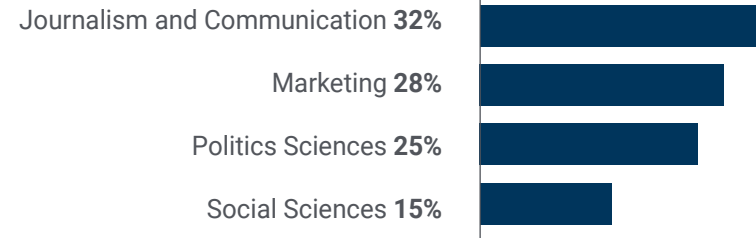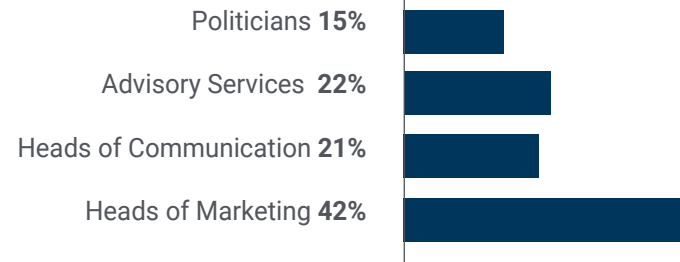
Geographical Distribution

USA **21%**

Spain **42%**

Mexico **19%**

Colombia **18%**
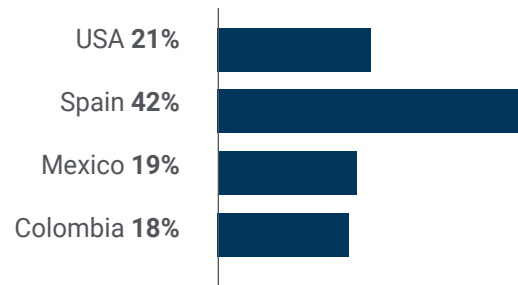
Sonia Ortiz

Head of Political Communication

"From this program, I highlight the ability of the teachers to transmit and share knowledge in a simple, precise and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools for the adequate management of Political Marketing. It's definitely an investment with great short-term returns"

Course Management

In TECH we have professionals specialized in each area of knowledge, who pour into our education the experience of their work. A multidisciplinary team with recognized prestige that has joined forces to offer you all its knowledge in this field.

"

Our Postgraduate Diploma teaching team, experts in Political Marketing, will help you succeed in your profession"

International Guest Director

With nearly 20 years of experience in political campaigns at the highest level and more than a decade in the media, Jess McIntosh is considered one of the most prestigious political communication strategists in the United States. Her professional skills allowed her to be part of the 2016 presidential race in that country as Director of Communications for candidate Hillary Clinton.

In addition to this professional achievement, McIntosh has been Deputy Communications Director of EMILY's List, a political action committee dedicated to the support of pro-choice Democratic female candidates for public office. She has also advised other organizations seeking to strengthen their social impact through hard-hitting messaging and to combat misinformation.

At the same time, she has served as an advisor to other political candidates such as Scott Stringer, for Manhattan Borough President, and Michael Bloomberg, for Mayor of New York City. She also participated in Al Franken's campaign for the U.S. Senate as his Secretary and later Press Secretary. She has also served as Spokesperson for the Minnesota Democratic-Farmer-Labor Party.

Likewise, in the media, this renowned specialist has also accumulated multiple achievements. She has worked behind the scenes and on camera for various television and cable news networks across North America such as CBS, CNN and MSNBC.

She has also created, developed and hosted critically acclaimed programs in the podcast and audio space. These include the award-winning SiriusXM radio show Signal Boost, co-hosted with political analyst Zerlina Maxwell. She has also written about politics and gender in countless print publications such as the Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland, among others. She is also Executive Editor of Shareblue Media, a U.S. news outlet.

Dña. McIntoch, Jess

- Political Advisor and former Communications Director for Hillary Clinton's presidential campaign
- Host of the multi-award winning SiriusXM Signal Boost radio show
- Executive Editor of Shareblue Media
- Political analyst on news channels such as CBS, CNN and MSNBC
- Columnist for magazines such as Wall Street Journal, CNN, ELLE, Refinery29 and Shondaland
- Former Vice President of EMILY's List
- Former spokeswoman for the Minnesota Democratic-Farmer-Labor Party
- Former Press Officer for Senator Al Franken
- Political Advisor to candidates for senators, mayors and county chairs

" *Thanks to TECH, you will be able to learn with the best professionals in the world"*

Management

Mr. López Rausell, 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 from the Universitat de Valencia
- Diploma in Marketing in ESEM Business School

Professors

Mr. Eskibel, Daniel

- Psychologist and political consultant, world reference in political psychology

Dr Morcillo, Guadalupe

- Expert in Political Communication
- D. in Classical Philology
- Master's Degree in Governance, Political Marketing and Strategic Communication

Mr. Landero Madroñal, Jordi

- Degree in Information Sciences

Ms. Sanz Campos, Ana

- Executive and political coaching and mentoring

08
Impact on Your Career

The completion of this program will provide a great competitive advantage in the CVs of professionals who wish to lead Political Marketing campaigns in their parties, as it will provide them with sufficient knowledge to apply all the tools available for the design and implementation of the same. Undoubtedly, this is a unique study opportunity that will open the doors to a highly competitive job market.

Your specialization in this field will provide you with the keys to lead Political Marketing teams"

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

TECH's Political Marketing Postgraduate Diploma is an intensive program that prepares the student to face challenges and creative and strategic weighty decisions to achieve their objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If the student wants to improve himself, achieve a positive change at a professional level and interact with the best, this is the program for him.

It is time for change, and you are one step away from achieving it.

This program will open doors to a highly competitive job market.

When the change occurs

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **27%**

Change of Company **48%**

Entrepreneurship **25%**
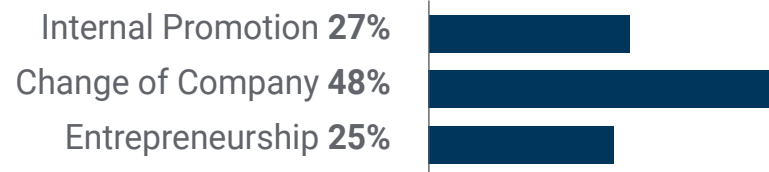
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

Benefits for Your Company

The Postgraduate Diploma in Political Marketing has been designed to provide students with all the teaching necessary to implement the most effective marketing techniques in the political arena. Therefore, it will not only mean a competitive improvement for the student on a personal level, but also for the organization in which he/she works, by achieving greater awareness among citizens of its ideals and action plans.

" *Achieve a better positioning of your party thanks to all the knowledge acquired with this program"*

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

01

Intellectual Capital and Talent Growth

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

03

Building agents of change

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

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.

04

Increased international expansion possibilities

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

Project Development

05

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

Increased competitiveness

06

The Postgraduate Diploma in Political Marketing will equip your managers with the skills to take on new challenges and thus boost the organization.

10
Certificate

The Postgraduate Diploma in Political 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 Political 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 Political Marketing**

Official Nº of hours: **400 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Political Marketing

This is a qualification awarded by this University, equivalent to 400 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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

Political Marketing

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

Postgraduate Diploma
Political Marketing

tech *technological university*