

# Postgraduate Diploma Strategic Marketing





## Postgraduate Diploma Strategic Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Executives or middle management with demonstrable experience in managerial fields

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-strategic-marketing](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-strategic-marketing)

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# 01 Welcome

In a business world plagued by red oceans, whatever the business activity, it is essential to incorporate increasingly advanced marketing and sales techniques. Professionals of the new decade must be educated in methodologies such as Inbound Marketing, Social Marketing or Consumer Centric Marketing. The most powerful companies in the world already use these techniques, so by taking this complete qualification offered by TECH the student is focusing on bigger business projects, more relevant jobs and better recognized salaries.



Postgraduate Diploma in Strategic Marketing.  
TECH Technological University



“

*With this specialization in Strategic Marketing, you will give a quality boost to your daily work, accessing better valued positions in any industry”*

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 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

---

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

This qualification is designed to enable students to achieve their most ambitious professional goals. For this purpose, TECH Technological University provides you with the most avant-garde methodology in Strategic Marketing, with the help of professionals in the sector who have impregnated all the teaching material with tips and successful forms of communication tested by themselves in real business environments.





“

*You will grow professionally and personally thanks to this comprehensive training, which will help you develop your full creative potential and lead you to more and better jobs"*



Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Strategic Marketing will enable students to:

01

Build a plan for the development and improvement of personal and managerial skills

02

Develop strategies to carry out decision-making in a complex and unstable environment

03

Develop a marketing plan for the company





04

Develop the main techniques in market research

05

Know and apply the main digital tools for market analysis and metrics

06

Apply the latest relationship marketing techniques

05

# Structure and Content

The structure and content of this Postgraduate Diploma follows the latest innovations in educational methodology of TECH Technological University, so that the student acquires the knowledge in Strategic Marketing in the most efficient way possible. Thanks to a reduced teaching load, supported by extensive audiovisual material, the student is guaranteed success in undertaking this qualification.



“

*Thanks to TECH Technological University's innovative educational techniques you will improve your performance and professional status even before you finish your qualification"*

## Syllabus

The Postgraduate Diploma in Strategic Marketing of TECH Technological University is designed for its students to graduate having more chances to succeed as successful managers in the world of Marketing.

The content of the Postgraduate Diploma in Strategic Marketing is designed to promote the development of managerial competencies that allow for more rigorous decision-making in uncertain environments.

Throughout 450 hours of specialization, the student analyzes a multitude of practical cases proposed by the faculty, in order to make the teaching much more complete, contextual and transversal.

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

### Module 1

Principles of Strategic Marketing

### Module 2

Marketing Processes and Variables

### Module 3

Market and Customer Management



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Diploma in Strategic Marketing 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.

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



**Module 1. Principles of Strategic Marketing**

**1.1. Fundamentals of Marketing**

- 1.1.1 The Concept of Marketing
- 1.1.2 The Basic Elements of Marketing
- 1.1.3 Marketing Activities in Companies

**1.2. Marketing Strategy Dimensions**

- 1.2.1 Marketing Strategies
- 1.2.2 Types of Marketing Strategies

**1.3. The Function of Strategic Marketing**

- 1.3.1 The Concept of Strategic Marketing
- 1.3.2 Concept of Strategic Marketing Planning
- 1.3.3 Stages in the Process of Strategic Marketing Planning

**1.4. Digital Marketing**

- 1.4.1 Digital Marketing Concept
- 1.4.2 Marketing Strategies in Digital Marketing

**1.5. Inbound Marketing**

- 1.5.1 Effective Inbound Marketing
- 1.5.2 The Benefits of Inbound Marketing
- 1.5.3 Measuring the Success of Inbound Marketing

**1.6. Marketing: From the Idea to the Market**

- 1.6.1 The Marketing Process
- 1.6.2 Ideas as Business Opportunities
- 1.6.3 Marketing, a Market Drive

**1.7. Consumer Psychology and Behavior**

- 1.7.1 The Study of Consumer Behavior
- 1.7.2 Internal and External Factors Influencing the Consumer
- 1.7.3 Consumer Decision Process
- 1.7.4 Consumerism, Marketing, Ethics and Society

**1.8. Market Segmentation**

- 1.8.1 Market Segmentation Concept
- 1.8.2 Utility and Requirements of Segmentation
- 1.8.3 Consumer Market Segmentation
- 1.8.4 Industrial Market Segmentation
- 1.8.5 Segmentation Strategies
- 1.8.6 Segmentation Based on Marketing - Mix Criteria
- 1.8.7 Market Segmentation Methodology

**1.9. Competitive Positioning**

- 1.9.1 Positioning Concept on the Market
- 1.9.2 The Positioning Process

**1.10. Social Marketing**

- 1.10.1 Social Marketing
- 1.10.2 Socially Responsible Marketing
- 1.10.3 Social Cause Marketing

**Module 2. Marketing Processes and Variables**

**2.1. Developing the Marketing Plan**

- 2.1.1 Marketing Plan Concept
- 2.1.2 Situation Analysis and Diagnosis
- 2.1.3 Strategic Marketing Decisions
- 2.1.4 Operating Marketing Decisions

**2.2. Marketing Mix**

- 2.2.1 Marketing Mix Concept
- 2.2.2 Product Strategies
- 2.2.3 Pricing Strategies
- 2.2.4 Distribution Strategies
- 2.2.5 Communication Strategies

**2.3. Product Management**

- 2.3.1 Product Classifications
- 2.3.2 Differentiation
- 2.3.3 The Design
- 2.3.4 Luxury
- 2.3.5 Environmental Issues

**2.4. Pricing Principles**

- 2.4.1 Introduction to Pricing
- 2.4.2 Stages in Pricing

**2.5. Distribution Channel Management**

- 2.5.1 Concept and Functions of Commercial Distribution
- 2.5.2 Design and Management of Distribution Channels

**2.6. Advertising Communication**

- 2.6.1 Integrated Marketing Communication
- 2.6.2 Advertising Communication Plan
- 2.6.3 Merchandising as a Communication Technique

**2.7. E-Commerce**

- 2.7.1 Introduction to E-Commerce
- 2.7.2 Differences between Traditional Commerce and E-Commerce
- 2.7.3 Technological E-Commerce Platforms

**2.8. Marketing Information System**

- 2.8.1 The Concept of a Marketing Information System (MIS)
- 2.8.2 Features of an MIS
- 2.8.3 The Information in the MIS
- 2.8.4 Structure of an MIS

**2.9. Marketing Intelligence**

- 2.9.1 The Concept of Marketing Intelligence
- 2.9.2 Areas of Marketing Intelligence
- 2.9.3 Surveillance in Marketing Intelligence
- 2.9.4 Panels as Sources of Information for Marketing Intelligence

**2.10. Branding**

- 2.10.1 The Brand and Their Functions
- 2.10.2 Brand Creation (Branding)
- 2.10.3 Brand Architecture



**Module 3. Market and Customer Management**
**3.1. Marketing Management**

- 3.1.1 The Concept of Marketing Management
- 3.1.2 New Trends in Marketing
- 3.1.3 A New Marketplace: Consumer and Business Capabilities
- 3.1.4 Holistic MK Orientation
- 3.1.5 Update on the 4 Ps of Marketing
- 3.1.6 Marketing Management Tasks

**3.2. Relationship Marketing**

- 3.2.1 Concept of Marketing Relations
- 3.2.2 The Customer as an Asset of the Company
- 3.2.3 CRM as a Relationship Marketing Tool

**3.3. Data Base Marketing**

- 3.3.1 Data Base Marketing Applications
- 3.3.2 Laws and Regulations
- 3.3.3 Information Sources

**3.4. Types of Consumer Behavior**

- 3.4.1 The Process in Purchasing Decisions
- 3.4.2 The Stages in the Buying Process
- 3.4.3 Types of Consumer Behavior
- 3.4.4 Features of the Types of Buying Behaviour

**3.5. Consumer Centric Marketing**

- 3.5.1 Introduction to Consumer Centric Marketing
- 3.5.2 Client Segmentation
- 3.5.3 Marketing Strategies for the Best Customers

**3.6. Logistics and Customers**

- 3.6.1 Demand Analysis
- 3.6.2 Demand and Sales Forecast
- 3.6.3 Sales and Operations Planning

**3.7. The Loyalty Process**

- 3.7.1 In-Depth Knowledge of the Client
- 3.7.2 Loyalty Process
- 3.7.3 The Value of the Customer

**3.8. Knowing the Market and the Consumer**

- 3.8.1 Open Innovation
- 3.8.2 Competitive Intelligence
- 3.8.3 Competitive Economy

**3.9. Social Web**

- 3.9.1 Organization in the Age of Conversation
- 3.9.2 Web 2.0 Is All About People
- 3.9.3 Digital Environment and New Communication Formats

**3.10. Social Media Platforms**

- 3.10.1 General, Professional, and Microblogging Platforms
- 3.10.2 Video, Image, and Mobility Platforms

# 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

The profiles of the students who take this qualification are varied, coming mainly from the field of Marketing, but also from entrepreneurship or business. Thanks to a deep strategic knowledge, they can incorporate cutting-edge methodologies in their daily work, innovating and achieving new personal and professional goals.





“

*If you think your business strategy needs a quality change, this Postgraduate Diploma is what you were looking for"*

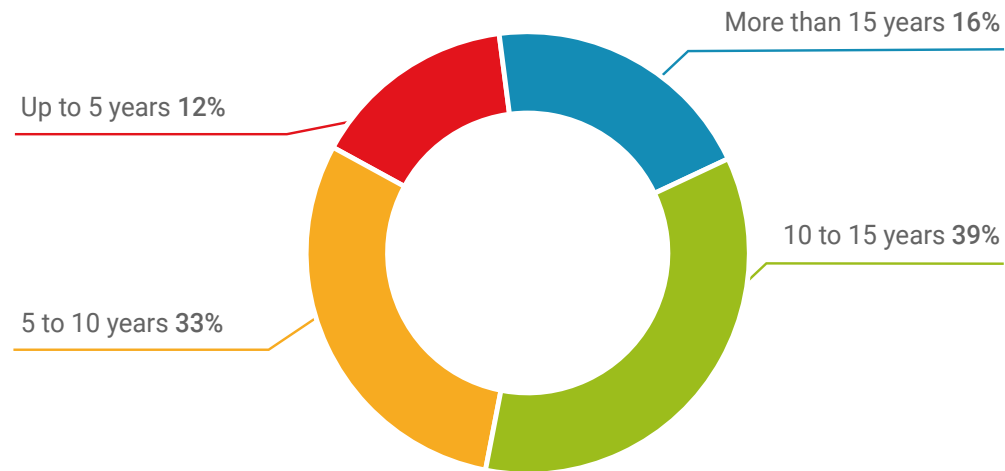
### Average Age

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

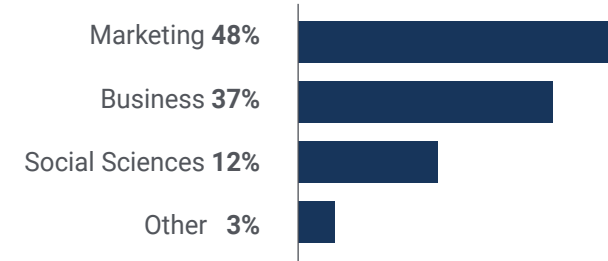
### Years of Experience

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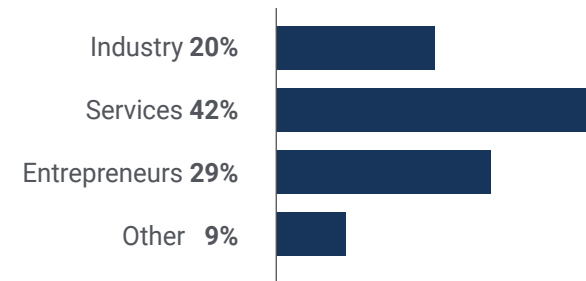
### Training

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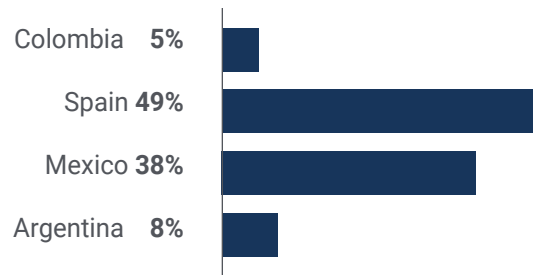
### Academic Profile

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## Geographical Distribution

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## Manuel Ortega

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Manager of a Company

*"This Postgraduate Diploma was definitely the best possible choice to make a major turnaround in my business strategy. Thanks to the marketing techniques and secrets I acquired, I was able to give the right approach to my advertising campaigns, achieving immediate benefits"*

08

# Course Management

TECH has professionals specialized in each area of knowledge, who pour their work experience into their training. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, experts in Strategic Marketing, will help you achieve success in your profession"*

## 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, Universitat de València
- ♦ Diploma in Marketing in ESEM Business School





09

# Impact on Your Career

The main objective pursued by the students of this Postgraduate Diploma in Strategic Marketing is to significantly improve their professional position, so the involvement of all the staff of TECH Technological University is maximum so that the student not only feels well advised, but also accompanied on their long road to success in the workplace.



“

*This is your best opportunity to show the world that there is no element of Strategic Marketing that can resist you"*

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

The Postgraduate Diploma in Strategic Marketing takes its students to the next level of commercial skills and expertise, therefore becoming their best asset to reach relevant management positions where they can give the best of themselves through the quality, effort and implication demonstrated in this program.

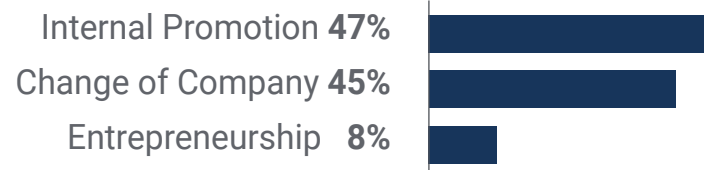
*Don't miss the opportunity to study at TECH Technological University and you will find the career boost you were looking for.*

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

#### 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

The Postgraduate Diploma in Strategic Marketing is also a great option for companies that want to give a quality boost to their entire business strategy, incorporating into their staff true experts in the latest methodologies of current marketing.







“

*In today's new competitive and contested times, an expert in Strategic Marketing can make the difference"*

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

01

### Intellectual Capital and Talent Growth

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

---

02

### Retaining high-potential executives to avoid talent drain

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

03

### Building agents of change

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

---

04

### Increased international expansion possibilities

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



05

### **Project Development**

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

---

06

### **Increased competitiveness**

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

# 11 Certificate

The Postgraduate Diploma in Strategic 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 Strategic 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 Strategic Marketing**

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.



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**



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