



5 cursos

**Market Research and
Consumer Behavior**

**Positioning: What you need
for a successful Marketing
Strategy**

**Marketing Mix
Fundamentals**

The Marketing Plan

**Marketing Strategy
Capstone Project**



Sep 15, 2024

Pedro J. Ventura Sánchez

completó con éxito el programa especializado en línea sin créditos

Marketing Strategy

This specialization covered the concepts and tools needed to develop a marketing strategy for a business, product or service. Learners began by understanding consumers and the main market research techniques, then how to correctly segment, target and position a product to achieve success. They continued by analyzing the four critical areas in marketing, the famous four Ps of Product, Price, Promotion and Place. Finally, the specialization focussed on getting backing for the strategy and communicating it properly in a Marketing Plan.

Ramon Diaz-Bernardo,
Academic Director of
the Marketing Strategy
specialization

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