

# Postgraduate Certificate Content Management Systems (CMS)



## Postgraduate Certificate Content Management Systems (CMS)

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/engineering/postgraduate-certificate/content-management-systems-cms](http://www.techtute.com/us/engineering/postgraduate-certificate/content-management-systems-cms)

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# 01

# Introduction

Content Management Systems (CMS) are an important tool when creating and managing web pages. Their features facilitate web page design, automating various tasks that would normally require the development of a large amount of code from scratch. This is why they are so coveted, and mastering them can make a lot of the professional's work easier. This Postgraduate Certificate offers engineers and other professionals the opportunity to learn everything about Content Management Systems to become experts and work more effectively.





“

*Learn all about content management systems and make your life easier”*

Web pages are programmed with different languages and codes, according to the needs of each client or user. Every element of a website, from the simplest to the most complex, involves writing a lot of code, making the developer's job very complex. However, there are several tools that make things easier for programmers. These include elements such as APIs or developer libraries. However, others, with a visual interface, can be critical: these are Content Management Systems (CMS).

CMS are tools with a visual interface to help build websites, as well as a range of extra features (Plugins o Addons) that can add options to a website. Thus, with them a user or professional can set up a page with relative ease. But they have to know how to use them, as each of them requires familiarization and an intensive learning process that is not always accessible to the person in question.

Therefore, this Postgraduate Certificate in Content Management Systems (CMS) is the solution for those who want to specialize or deepen their knowledge in CMSs such as Wordpress. Thanks to its innovative contents, this program is able to teach its students everything they need to create, design and manage web pages with one of the Internet's leading content management systems.

This **Postgraduate Certificate in Content Management Systems (CMS)** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The examination of case studies related to the main Content Management Systems
- ◆ Specialized content, to provide students with the latest information on content management
- ◆ A highly specialized faculty
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*A large percentage of all websites on the Internet are managed with a CMS: specialize and become indispensable for your clients"*



“

*Are you sure you know everything about CMS? This program will give you all the information you need to pursue a career creating websites with Content Management Systems”*

The teaching staff includes professionals from the sector who contribute their professional experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education designed to prepare them for real situations.

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

*Most clients will require their websites to be managed with one of the leading CMS: don't get left behind.*

*Content Managers are indispensable on the Internet today: become an expert with this program.*



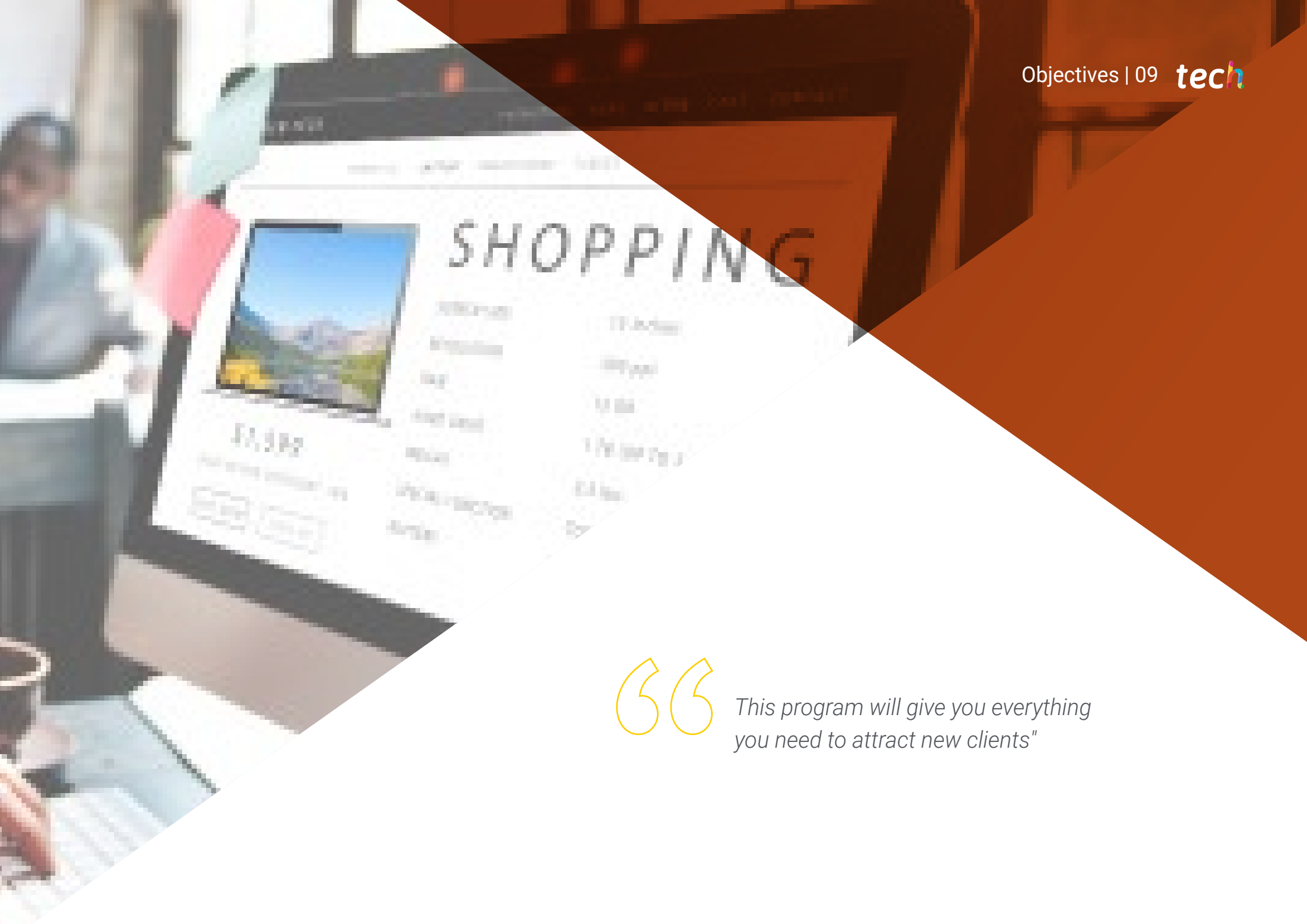
# 02

# Objectives

CMS are fundamental for a career in web design and development, and so the objective of this program is to provide students with expertise on content management systems, so that they can enhance their professional skills and become sought-after professionals. With this Postgraduate Certificate, students will be able to advance in their careers, thanks to the new tools they will acquire.







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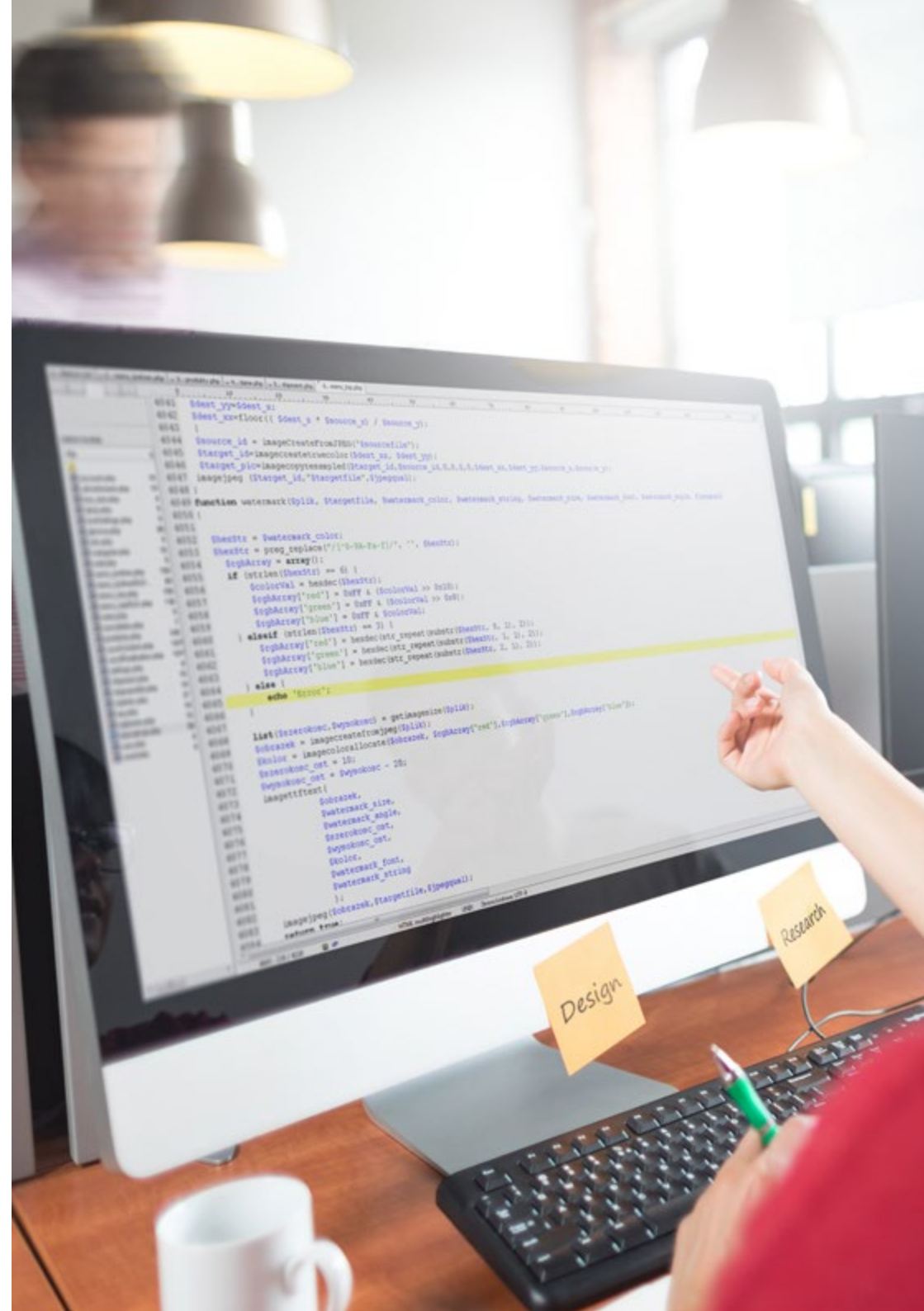
*This program will give you everything you need to attract new clients”*



## General Objectives

- ◆ Review the background of content management systems for web projects
- ◆ Develop specialist knowledge on the uses, functionalities and types of content managers
- ◆ Establish the advantages and disadvantages of using content management systems
- ◆ Analyze the main content management systems on the market

“ You will be closer to achieving your goals when you complete this Postgraduate Certificate ”





## Specific Objectives

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- ◆ Identify the different types of content management systems and their tools
- ◆ Evaluate the best content manager according to the web project scope
- ◆ Analyze and delve deeper into the main resources for content management and their implications
- ◆ Establish the relation between content management systems and web project modeling
- ◆ Demonstrate the importance of content managers for search engine optimization (SEO)
- ◆ Compare different content management systems, their features and applications

03

# Course Management

The teachers, specialists in content management and web programming, have prepared innovative and in-depth content to transmit to their students. Thanks to their extensive experience, the faculty will be able to teach a wide range of key concepts, drawn directly from their professional experience, so that students can apply them in their own work.







*Be guided by the best CMS experts so that you can become the next great web management specialist"*

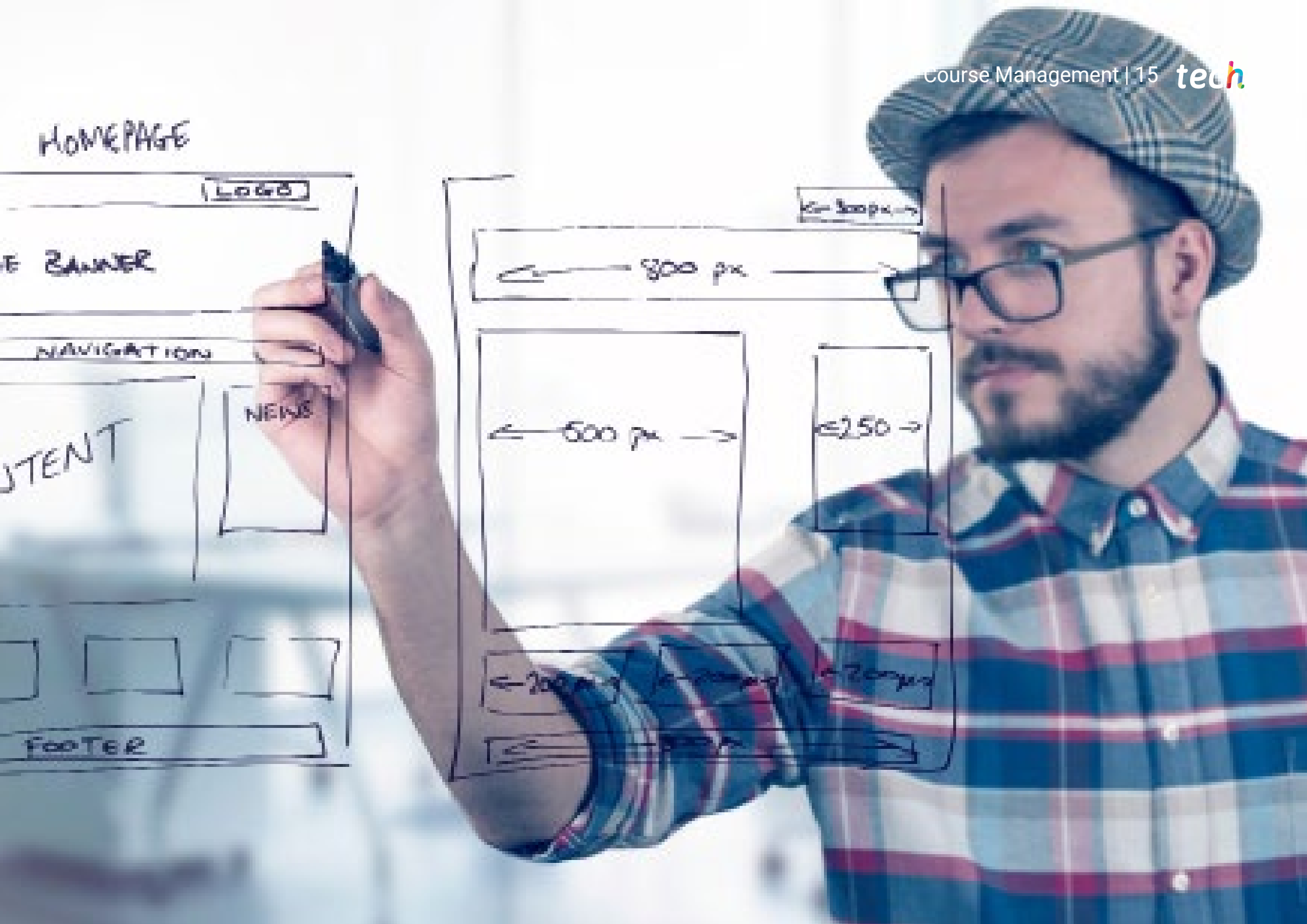
## Management



### Mr. Gris Ramos, Alejandro

- ♦ Technical Engineer in Computer Management
- ♦ CEO & Founder of Club de Talentos
- ♦ CEO Persatrace, Online Marketing Agency
- ♦ Business Development Director at Alenda Golf
- ♦ Director of PI Study Center
- ♦ Director of the Web Applications Engineering Department at Brilogic
- ♦ Web Programmer at Grupo Ibergest
- ♦ Software/Web Programmer at Reebok Spain
- ♦ Technical Engineer in Computer Management
- ♦ Master's Degree in Digital Teaching and Learning, Tech Education
- ♦ Master's Degree in High Abilities and Inclusive Education
- ♦ Master's Degree in E-Commerce
- ♦ Specialist in Latest Technologies Applied to Teaching, Digital Marketing, Web Applications and Internet Business Development





# 04

# Structure and Content

This program, structured in one module with 10 topics, offers the student the best and most up-to-date content on Content Management Systems. The syllabus includes a general overview of web administration, as well as highly technical elements to ensure a comprehensive and thorough learning experience.





“The most comprehensive program,  
with the best content”

## Module 1. Web Content Management

- 1.1. Content Management Systems (CMS)
  - 1.1.1. Current CMS
- 1.2. Types of CMS
  - 1.2.1. Open Source vs. Proprietary
  - 1.2.2. Local Installation vs. Cloud-based
  - 1.2.3. Programming Languages
  - 1.2.4. Uses and Functionality
  - 1.2.5. Other Types of CMS (ECM, WCM, DMS etc.)
- 1.3. CMS Tools and Resources
  - 1.3.1. User Management
  - 1.3.2. Page Management
  - 1.3.3. Templates
  - 1.3.4. *Plugins*
  - 1.3.5. Others (Media Library, Comment Moderation, Sales Management, etc.)
- 1.4. CMS Architecture and Design
  - 1.4.1. The Use of CMS
  - 1.4.2. Templates
- 1.5. CMS and SEO
  - 1.5.1. Technical SEO
  - 1.5.2. SEO Content
  - 1.5.3. Plug-ins
- 1.6. WordPress
  - 1.6.1. Applications
  - 1.6.2. Examples:
- 1.7. Drupal
  - 1.7.1. Applications
  - 1.7.2. Examples:
- 1.8. Prestashop
  - 1.8.1. Applications
  - 1.8.2. Examples:
- 1.9. Shopify
  - 1.9.1. Applications
  - 1.9.2. Examples:
- 1.10. Other CMS
  - 1.10.1. Wix
  - 1.10.2. Blogger
  - 1.10.3. Magento
  - 1.10.4. Joomla!



*With this program, you will be an expert: you don't need anything else to create and manage web pages"*





# 05

# 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"*

## 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"*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method is the most widely used learning system in the best faculties in the world. 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 that you are presented with in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



06

# Certificate

The Postgraduate Certificate in Content Management Systems 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 Postgraduate Certificate without having to travel or fill out laborious paperwork"*

This program will allow you to obtain your **Postgraduate Certificate in Content Management Systems (CMS)** 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** title 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: **Postgraduate Certificate in Content Management Systems (CMS)**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



\*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.

future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** global  
university

personalized service innovation

knowledge present

online training

development language

classroom

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- » Exams: online



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