

Executive Master's Degree

MBA in Marketing Management (CMO, Chief Marketing Officer)

M B A M M C M O





Executive Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer)

Language: English

Course Modality: Online

Duration: 12 months

Certificate: TECH Technological University

Official N° of hours: 1,500 h.

Target Group: Graduates and professionals with demonstrable experience in commercial and marketing areas.

Website: www.techtitute.com/us/school-of-business/professional-master-degree/master-mba-marketing-management-cmo-chief-marketing-officer

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 20

06

Structure and Content

p. 24

07

Methodology

p. 34

08

Our Students' Profiles

p. 42

09

Course Management

p. 46

10

Impact on Your Career

p. 50

11

Benefits for Your Company

p. 54

12

Certificate

p. 58

01 Welcome

Marketing is becoming increasingly important in companies, as it is an essential element for commercializing products and services. It helps to make the brand known, attract and retain customers, and discover the needs of users. In short, it should be an intrinsic part of any company's business strategy. Within this area, the Chief Marketing Officer (CMO) plays a fundamental role, who must lead the entire process of developing the marketing plan. This high-level executive must possess knowledge in economic logistics, customer relationship, digital marketing and community management. For this reason, this program delves into these and other issues that are essential for modern and cutting-edge leadership. A unique opportunity to position yourself as a high-value CMO in highly competitive environments, supported by a 100% online teaching methodology that enables students to balance their studies with any type of personal or professional activity.



Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer).

TECH Technological University



“

Take a step forward with this Executive Master's Degree and become the focal point of all your organization's marketing strategies, filling the position of Chief Marketing Officer with advanced and refined knowledge"

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

The Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer) is designed to strengthen the managerial and leadership skills of marketing specialists, in addition to boosting their professional careers with content that is up-to-date with the current market reality. After the program, the manager will make the most relevant decisions in the marketing department, directing campaigns with improved efficiency and solvency.



“

Take your career to a new level with ambitious content aimed at catapulting you to the top as CMO, Chief Marketing Officer"

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

The MBA in Marketing Management (CMO, Chief Marketing Officer) will train students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

04

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

02

Integrate the Internet into the organizations marketing strategy



03

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

05

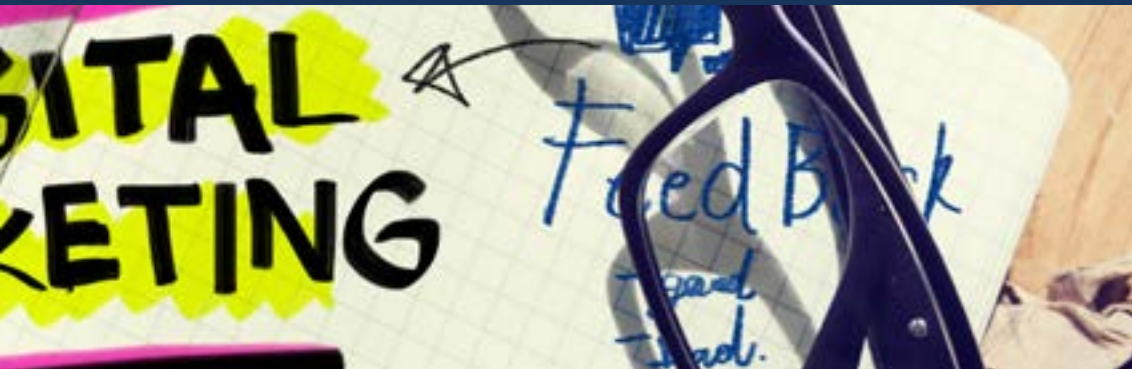
Successfully lead partially or fully digitized sales and marketing teams

06

Develop marketing, market research, and communication projects.

08

Conduct market research to understand the environment and the opportunities it offers to achieve business success



07

Develop a solid and complete digital marketing plan for the organization

10

Know the logistical processes of the company

09

Develop leadership skills to lead marketing teams

11

Apply pricing policies

12

Know the different marketing tools and apply the most appropriate ones to achieve business objectives

13

Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty





14

Gain in-depth knowledge of how marketing techniques can be applied to different sectors

15

Carry out international promotions

16

Know the main international distribution channels

05 Skills

Nowadays, Chief Marketing Officers (CMO) must develop a diverse skillset. Their role has become increasingly important in the company's strategic approaches, to the point of having to master communication, advertising and corporate image. Therefore, this Executive Master's Degree focuses on developing and perfecting the most useful skills for senior executives, boosting their ambition towards the most effective leadership in their company.



A grayscale photograph of a hand pointing at a bar chart on a document. The chart has three bars of increasing height. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

You will have access to up-to-date content with the latest innovations in marketing and image management, giving you all the essential tools in the daily work of a CMO"

At the end of this program, the professional will be able to:

01

Apply the different digital tools to marketing processes

04

Develop techniques, strategies, and leadership skills that are essential for proper marketing management

02

Apply quantitative and qualitative market research methods and techniques

03

Have an in-depth understanding of customer purchasing behavior

05

Manage and control the company's logistic processes



06

Apply creativity and innovation to new product development

08

Understand, in depth, sectorial marketing and the particularities for each sector



09

Internationally position the company through marketing actions

07

Design and manage an adequate marketing plan

10

Design strategic ecommerce plans

06

Structure and Content

This Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer) has been designed to be completely online, so the contents are accessible from any device with an Internet connection. The executive will be able to access a multimedia library rich in content, with video summaries, complementary reading and examples based on real cases that help to contextualize all the theory.



“

Position yourself as a key figure in your company's marketing and advertising strategies thanks to the high-level contents of this Executive Master's Degree in MBA in Marketing Management"

Syllabus

The Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer) is an intensive program that prepares managers to face challenges and high-level business decisions. Its content is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

Throughout 1,500 hours of study, a multitude of practical cases will be analyzed through individual work, achieving a deep learning process that will enable students to transfer everything they have studied to their daily professional work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree provides in-depth coverage of areas of the company and is designed to professionally elevate executives who understand marketing from a modern, technological, innovative and cross-cutting perspective.

This program takes place over 12 months and is divided into 11 modules.

Module 1	Market Research
Module 2	Management and Leadership
Module 3	Logistics and Economic Management
Module 4	Strategy in Marketing Management
Module 5	Customer Relationship Management
Module 6	Operational Marketing
Module 7	Sectorial Marketing
Module 8	International Marketing
Module 9	Digital Marketing and E-Commerce
Module 10	E-Commerce and Shopify
Module 11	Social Media and Community Management



Where, When and How is it Taught?

TECH offers the possibility of taking this MBA in Marketing Management (CMO, Chief Marketing Officer) completely online. Throughout the 12 months of training, 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. Market Research

1.1. Fundamentals of Marketing

- 1.1.1. Main Definitions
- 1.1.2. Basic Concepts
- 1.1.3. The Evolution of the Concept of Marketing

1.2. Marketing: From the Idea to the Market

- 1.2.1. Concept and Scope of Marketing
- 1.2.2. Marketing Dimensions
- 1.2.3. Marketing 3.0

1.3. New Competitive Environment

- 1.3.1. Technological Innovation and Economic Impact
- 1.3.2. Knowledge Society
- 1.3.3. The New Consumer Profile

1.4. Quantitative Research Methods and Techniques

- 1.4.1. Variables and Measurement Scales
- 1.4.2. Information Sources
- 1.4.3. Sampling Techniques
- 1.4.4. The Treatment and Analysis of Data

1.5. Qualitative Research Methods and Techniques

- 1.5.1. Direct Techniques: Focus Group
- 1.5.2. Anthropological Techniques
- 1.5.3. Indirect Techniques
- 1.5.4. The Two Face Mirror and The Delphi Method

1.6. Market Segmentation

- 1.6.1. Market Typologies
- 1.6.2. Concept and Analysis of the Demand
- 1.6.3. Segmentation and Criteria
- 1.6.4. Defining the Target Audience

1.7. Types of Buying Behavior

- 1.7.1. Complex Behavior
- 1.7.2. Dissonance Reducing Behavior
- 1.7.3. Variety Seeking Behavior
- 1.7.4. Habitual Purchasing Behavior

1.8. Marketing Information Systems

- 1.8.1. Conceptual Approaches to Marketing Information Systems
- 1.8.2. Data Warehouse and Datamining
- 1.8.3. Geographical Information Systems

1.9. Research Project Management

- 1.9.1. Information Analysis Tools
- 1.9.2. Developing an Expectation Management Plan
- 1.9.3. Assessing the Feasibility of Projects

1.10. Marketing Intelligence

- 1.10.1. Big Data
- 1.10.2. User Experience
- 1.10.3. Applying Techniques

Module 2. Management and Leadership

2.1. General Management

- 2.1.1. Integrating Functional Strategies into the Global Business Strategies
- 2.1.2. Management Policy and Processes
- 2.1.3. Society and Enterprise

2.2. Strategic Management

- 2.2.1. Establish the Strategic Position: Mission, Vision and Values
- 2.2.2. Developing New Businesses
- 2.2.3. Growing and Consolidating Companies

2.3. Competitive Strategy

- 2.3.1. Market Analysis
- 2.3.2. Sustainable Competitive Advantage
- 2.3.3. Return on Investment

2.4. Corporate Strategy

- 2.4.1. Driving Corporate Strategy
- 2.4.2. Pacing Corporate Strategy
- 2.4.3. Framing Corporate Strategy

2.5. Planning and Strategy

- 2.5.1. The Relevance of Strategic Direction in the Management Control Process
- 2.5.2. Analysis of the Environment and the Organization
- 2.5.3. Lean Management

2.6. Talent Management

- 2.6.1. Managing Human Capital
- 2.6.2. Environment, Strategy, and Metrics
- 2.6.3. Innovation in People Management

2.7. Management and Leadership Development

- 2.7.1. Leadership and Leadership Styles
- 2.7.2. Motivation
- 2.7.3. Emotional Intelligence
- 2.7.4. Skills and Abilities of the Leader 2.0
- 2.7.5. Efficient Meetings

2.8. Change Management

- 2.8.1. Performance Analysis
- 2.8.2. Leading Change. Resistance to Change
- 2.8.3. Managing Change Processes
- 2.8.4. Managing Multicultural Teams

Module 3. Logistics and Economic Management**3.1. Financial Diagnosis**

- 3.1.1. Indicators for Analyzing Financial Statements
- 3.1.2. Profitability Analysis
- 3.1.3. Economic and Financial Profitability of a Company

3.2. Economic Analysis of Decisions

- 3.2.1. Budget Control
- 3.2.2. Competitive Analysis. Comparative Analysis
- 3.2.3. Decision-Making. Business Investment or Divestment

3.3. Investment Valuation and Portfolio Management

- 3.3.1. Profitability of Investment Projects and Value Creation
- 3.3.2. Models for Evaluating Investment Projects
- 3.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

3.4. Purchasing Logistics Management

- 3.4.1. Stocks Management
- 3.4.2. Warehouse Management
- 3.4.3. Purchasing and Procurement Management

3.5. Supply Chain Management

- 3.5.1. Costs and Efficiency of the Operations Chain
- 3.5.2. Change in Demand Patterns
- 3.5.3. Change in Operations Strategy

3.6. Logistical Processes

- 3.6.1. Organization and Management by Processes
- 3.6.2. Procurement, Production and Distribution
- 3.6.3. Quality, Quality Costs, and Tools
- 3.6.4. After-Sales Service

3.7. Logistics and Customers

- 3.7.1. Demand Analysis and Forecasting
- 3.7.2. Sales Forecasting and Planning
- 3.7.3. Collaborative Planning, Forecasting, and Replacement

3.8. International Logistics

- 3.8.1. Customs, Export and Import processes
- 3.8.2. Methods and Means of International Payment
- 3.8.3. International Logistics Platforms

Module 4. Strategy in Marketing Management**4.1. Marketing Management**

- 4.1.1. Positioning and Value Creation
- 4.1.2. Company's Marketing Orientation and Positioning.
- 4.1.3. Strategic Marketing Operational Marketing
- 4.1.4. Objectives in Marketing Management
- 4.1.5. Integrated Marketing Communications

4.2. The Function of Strategic Marketing

- 4.2.1. Main Marketing Strategies
- 4.2.2. Segmentation, Targeting and Positioning
- 4.2.3. Managing Strategic Marketing

4.3. Marketing Strategy Dimensions

- 4.3.1. Necessary Resources and Investments
- 4.3.2. Fundamentals of Competitive Advantage
- 4.3.3. The Company's Competitive Behavior
- 4.3.4. Focus Marketing

4.4. New Product Strategy Development

- 4.4.1. Creativity and Innovation in Marketing
- 4.4.2. Generation and Filtering of Ideas
- 4.4.3. Commercial Viability Analysis
- 4.4.4. Development, Market Testing, and Commercialization

4.5. Pricing Policies

- 4.5.1. Short and Long-Term Aims
- 4.5.2. Types of Pricing
- 4.5.3. Factors that Affect Pricing

4.6. Promotion and Merchandising Strategies

- 4.6.1. Advertising Management
- 4.6.2. Communication and Media Plan
- 4.6.3. Merchandising as a Marketing Technique
- 4.6.4. Visual Merchandising

4.7. Distribution, Expansion, and Intermediation Strategies

- 4.7.1. Outsourcing of Sales Force and Customer Service
- 4.7.2. Commercial Logistics in Product and Service Sales Management
- 4.7.3. Sales Cycle Management

4.8. Developing the Marketing Plan

- 4.8.1. Analysis and Diagnosis
- 4.8.2. Strategic Decisions
- 4.8.3. Operational Decisions

Module 5. Operational Marketing

5.1. Marketing Mix

- 5.1.1. The Marketing Value Proposition
- 5.1.2. Marketing Mix Policies, Strategies, and Tactics
- 5.1.3. Elements of Marketing Mix
- 5.1.4. Customer Satisfaction and Marketing Mix

5.2. Product Management

- 5.2.1. Consumption Distribution and Product Life Cycle
- 5.2.2. Obsolescence, Expiration, Periodic Campaigns
- 5.2.3. Order Management and Inventory Control Ratios

5.3. Pricing Principles

- 5.3.1. Analysis of the environment
- 5.3.2. Production Costs and Discount Margins
- 5.3.3. Final Price and Positioning Map

5.4. Distribution Channel Management

- 5.4.1. Trade Marketing
- 5.4.2. Distribution Culture and Competition
- 5.4.3. Designing and Managing Channels
- 5.4.4. Functions of Distribution Channels
- 5.4.5. Route to Market

5.5. Promotion and Sales Channels

- 5.5.1. Corporate Branding
- 5.5.2. Advertising
- 5.5.3. Sales Promotion
- 5.5.4. Public Relations and Personal Selling
- 5.5.5. Street Marketing

5.6. Branding

- 5.6.1. Brand Evolution
- 5.6.2. Creating and Developing a Successful Brand
- 5.6.3. Brand Equity
- 5.6.4. Category Management

5.7. Managing Marketing Groups

- 5.7.1. Work Teams and Meeting Management
- 5.7.2. Coaching and Team Management
- 5.7.3. Managing Equality and Diversity

5.8. Communication and Marketing

- 5.8.1. Communication Integrated into Marketing
- 5.8.2. Designing a Marketing Communication Program
- 5.8.3. Communication Skills and Influence
- 5.8.4. Barriers to Business Communication

Module 6. Customer Relationship Management

6.1. Knowing the Market and the Consumer

- 6.1.1. Open Innovation
- 6.1.2. Competitive Intelligence.
- 6.1.3. Sharing Economy

6.2. CRM and Business Philosophy

- 6.2.1. Business Philosophy or Strategic Orientation
- 6.2.2. Customer Identification and Differentiation
- 6.2.3. The Company and its Stakeholders
- 6.2.4. Clienting Clienteling

6.3. Database Marketing and Customer Relationship Management

- 6.3.1. Database Marketing Applications
- 6.3.2. Laws and Regulations
- 6.3.3. Information Sources, Storage, and Processing

6.4. Consumer Psychology and Behavior

- 6.4.1. The Study of Consumer Behavior
- 6.4.2. Internal and External Consumer Factors
- 6.4.3. Consumer Decision Process
- 6.4.4. Consumerism, Society, Marketing, and Ethics

6.5. Areas of CRM Management

- 6.5.1. Customer Service
- 6.5.2. Managing the Sales Force
- 6.5.3. Customer Service

6.6. Consumer Centric Marketing

- 6.6.1. Segmentation.
- 6.6.2. Profitability Analysis
- 6.6.3. Customer Loyalty Strategies

6.7. CRM Management Techniques

- 6.7.1. Direct Marketing
- 6.7.2. Multichannel Integration
- 6.7.3. Viral Marketing

6.8. Advantages and Risks of Implementing CRM

- 6.8.1. CRM, Sales and Costs
- 6.8.2. Customer Satisfaction and Loyalty
- 6.8.3. Technology Implementation
- 6.8.4. Strategic and Management Errors

Module 7. Sectorial Marketing

7.1. Services Marketing

- 7.1.1. Evolution and Growth of the Service Sector
- 7.1.2. Function of Services Marketing
- 7.1.3. Marketing Strategy in the Service Sector

7.2. Touristic Marketing

- 7.2.1. Features of the Tourism Sector
- 7.2.2. Tourist Product
- 7.2.3. The Customer in Tourism Marketing

7.3. Political and Electoral Marketing

- 7.3.1. Political Marketing vs. Electoral Marketing
- 7.3.2. Political Market Segmentation
- 7.3.3. Electoral Campaign.

7.4. Social Marketing and Responsible Marketing

- 7.4.1. Social Cause Marketing and CSR
- 7.4.2. Environmental Marketing.
- 7.4.3. Segmentation in Social Marketing

7.5. Retail Management

- 7.5.1. Relevance
- 7.5.2. Reward
- 7.5.3. Cost Reduction
- 7.5.4. Relationship with the Customer

7.6. Banking Marketing

- 7.6.1. State Regulation
- 7.6.2. Branches and Segmentation
- 7.6.3. Inbound Marketing in the Banking Sector

7.7. Health Services Marketing

- 7.7.1. Internal Marketing
- 7.7.2. User Satisfaction Studies
- 7.7.3. Market-Oriented Quality Management.

7.8. Sensory Marketing

- 7.8.1. Shopping Experience as a Sensory Experience
- 7.8.2. Neuromarketing and Sensory Marketing
- 7.8.3. Arrangement and Presentation of the Point of Sale

Module 8. International Marketing

8.1. International Market Research

- 8.1.1. Emerging Markets Marketing
- 8.1.2. PESTLE Analysis
- 8.1.3. What, How and Where to Export
- 8.1.4. International Marketing-Mix Strategies

8.2. International Segmentation

- 8.2.1. Criteria for Market Segmentation at the International Level
- 8.2.2. Market Niches
- 8.2.3. International Segmentation Strategies

8.3. International Positioning

- 8.3.1. Branding in International Markets
- 8.3.2. Positioning Strategies in International Markets
- 8.3.3. Global, Regional and Local Brands

8.4. Product Strategies in International Markets

- 8.4.1. Product Modification, Adaptation and Diversification.
- 8.4.2. Global Standardized Products
- 8.4.3. The Product Portfolio

8.5. Prices and Exports

- 8.5.1. Export Prices Calculation
- 8.5.2. Incoterms
- 8.5.3. International Price Strategy

8.6. Quality in International Marketing

- 8.6.1. Quality and International Marketing
- 8.6.2. Standards and Certifications
- 8.6.3. CE Marking

8.7. International Promotion

- 8.7.1. The International Promotion MIX
- 8.7.2. Advertising and Publicity
- 8.7.3. International Fairs
- 8.7.4. Country Branding

8.8. Distribution through International Channels

- 8.8.1. Channel and Trade Marketing
- 8.8.2. Export Consortiums
- 8.8.3. Types of Exports and Foreign Trade

Module 9. Digital Marketing and E-Commerce

9.1. Digital Marketing and E-Commerce

- 9.1.1. The Digital Economy and the Sharing Economy
- 9.1.2. Trends and Social Changes in Consumers
- 9.1.3. Digital Transformation of Traditional Companies
- 9.1.4. The Roles of the Chief Digital Officer

9.2. Digital Strategy

- 9.2.1. Segmentation and Positioning in the Competitive Context
- 9.2.2. New Marketing Strategies for Products and Services
- 9.2.3. From Innovation to Cash Flow

9.3. Technology Strategy

- 9.3.1. Web Development
- 9.3.2. Hosting and Cloud Computing
- 9.3.3. Content Management Systems (CMS)
- 9.3.4. Formats and Digital Media
- 9.3.5. Technological E-Commerce Platforms

9.4. Digital Regulation

- 9.4.1. Privacy Policy and Personal Data Protection Act
- 9.4.2. Fake Profiles and Fake Followers
- 9.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

9.5. Online Market Research

- 9.5.1. Quantitative Research Tools in Online Markets
- 9.5.2. Dynamic Qualitative Customer Research Tools

9.6. Online Agencies, Media and Channels

- 9.6.1. Integral, Creative and Online Agencies
- 9.6.2. Traditional and New Media
- 9.6.3. Online Channels
- 9.6.4. Other Digital Players

Module 10. E-Commerce and Shopify

10.1. Digital E-Commerce Management

- 10.1.1. New E-Commerce Business Models
- 10.1.2. Planning and Developing an E-Commerce Strategic Plan
- 10.1.3. Technological Structure in E-Commerce

10.2. E-Commerce Operations and Logistics

- 10.2.1. Digital Point-of-Sale Management
- 10.2.2. Contact Center Management
- 10.2.3. Automation in Management and Monitoring Processes

10.3. Implementing *E-Commerce* Techniques

- 10.3.1. Social Media and Integration in the E-Commerce Plan
- 10.3.2. Multichannel Strategy
- 10.3.3. Personalizing Dashboards

10.4. Digital Pricing

- 10.4.1. Online Payment Methods and Payment Gateways
- 10.4.2. Electronic Promotions
- 10.4.3. Digital Price Timing
- 10.4.4. E-Auctions

10.5. From E-Commerce to M-Commerce and S-Commerce

- 10.5.1. E-Marketplace Business Models
- 10.5.2. S-Commerce and Brand Experience
- 10.5.3. Purchase via Mobile Devices

10.6. Customer Intelligence: from E-CRM to S-CRM

- 10.6.1. Integrating the Consumer in the Value Chain
- 10.6.2. Online Research and Loyalty Techniques
- 10.6.3. Planning a Customer Relationship Management Strategy

10.7. Digital Marketing Trade

- 10.7.1. Cross Merchandising
- 10.7.2. Designing and Managing Facebook Ads Campaigns
- 10.7.3. Designing and Managing Google Ad Campaigns

10.8. Online Marketing for E-Commerce

- 10.8.1. Inbound Marketing
- 10.8.2. Display and Programmatic Purchasing
- 10.8.3. Communication Plan

Module 11. Social Media and Community Management

11.1. Web 2.0 or the Social Web

- 11.1.1. Organization in the Age of Conversation
- 11.1.2. Web 2.0 Is All About People
- 11.1.3. New Environments, New Content

11.2. Digital Communication and Reputation

- 11.2.1. Crisis Management and Online Corporate Reputation
- 11.2.2. Online Reputation Report
- 11.2.3. Netiquette and Good Practices on Social Media
- 11.2.4. Branding and Networking 2.0

11.3. Generalist, Professional and Microblogging Platforms

- 11.3.1. Facebook.
- 11.3.2. LinkedIn
- 11.3.3. Google+
- 11.3.4. Twitter

11.4. Video, Image, and Mobility Platforms

- 11.4.1. YouTube
- 11.4.2. Instagram
- 11.4.3. Flickr
- 11.4.4. Vimeo
- 11.4.5. Pinterest

11.5. Corporate Blogging

- 11.5.1. How to Create a Blog?
- 11.5.2. Content Marketing Strategy
- 11.5.3. How to Create a Content Plan for Your Blog?
- 11.5.4. Content Curation Strategy

11.6. Social Media Strategies

- 11.6.1. Corporate Communication Plan 2.0
- 11.6.2. Corporate PR and Social Media
- 11.6.3. Analysis and Evaluation of Results

11.7. Community Management

- 11.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 11.7.2. Social Media Manager
- 11.7.3. Social Media Strategist

11.8. Social Media Plan

- 11.8.1. Designing a Social Media Plan
- 11.8.2. Defining the Strategy to Be Followed in Each Medium
- 11.8.3. Contingency Protocol in Case of Crisis



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

07

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.



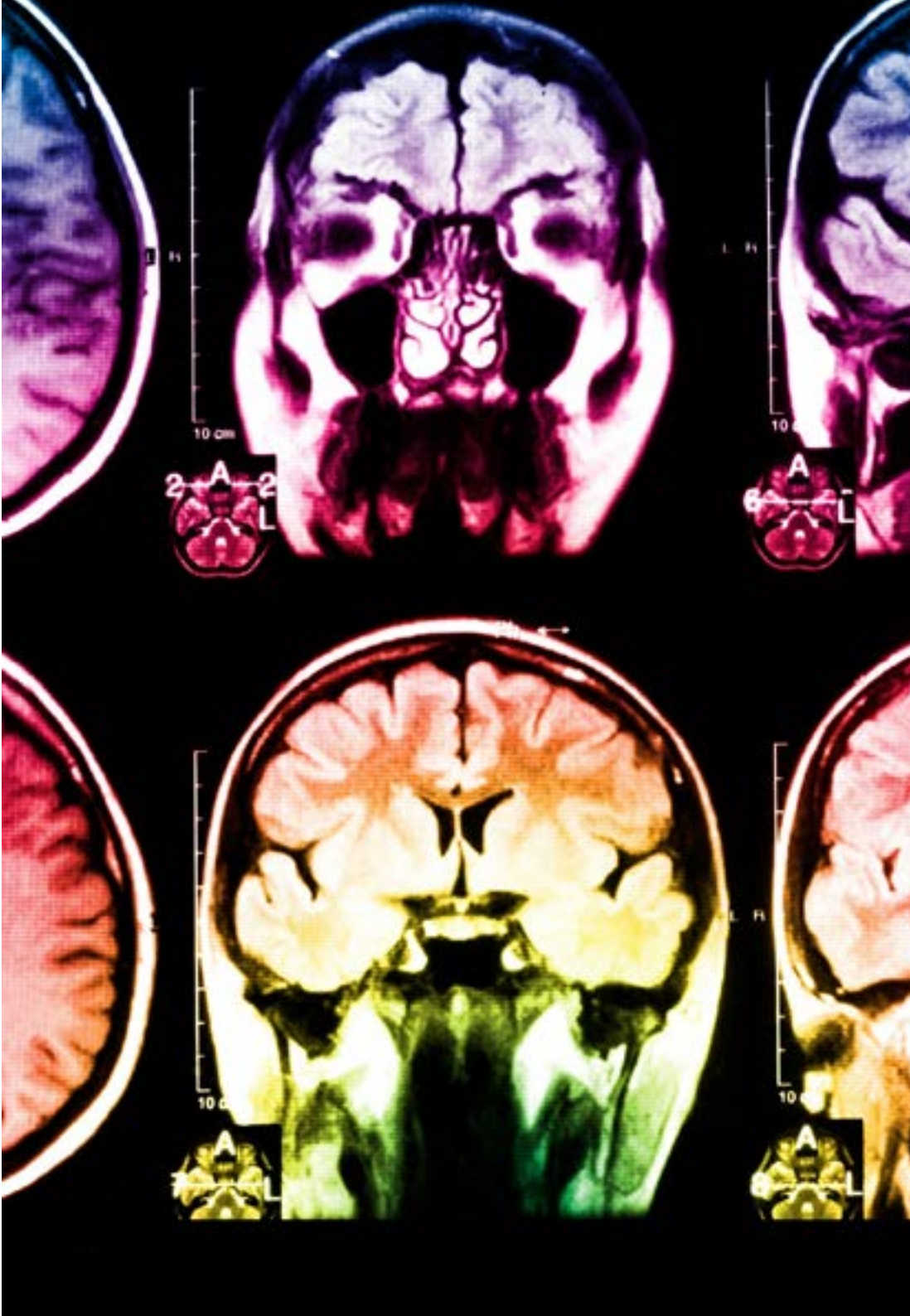
In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

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

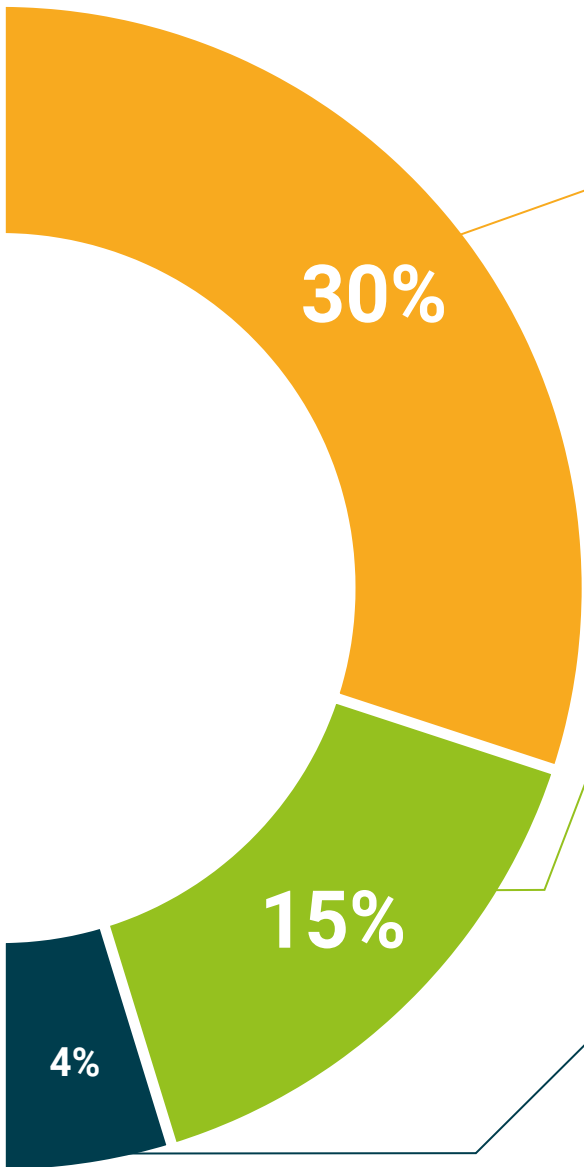
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



08

Our Students' Profiles

The Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer) is a program aimed at marketing professionals who want to update their knowledge, discover new ways to successfully carry out their work and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





“

If you have marketing experience and are looking to propel your career into the CMO position while continuing to work, this is the program for you"

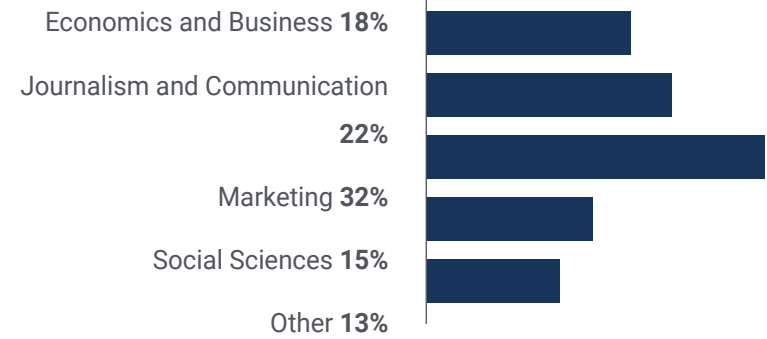
Average Age

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

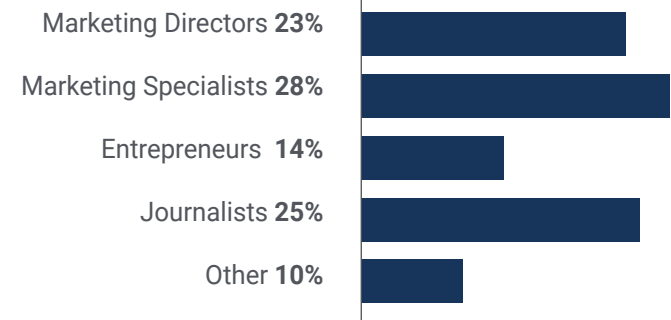
Years of Experience



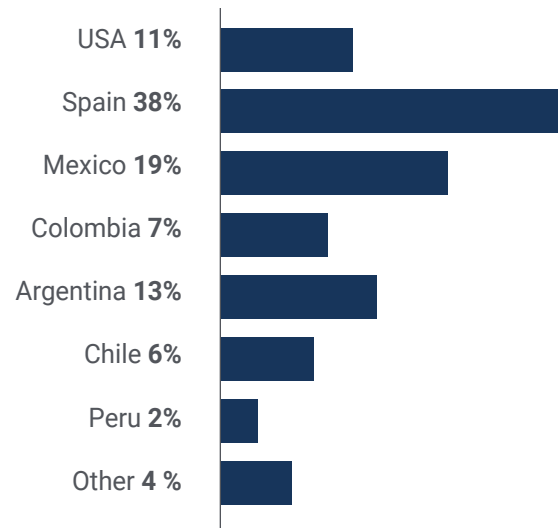
Training



Academic Profile



Geographical Distribution



Tania Ríos

Chief Marketing Officer

"Marketing is a constantly evolving field and, therefore, I had been looking into specializing in this area for years, which is something that I have managed to accomplish thanks to this TECH program. Thanks to the advanced knowledge of this program I was able to boost my career and now I manage much more complex and important campaigns. Plus, I was able to do it all from the comfort of my own home, which was undoubtedly a plus going forward"

09

Course Management

The program includes leading experts in marketing management in its teaching staff, who contribute their years of experience to this program. This practical approach allows the manager to contextualize each and every one of the contents provided, with the guarantee that they come from leaders of great prestige. The academic experience is fully customized and tailored to the highest level of Marketing Management.



“

You will appreciate the attention to detail with which all the units have been carefully selected by business leaders in the marketing landscape"

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



10

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. To achieve this, this program has been designed to enable students to acquire the skills needed to develop in the field of marketing management and lead their company to success.





“

You will strengthen your professional profile significantly by incorporating this MBA in Marketing Management (CMO, Chief Marketing Officer), giving even more power to your value proposition”

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

The Executive Master's Degree MBA in Marketing Management (CMO, Chief Marketing Officer) of TECH Technological University is an intensive program that prepares students to face challenges and decisions in the field of marketing both nationally and internationally. Its main objective is to promote personal and professional growth and help achieve success in this field.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

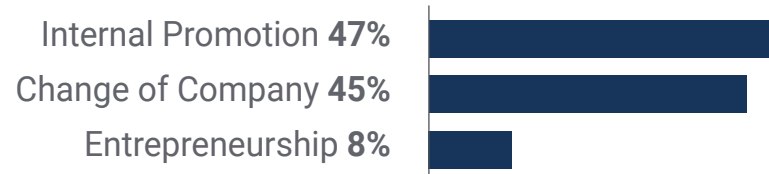
The continuous specialization of marketing professionals is essential to keep up to date with the latest developments.

If you are looking to enhance your career, don't miss the opportunity to acquire high-level training that will set you apart from the rest of the professionals in the sector.

When the change occurs



Type of change



Salary increase

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



11

Benefits for Your Company

The MBA in Marketing Management (CMO, Chief Marketing Officer) contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only represent an improvement on a personal level but, above all, on a professional level, increasing the professional's training and improving their management skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

Take your organization's communication strategies and brand reputation to a higher level, demonstrating your ability to lead teams and improve your professional and economic position"

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.

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

The manager 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 Organisation will come into contact with the main markets in the world economy.



05

Project Development

The executive can work on a real project or develop new projects.

06

Increased competitiveness

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

12 Certificate

The MBA in Marketing Management (CMO, Chief Marketing Officer) guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree issued by TECH Technological University.



“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

This **MBA in Marketing Management (CMO, Chief Marketing Officer)** contains the most complete and updated program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Marketing Management (CMO, Chief Marketing Officer)**

Official N° of hours: **1,500 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.



**Executive Master's
Degree**
MBA in Marketing
Management
(CMO, Chief Marketing
Officer)

Language: **English**

Course Modality: **Online**

Duration: **12 months**

Certificate: **TECH Technological University**

Official N° of hours: **1,500 h.**

Executive Master's Degree

MBA in Marketing Management (CMO, Chief Marketing Officer)

