Advanced Master's Degree
Senior Marketing and Advertising Management

tech global university

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Advanced Master's Degree
Senior Marketing and Advertising Management

- » Modality: **online**
- » Duration: **15 months.**
- » Certificate: **TECH Global University**
- » Accreditation: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: www.techtitute.com/us/school-of-business/advanced-master-degree/ advanced-master-degree-senior-marketing-advertising-management

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Introduction to the Program

Senior Marketing and Advertising Management plays a crucial role in building strong brands and creating communication strategies that impact highly competitive markets. In an environment marked by digital transformation and changing consumer demands, professionals in this area must combine innovation, strategic analysis and leadership skills. With the aim of facilitating this work, TECH presents an exclusive university program focused on Senior Marketing and Advertising Management. At the same time, it is based on a convenient 100% online format that allows students to individually plan their schedules and pace of study.

With this Advanced Master's Degree online, you will lead creative and high-impact advertising campaigns that will build long-term brand loyalty among consumers.

Senior Marketing and Advertising Management plays a crucial role in creating value for companies, as it is not only about capturing the consumer's attention, but also about building a solid and long-lasting relationship with them. Therefore, experts need to develop advanced skills ranging from the use of data and analytics to the integration of multichannel strategies and customer experience management.

In order to support them in this task, TECH presents an innovative Advanced Master's Degree in Senior Marketing and Advertising Management. Created by references in this sector, the curriculum will delve into issues ranging from market research or the psychology of communication to the specificities of advertising language. Thanks to this, graduates will develop a comprehensive and strategic vision of Marketing and Advertising, being able to lead multidisciplinary teams, manage brands effectively and design advertising campaigns that connect deeply with the target audience.

In addition, TECH offers a 100% online educational environment, tailored to the needs of working professionals looking to advance their careers. It also employs its unique Relearning system, based on the natural and progressive repetition of key concepts to effectively lock in knowledge. Graduates will have access to a library full of multimedia resources in different audiovisual formats, such as interactive summaries, explanatory videos and infographics.

This **Advanced Master's Degree in Senior Marketing and Advertising Management** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in Senior Marketing and Advertising Management

- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice

- Practical exercises where self-assessment can be used to improve learning

- Special emphasis on innovative methodologies in Senior Marketing and Advertising Management

- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

You will develop skills in marketing data collection and analysis, enabling you to measure campaign performance"

"*You will manage the most modern advertising strategies to increase the visibility of brands and generate a positive response from the public*"

With the Relearning system you will not have to invest a great amount of study hours and you will focus on the most relevant concepts.

You will have at your disposal a library full of educational resources 24 hours a day and with material that stands out for its high quality.

It includes in its teaching staff professionals belonging to the field of Senior Marketing and Advertising Management, who pour into this program the experience of their work, in addition to recognized specialists from reference companies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide professionals with situated and contextualized learning, that is, a simulated environment that will provide immersive study set up to prepare them in real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.

Study at the largest online university in the world and ensure your professional success. The future begins at TECH"

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

Forbes
The best online university in the world

The most complete **syllabus**

TOP international faculty

The most effective methodology

World's No.1 **The World's largest** online university

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

4.9/5 ★★★★★ global score

99% maximun employability guaranteed

The Official Online University of the **NBA**

Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.

The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.

03
Syllabus

The curriculum will delve into factors ranging from the fundamentals of public opinion or corporate identity to the most modern techniques to foster creativity in the communication process. At the same time, the syllabus will provide graduates with a variety of strategies to lead high-impact advertising campaigns that maximize the connection with the target audience.

You will handle sophisticated digital tools to support informed strategic decision making"

Module 1. Leadership, Ethics and Social Responsibility in Companies

1.1. Globalization and Governance

    1.1.1. Governance and Corporate Governance

    1.1.2. The Fundamentals of Corporate Governance in Companies

    1.1.3. The Role of the Board of Directors in the Corporate Governance Framework

1.2. Leadership

    1.2.1. Leadership. A Conceptual Approach

    1.2.2. Leadership in Companies

    1.2.3. The Importance of Leaders in Business Management

1.3. Cross Cultural Management

    1.3.1. Cross Cultural Management Concept

    1.3.2. Contributions to Knowledge of National Cultures

    1.3.3. Diversity Management

1.4. Management and Leadership Development

    1.4.1. Concept of Management Development

    1.4.2. Concept of Leadership

    1.4.3. Leadership Theories

    1.4.4. Leadership Styles

    1.4.5. Intelligence in Leadership

    1.4.6. The Challenges of Today's Leader

1.5. Business Ethics

    1.5.1. Ethics and Morals

    1.5.2. Business Ethics

    1.5.3. Leadership and Ethics in Companies

1.6. Sustainability

    1.6.1. Sustainability and Sustainable Development

    1.6.2. The 2030 Agenda

    1.6.3. Sustainable Companies

1.7. Corporate Social Responsibility

    1.7.1. International Dimensions of Corporate Social Responsibility

    1.7.2. Implementing Corporate Social Responsibility

    1.7.3. The Impact and Measurement of Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

Module 3. People and Talent Management

3.1.   Organizational Behavior
   3.1.1.   Organizational Behavior. Conceptual Framework
   3.1.2.   Main Factors of Organizational Behavior
3.2.   People in Organizations
   3.2.1.   Quality of Work Life and Psychological Well-Being
   3.2.2.   Work Teams and Meeting Management
   3.2.3.   Coaching and Team Management
   3.2.4.   Managing Equality and Diversity
3.3.   Strategic People Management
   3.3.1.   Strategic Management and Human Resources
   3.3.2.   Strategic People Management
3.4.   Evolution of Resources. An Integrated Vision
   3.4.1.   The Importance of HR
   3.4.2.   A New Environment for People Management and Leadership
   3.4.3.   Strategic Human Resources Management
3.5.   Selection, Group Dynamics and HR Recruitment
   3.5.1.   Approach to Recruitment and Selection
   3.5.2.   Recruitment
   3.5.3.   The Selection Process
3.6.   Human Resources Management by Competencies
   3.6.1.   Analysis of the Potential
   3.6.2.   Remuneration Policy
   3.6.3.   Career/Succession Planning
3.7.   Performance Evaluation and Performance Management
   3.7.1.   Performance Management
   3.7.2.   Performance Management: Objectives and Process
3.8.   Management of Training
   3.8.1.   Learning Theories
   3.8.2.   Talent Detection and Retention
   3.8.3.   Gamification and Talent Management
   3.8.4.   Training and Professional Obsolescence

Module 4. Economic and Financial Management

Module 5. Operations and Logistics Management

5.11. Logistics Costs

    5.11.1. Logistics Costs

    5.11.2. Problems with Logistics Costs

    5.11.3. Optimizing Logistic Costs

5.12. Profitability and Efficiency of Logistics Chains: KPIs

    5.12.1. Logistics Chain

    5.12.2. Profitability and Efficiency of the Logistics Chain

    5.12.3. Indicators of Profitability and Efficiency of the Supply Chain

5.13. Process Management

    5.13.1. Process Management

    5.13.2. Process Based Focus: Business Process Mapping

    5.13.3. Improvements in Process Management

5.14. Distribution and Transportation Logistics

    5.14.1. Distribution in the Supply Chain

    5.14.2. Transportation Logistics

    5.14.3. Geographic Information Systems as a Support to Logistics

5.15. Logistics and Customers

    5.15.1. Demand Analysis

    5.15.2. Demand and Sales Forecast

    5.15.3. Sales and Operations Planning

    5.15.4. Collaborative Planning, Forecasting and Replenishment (CPFR)

5.16. International Logistics

    5.16.1. Export and Import Processes

    5.16.2. Customs

    5.16.3. Methods and Means of International Payment

    5.16.4. International Logistics Platforms

5.17. Outsourcing of Operations

    5.17.1. Operations Management and Outsourcing

    5.17.2. Outsourcing Implementation in Logistics Environments

5.18. Competitiveness in Operations

    5.18.1. Operations Management

    5.18.2. Operational Competitiveness

    5.18.3. Operations Strategy and Competitive Advantages

5.19. Quality Management

    5.19.1. Internal and External Customers

    5.19.2. Quality Costs

    5.19.3. Ongoing Improvement and the Deming Philosophy

Module 6. Information Systems Management

6.1. Technological Environment

    6.1.1. Technology and Globalization

    6.1.2. Economic Environment and Technology

    6.1.3. Technological Environment and Its Impact on Companies

6.2. Information Systems in Companies

    6.2.1. The Evolution of the IT Model

    6.2.2. Organization and IT Departments

    6.2.3. Information Technology and Economic Environment

6.3. Corporate Strategy and Technology Strategy

    6.3.1. Creating Value for Customers and Shareholders

    6.3.2. Strategic IS/IT Decisions

    6.3.3. Corporate Strategy vs. Technological and Digital Strategy

6.4. Information Systems Management

    6.4.1. Corporate Governance of Technology and Information Systems

    6.4.2. Management of Information Systems in Companies

    6.4.3. Expert Managers in Information Systems: Roles and Functions

6.5. Information Technology Strategic Planning

    6.5.1. Information Systems and Corporate Strategy

    6.5.2. Strategic Planning of Information Systems

    6.5.3. Phases of Information Systems Strategic Planning

6.6. Information Systems for Decision-Making

    6.6.1. Business Intelligence

    6.6.2. Data Warehouse

    6.6.3. Balanced Scorecard (BSC)

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

Module 8. Advertising and Commercial Management

Module 9. Innovation and Project Management

Module 10. Executive Management

Module 11. Market Research

Module 12. Customer Relationship Management

12.1. Knowing the Market and the Consumer
    12.1.1. Open Innovation
    12.1.2. Competitive Intelligence
    12.1.3. Sharing Economy
    12.2.1. Business Philosophy or Strategic Orientation
    12.2.2. Customer Identification and Differentiation
    12.2.3. The Company and Its Stakeholders
    12.2.4. Clienting

12.3. Database Marketing and Customer Relationship Management
    12.3.1. Database Marketing Applications
    12.3.2. Information Sources, Storage, and Processing

12.4. Consumer Psychology and Behavior
    12.4.1. The Study of Consumer Behavior
    12.4.2. Internal and External Consumer Factors
    12.4.3. Consumer Decision Process
    12.4.4. Consumerism, Society, Marketing, and Ethics

12.5. Areas of CRM Management
    12.5.1. Customer Service
    12.5.2. Managing the Sales Force
    12.5.3. Customer Service

12.6. Consumer Centric Marketing
    12.6.1. Segmentation
    12.6.2. Profitability Analysis
    12.6.3. Customer Loyalty Strategies

12.7. CRM Management Techniques
    12.7.1. Direct Marketing
    12.7.2. Multichannel Integration
    12.7.3. Viral Marketing

12.8. Advantages and Risks of Implementing CRM
    12.8.1. CRM, Sales and Costs
    12.8.2. Customer Satisfaction and Loyalty
    12.8.3. Technology Implementation
    12.8.4. Strategic and Management Errors

Module 13. Operational Marketing

13.1. Marketing Mix
    13.1.1. The Marketing Value Proposition
    13.1.2. Marketing Mix Policies, Strategies and Tactics
    13.1.3. Elements of the Marketing Mix
    13.1.4. Customer Satisfaction and Marketing Mix

13.2. Product Management
    13.2.1. Consumption Distribution and Product Life Cycle
    13.2.2. Obsolescence, Expiration, Periodic Campaigns
    13.2.3. Order Management and Inventory Control Ratios

13.3. Pricing Principles
    13.3.1. Analysis of the Environment
    13.3.2. Production Costs and Discount Margins
    13.3.3. Final Price and Positioning Map

13.4. Distribution Channel Management
    13.4.1. Trade Marketing
    13.4.2. Distribution Culture and Competition
    13.4.3. Designing and Managing Channels
    13.4.4. Functions of Distribution Channels
    13.4.5. Route to Market

13.5. Promotion and Sales Channels
    13.5.1. Corporate Branding
    13.5.2. Publicity
    13.5.3. Sales Promotion
    13.5.4. Public Relations and Personal Selling
    13.5.5. Street Marketing

Module 14. Sectorial Marketing

Module 15. International Marketing

Module 16. Digital Marketing and e-Commerce

Module 17. E-Commerce and Shopify

17.3.   Implementing E-Commerce Techniques
    17.3.1.   Social Media and Integration in the E-Commerce Plan
    17.3.2.   Multichannel Strategy
    17.3.3.   Personalizing Dashboards
17.4.   Digital Pricing
    17.4.1.   Online Payment Methods and Payment Gateways
    17.4.2.   Electronic Promotions
    17.4.3.   Digital Price Timing
    17.4.4.   e-Auctions
17.5.   From e-Commerce to m-Commerce and s-Commerce
    17.5.1.   e-Marketplace Business Models
    17.5.2.   s-Commerce and Brand Experience
    17.5.3.   Purchase via Mobile Devices
17.6.   Customer Intelligence: from e-CRM to s-CRM
    17.6.1.   Integrating the Consumer in the Value Chain
    17.6.2.   Online Research and Loyalty Techniques
    17.6.3.   Planning a Customer Relationship Management Strategy
17.7.   Digital Marketing Trade
    17.7.1.   Cross Merchandising
    17.7.2.   Designing and Managing Facebook Ads Campaigns
    17.7.3.   Designing and Managing Google Ad Campaigns
17.8.   Online Marketing for e-Commerce
    17.8.1.   Inbound Marketing
    17.8.2.   Display and Programmatic Purchasing
    17.8.3.   Communication Plan

Module 18. Social Media and Community Management

18.1.   Web 2.0 or the Social Web
    18.1.1.   Organization in the Age of Conversation
    18.1.2.   Web 2.0 Is All About People
    18.1.3.   New Environments, New Content
18.2.   Digital Communication and Reputation
    18.2.1.   Crisis Management and Online Corporate Reputation
    18.2.2.   Online Reputation Report
    18.2.3.   Netiquette and Good Practices on Social Media
    18.2.4.   Branding and Networking 2.0
18.3.   General, Professional and Microblogging Platforms
    18.3.1.   Facebook
    18.3.2.   LinkedIn
    18.3.3.   Google+
    18.3.4.   Twitter
18.4.   Video, Image and Mobility Platforms
    18.4.1.   YouTube
    18.4.2.   Instagram
    18.4.3.   Flickr
    18.4.4.   Vimeo
    18.4.5.   Pinterest
18.5.   Corporate Blogging
    18.5.1.   How to Create a Blog
    18.5.2.   Content Marketing Strategy
    18.5.3.   How to Create a Content Plan for Your Blog
    18.5.4.   Content Curation Strategy
18.6.   Social Media Strategies
    18.6.1.   Corporate Communication Plan 2.0
    18.6.2.   Corporate PR and Social Media
    18.6.3.   Analysis and Evaluation of Results

Module 19. Communication Structure

Module 20. Introduction to the Psychology of Communication

Module 21. Advertising Language

Module 22. Creativity in Communication

22.1. To Create Is to Think
    22.1.1. The Art of Thinking
    22.1.2. Creative Thinking and Creativity
    22.1.3. Thought and Brain
    22.1.4. The Lines of Research on Creativity: Systematization
22.2. Nature of the Creative Process
    22.2.1. Nature of Creativity
    22.2.2. Notion of Creativity: Creation and Creativity
    22.2.3. The Creation of Ideas for Persuasive Communication
    22.2.4. Nature of the Creative Process in Advertising
22.3. The Invention
    22.3.1. Evolution and Historical Analysis of the Creation Process
    22.3.2. Nature of the Classical Canon of the Invention
    22.3.3. The Classical View of Inspiration in the Origin of Ideas
    22.3.4. Invention, Inspiration, Persuasion
22.4. Rhetoric and Persuasive Communication
    22.4.1. Rhetoric and Advertising
    22.4.2. The Rhetorical Parts of Persuasive Communication
    22.4.3. Rhetorical Figures
    22.4.4. Rhetorical Laws and Functions of Advertising Language
22.5. Creative Behavior and Personality
    22.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
    22.5.2. Creative Behavior and Motivation
    22.5.3. Perception and Creative Thinking
    22.5.4. Elements of Creativity
22.6. Creative Skills and Abilities
    22.6.1. Thinking Systems and Models of Creative Intelligence
    22.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
    22.6.3. Interaction Between Factors and Intellectual Capabilities
    22.6.4. Creative Skills
    22.6.5. Creative Capabilities

22.7. The Phases of the Creative Process
    22.7.1. Creativity as a Process
    22.7.2. The Phases of the Creative Process
    22.7.3. The Phases of the Creative Process in Advertising
22.8. Troubleshooting
    22.8.1. Creativity and Problem Solving
    22.8.2. Perceptual Blocks and Emotional Blocks
    22.8.3. Invention Methodology: Programs and Creative Methods
22.9. The Methods of Creative Thinking
    22.9.1. Brainstorming as a Model for the Creation of Ideas
    22.9.2. Vertical Thinking and Lateral Thinking
22.10. Creativity and Advertising Communication
    22.10.1. The Creative Process as a Specific Product of Advertising Communication
    22.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation
    22.10.3. Methodological Principles and Effects of Advertising Creation
    22.10.4. Advertising Creation: From Problem to Solution
    22.10.5. Creativity and Persuasive Communication

Module 23. Creative Advertising I: Copywriting

23.1. Writing Concept
    23.1.1. Writing and Editing
23.2. Fundamentals of Copywriting
    23.2.1. Correction
    23.2.2. Adaptation
    23.2.3. Efficiency
23.3. Characteristics of Copywriting
    23.3.1. Nominalization
    23.3.2. Destructuring
23.4. Text and Image
    23.4.1. From Text to Image
    23.4.2. Text Functions
    23.4.3. Image Functions
    23.4.4. Relationship Between Text and Imaging

Module 24. Creative Advertising II: Art Management

Module 25. Corporate Identity

Module 26. Public Opinion

Module 27. Advertising Law

Take this university program to learn at your own pace and without time constraints thanks to the Relearning system that TECH puts at your disposal"

04
Teaching Objectives

Through this program, professionals will have the most complete knowledge of marketing strategies and advertising management. In this sense, students will be prepared to design innovative campaigns, manage brands and lead projects in competitive markets. In addition, they will develop skills in data analysis, leadership, creativity and use of digital tools to stand out in the field of global marketing.

"

You will design marketing strategies that drive business positioning and growth in competitive markets"

General Objectives

- Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

- Develop the key leadership skills that should define working professionals

- Delve into the the sustainability criteria set by international standards when developing a business plan

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

- Define the best way to manage the company's Human Resources, achieving a better performance

- Be able to manage the company's economic and financial plan

- Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

- Be able to develop all the phases of a business idea: Design, Feasibility Plan, Execution, Follow-up

- Integrate the Internet into the organizations marketing strategy

- Develop techniques and strategies in the digital environment associated with Marketing, sales and communication

Specific Objectives

Module 1. Leadership, Ethics and Social Responsibility in Companies

- Develop ethical leadership skills that integrate corporate social responsibility principles in decision making
- Train in the implementation of social responsibility policies that generate a positive impact on the community and the environment

Module 2. Strategic Management and Executive Management

- Delve into the formulation and execution of effective business strategies
- Obtain skills in the management of management teams to improve organizational performance

Module 3. People and Talent Management

- Delve into the effective management of human talent, focusing on the attraction, development and retention of key employees
- Be able to create and manage high-performance teams aligned with organizational objectives

Module 4. Economic and Financial Management

- Manage innovative tools for making strategic financial decisions that optimize resources and ensure the company's profitability
- Train in the preparation and management of budgets, financial reports and project feasibility analysis

Module 5. Operations and Logistics Management

- Develop skills in the planning, coordination and control of logistics operations within the supply chain
- Optimize operational processes and reduce costs associated with business logistics

Module 6. Information Systems Management

- Optimize information systems management to improve organizational efficiency
- Develop skills to make decisions on the implementation of information systems aligned to business objectives

Module 7. Commercial Management, Strategic Marketing and Corporate Communications

- Train in the creation and execution of commercial and marketing strategies that align the business offer with market demands
- Develop skills in corporate communication management to strengthen brand image

Module 8. Market Research, Advertising and Commercial Management

- Master the use of tools and methodologies to conduct market research to identify business opportunities
- Manage effective advertising campaigns and make strategic decisions in commercial management

Module 9. Innovation and Project Management

- Develop the ability to manage innovative projects that add value and differentiate the company in the market
- Develop skills in the planning, execution and control of projects with a focus on innovation and sustainability

Module 10. Executive Management

- Obtain skills to lead management teams in dynamic and globalized business environments
- Train to make strategic decisions that optimize resources and improve organizational performance

Module 11. Market Research

- Train in the methodologies and tools necessary to conduct market research, collect and analyze data
- Be able to draw conclusions to help make strategic marketing decisions

Module 12. Customer Relationship Management

- Provide knowledge and skills in the use of CRM systems to manage customer relationships
- Improve retention and loyalty, and optimize personalized communication strategies

Module 13. Operational Marketing

- Develop skills in the implementation of operational marketing strategies
- Delve into campaign management, market segmentation, product positioning and the execution of marketing activities in the field

Module 14. Sectorial Marketing

- Train in the design of marketing strategies adapted to specific sectors
- Analyze the particular needs of each industry and optimizing communication, distribution and promotion tactics in each sector context

Module 15. International Marketing

- Develop skills to manage marketing in international markets
- Understand cultural differences, trade barriers and regulatory issues in different regions of the world, and adapting global strategies to each local market

Module 16. Digital Marketing and e-Commerce

- Provide the tools and knowledge necessary to develop effective digital marketing and e-commerce strategies
- Increase brand visibility, improve sales conversion, and optimize the online customer experience

Module 17. E-Commerce and Shopify

- Train in the use of e-commerce platforms such as Shopify
- Analyze how to create, manage and optimize online stores, implement payment systems and manage product inventory

Module 18. Social Media and Community Management

- Develop skills in social media and online community management, including the creation of engaging content
- Delve into managing interaction with users and measuring the impact of strategies on platforms such as Facebook, Instagram, Twitter and LinkedIn

Module 19. Structure of the Communication

- Provide an in-depth understanding of the fundamental elements of organizational communication
- Delve into the channels, processes and tools of internal and external communication in companies

Module 20. Introduction to the Psychology of Communication

- Train in the psychological principles that influence the communication process
- Delve into how emotions, perceptions and attitudes affect the way messages are transmitted and received

Module 21. Advertising Language

- Develop skills in creating effective advertising messages
- Understand the proper use of visual and verbal language to capture the attention of target audiences and persuade consumers

Module 22. Creativity in Communication
- Encourage creativity in business communication
- Develop innovative concepts that effectively connect with the public and generate impact in marketing campaigns

Module 23. Creative Advertising I: Copywriting
- Train in writing persuasive advertising copy
- Be able to capture the consumer's attention, communicate product benefits and generate a desired action

Module 24. Creative Advertising II: Art Management
- Provide skills in advertising art direction
- Conceptualize and design visually appealing campaigns that reinforce the brand message and resonate with the target audience

Module 25. Corporate Identity
- Develop skills to build and manage a company's corporate identity
- Create a coherent and attractive image that reflects the values, mission and vision of the organization in all its communication channels

Module 26. Public Opinion
- Train in the understanding of the mechanisms of public opinion
- Delve into how it influences the perception of brands and how to manage the reputation and communication of a company to positively influence public opinion

Module 27. Advertising Law
- Provide an understanding of the legal aspects of advertising
- Address copyright regulation, trademarks, misleading advertising content and legal responsibilities in advertising campaigns

" *Only at TECH will you boost your career with the best materials, the most innovative methodology and the most dynamic and intuitive platform. Enroll now!"*

Career Opportunities

After completing this Advanced Master's Degree in Senior Marketing and Advertising Management, professionals will gain in-depth knowledge of innovative communication strategies and brand positioning in competitive markets. In addition, they will be able to design and implement effective advertising campaigns that connect with global audiences. In this way, graduates will enhance their career prospects and assume specialized roles such as Marketing Director or Digital Advertising Strategist.

You will work as a Marketing Director, adopting strategies that increase the visibility of brands in the market"

Graduate Profile

Graduates of this university degree are highly qualified to lead communication and positioning strategies in highly competitive markets. They also have a deep knowledge in brand management, advertising campaigns and market analysis. In addition, they are prepared to design and implement innovative marketing plans, coordinate multidisciplinary teams and optimize resources, promoting a strategic approach that drives growth and business visibility.

You will be able to analyze consumer behavior to design strategies based on relevant information.

- **Project and Resource Management:** A core skill is the ability to manage advertising projects and budgets effectively, ensuring that resources are optimized and deadlines are met

- **Strategic Thinking and Problem Solving:** Professionals apply critical thinking to analyze markets, identify opportunities and develop innovative strategies that respond to the demands of the competitive environment

- **Digital Competence:** In today's environment, it is crucial to handle advanced digital tools, from automated marketing platforms to data analytics, to design effective campaigns and measure their impact

- **Effective Communication Skills:** Experts develop skills to communicate clear and persuasive messages, adapting their language to different audiences, from consumers to executive teams, achieving impactful campaigns

After completing the Advanced Master's Degree, you will be able to use your knowledge and skills in the following positions:

1. **Marketing Director:** Expert in the planning, execution and supervision of marketing strategies, with the objective of positioning brands, increasing visibility and ensuring business growth

2. **Advertising Manager:** Responsible for designing and leading innovative advertising campaigns, coordinating creative teams and managing budgets to maximize market impact

3. **Brand Strategy Manager:** Specialist in the development and management of brand identity, ensuring consistency across all consumer touch points

4. **Digital Marketing Specialist:** Professional focused on the design and implementation of digital strategies, including SEO, SEM, social media and data analytics, to optimize reach and conversion

5. **Strategic Marketing Consultant:** Advisor who works with companies to design and execute customized marketing plans that respond to market trends and specific objectives

6. **Corporate Communications Leader:** Responsible for managing the internal and external communication of an organization, strengthening its image and reputation in the marketplace

7. **Public Relations Manager:** Professional specialized in building and maintaining strong relationships with media, customers and strategic partners, driving positive perception of the company

8. **Director of Marketing Innovation:** Responsible for integrating emerging technologies and innovative trends into marketing strategies to remain competitive in a dynamic environment

06
Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.
The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

" *At TECH you will NOT have live classes (which you might not be able to attend)"*
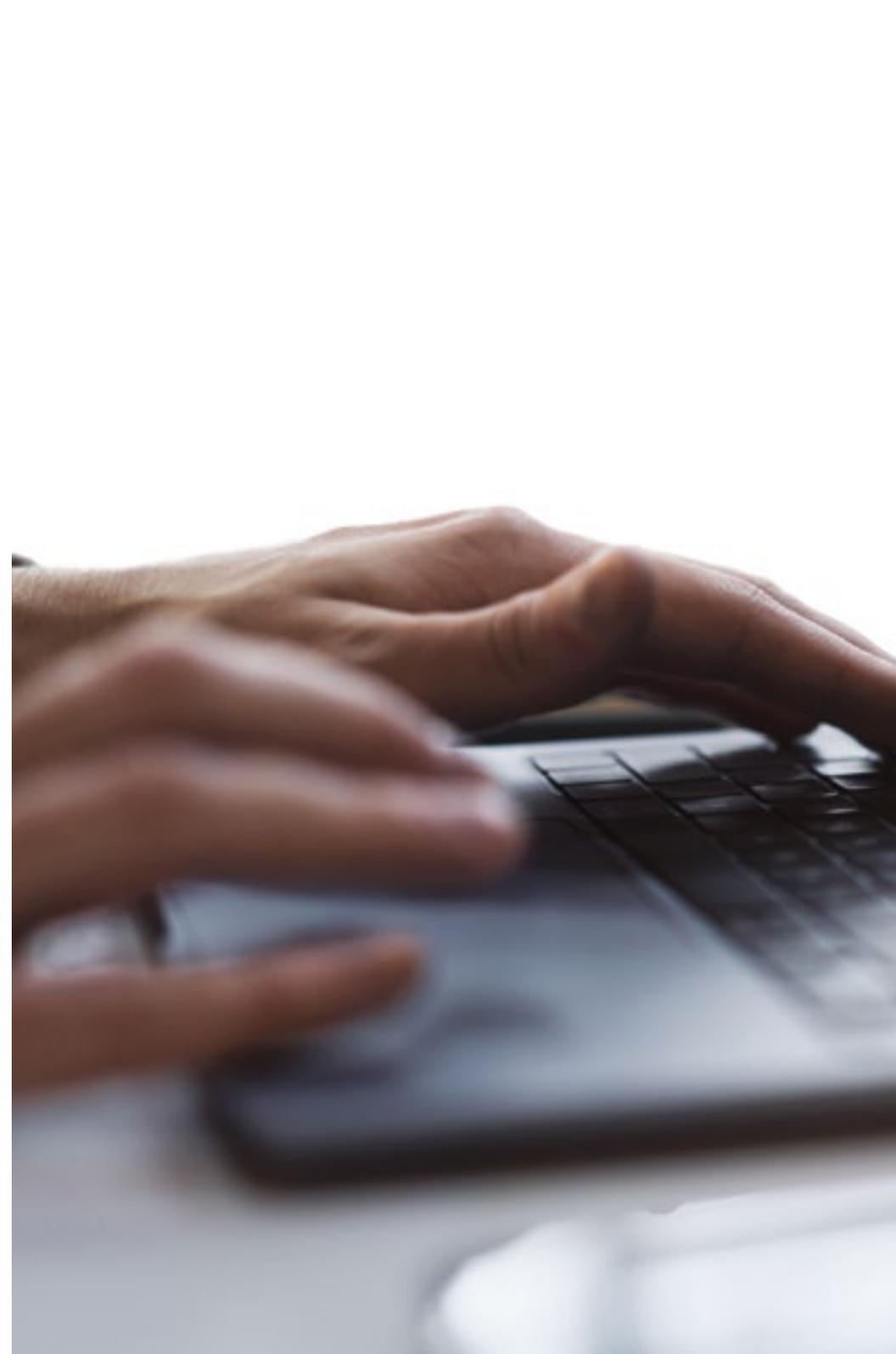
The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want"

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.

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)

A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.

> *"The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.

As such, the best educational materials, thoroughly prepared, will be available in this program:
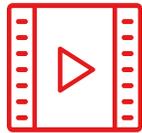
Study Material

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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.

Interactive Summaries

We present 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".

Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.

20%

15%

15%

3%

20%

17%

7%

3%
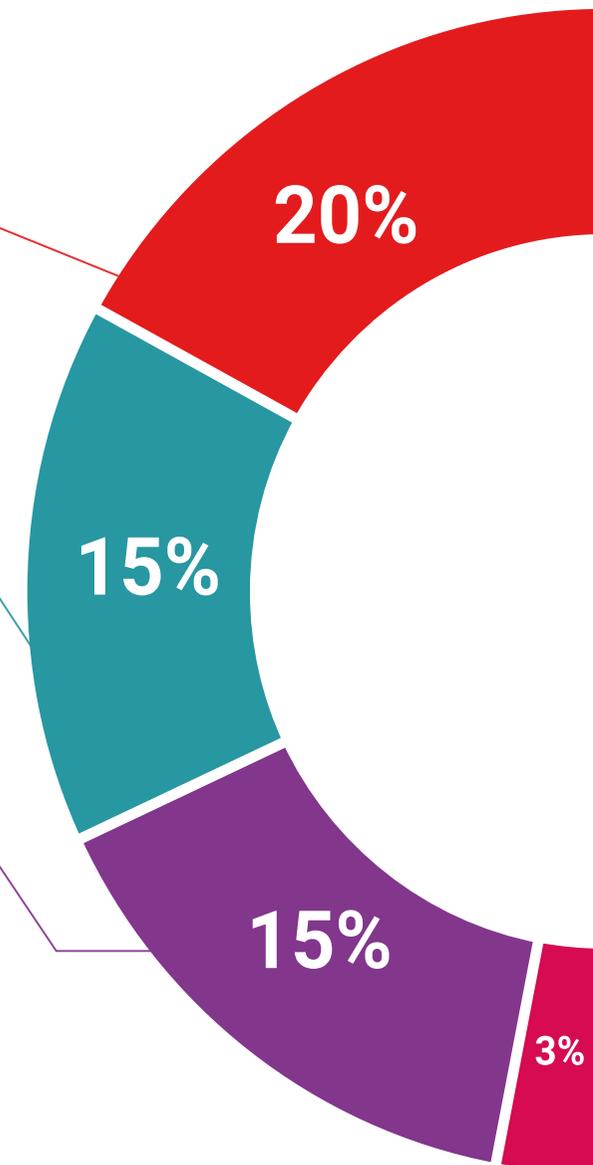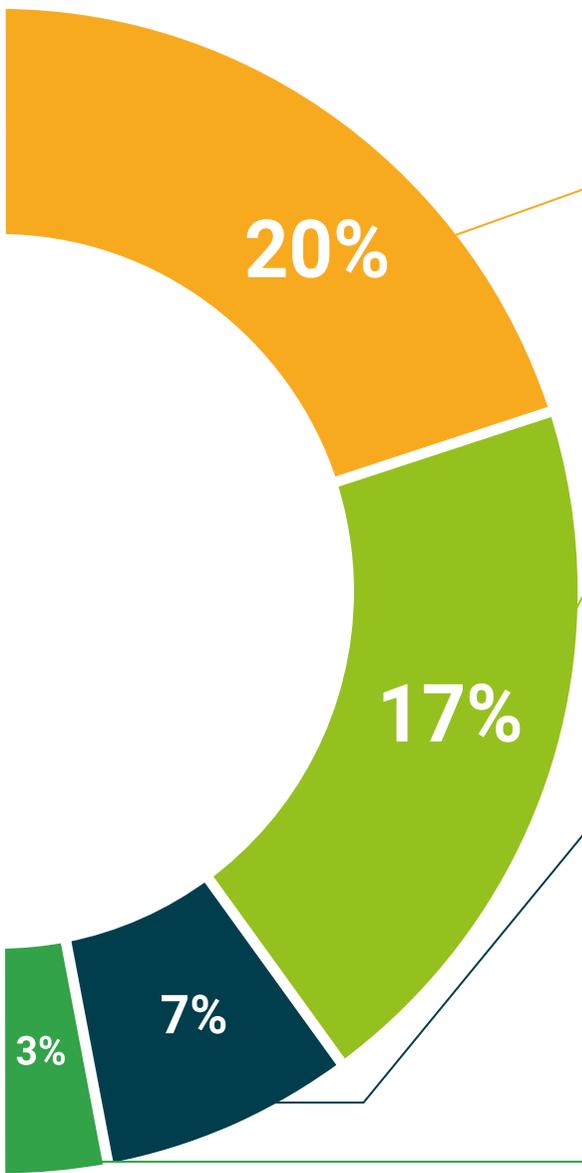
Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.

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 for future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

07
Teaching Staff

TECH's philosophy is to offer the most complete and updated university programs in the academic panorama, which is why it selects its different teaching staff with exhaustiveness. For the delivery of this Advanced Master's Degree, TECH has brought together the best experts in the field of Senior Marketing and Advertising Management. In this way, they have created numerous teaching materials that stand out for their high quality and for adapting to the needs of today's labor market.

The teaching team, made up of experts in Senior Marketing and Advertising Management, has designed hours of additional content for you to expand each section of the syllabus in a personalized way"

International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse**, **inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.

Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

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

International Guest Director

A technology leader with decades of experience in **major technology multinationals**, Rick Gauthier has developed prominently in the field of **cloud** services **and** end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at **Amazon** has allowed him to manage and integrate the company's IT services in the United States. At **Microsoft** he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.

Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation**, **Marketing**, **Strategy** and **Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders,** focused on their **customers** and the **digital world.**

The strategies designed by Arman have a latent impact, as they have enabled several corporations **to improve the experiences of consumers, staff** and **shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting** a "cost-effective decarbonization" and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence,** a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce.**

Mr. Arman, Romi

- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Bachelor's Degree from the University of Leeds
- Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD

"

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

International Guest Director

Manuel Arens is an **experienced data management professional** and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and vendor **prioritization** . He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement** and **attribution.** In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award and the EMEA Best Sales Model Award.**

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst,** in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/ regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.

Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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

International Guest Director

Andrea La Sala is an **experienced Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication.** All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business** objectives. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a strong commercial awareness, **market vision** and a **genuine passion** for **products**.

As Global Brand and Merchandising Director at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel** and **accessories**. His tactics have also focused on the **retail environment** and **consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments.**

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development** of **different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns.** He has also been in charge of the **terms**, costs, processes and **delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion** and **Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).

Mr. La Sala, Andrea

- Global Brand & Merchandising Director Armani Exchange at Giorgio
- Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce&Gabbana
- Brand Manager at Sergio Tacchini S.p.A.
- Market Analyst at Fastweb
- Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull.** Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at *Big Data* analysis. In addition, he has held the position of **Director** of **Business Intelligence** at **Red Bull,** covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminate's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley,** in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.

Mr. Gram, Mick

- Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- Business Intelligence Solutions Architect for Walmart Data Café
- Independent Business Intelligence and Data Science Consultant
- Director of Business Intelligence at Capgemini
- Senior Analyst at Nordea
- Senior Business Intelligence Consultant at SAS
- Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- Executive MBA in e-Commerce at the University of Copenhagen
- Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

"
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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery.** In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion** rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers.*

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling.**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business.** Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media.**

Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management.**

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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

Professors

Mr. López, Adolfo

- Independent Consultant at KMC
- Commercial and Research Technician at Investgroup
- Marketing Consultant at Alcoworking
- Manager at Innovation Club of the Valencian Community
- Bachelor's Degree in Economics and Business Administration from the University of Valencia
- Diploma in Marketing from ESEM Business School
- Member of: AECTA (member of the Board of Directors for communication), AINACE (member of the Board of Directors), Marketing Club Valencia (Former President)

"

At TECH you will NOT have in person classes (which you might not be able to attend)"

08 Certificate

The Advanced Master's Degree in Senior Marketing and Advertising Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This private qualification will allow you to obtain a **Advanced Master's Degree in Senior Marketing and Advertising Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Marketing and Advertising Management**

Modality: **Online**

Duration: **15 months.**

Accreditation: **120 ECTS**

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tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Advanced Master's Degree in Senior Marketing and Advertising Management

This is a private qualification of 3,600hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Marketing and Advertising Management

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics and Social Responsibility in Companies	4	CO	2º	International Marketing	4	CO
1º	Strategic Management and Executive Management	4	CO	2º	Digital Marketing and e-Commerce	4	CO
1º	People and Talent Management	4	CO	2º	E-Commerce and Shopify	4	CO
1º	Economic and Financial Management	4	CO	2º	Social Media and Community Management	4	CO
1º	Operations and Logistics Management	4	CO	2º	Structure of the Communication	4	CO
1º	Information Systems Management	4	CO	2º	Introduction to the Psychology of Communication	4	CO
1º	Commercial Management, Strategic Marketing and Corporate Communications	4	CO	2º	Advertising Language	4	CO
				2º	Creativity in Communication	4	CO
1º	Market Research, Advertising and Commercial Management	4	CO	2º	Creative Advertising I: Copywriting	4	CO
1º	Innovation and Project Management	4	CO	2º	Creative Advertising II: Art Management	4	CO
1º	Executive Management	4	CO	2º	Corporate Identity	4	CO
1º	Market Research	4	CO	2º	Public Opinion	4	CO
1º	Customer Relationship Management	4	CO	2º	Advertising Law	16	CO
1º	Operational Marketing	4	CO				
1º	Sectorial Marketing	4	CO				

Dr. Pedro Navarro Illana
Dean

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

tech global university

Advanced Master's Degree
Senior Marketing and Advertising Management

- » Modality: **online**
- » Duration: **15 months.**
- » Certificate: **TECH Global University**
- » Accreditation: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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tech global university