Postgraduate Certificate
Metaverse Marketing

tech *technological university*

Postgraduate Certificate
Metaverse Marketing

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/information-technology/postgraduate-certificate/metaverse-marketing**

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01
Introduction

Real-time events and livestreams over the Internet are already a reality. The universal access that these services offer is a strength of virtual reality. Leading fashion brands have been one of the first drivers of this trend and have joined the experience offered by video games to offer a fully immersive online service that resembles the real thing as much as possible. For this reason, companies are looking for professionals who have a strong command of the Metaverse, advertising and marketing in the digital realm. In response to this demand, TECH has developed a 100% online program that focuses on the Metaverse as a platform for sales, so that IT graduates can act with confidence in the digital world and keep abreast of developments in this area.

With this Diploma you will obtain all the necessary knowledge of atmosphere monetization in only 6 weeks"

The Internet is undoubtedly a key space for the marketing of products, because it offers multiple facilities for buyers to do so from any place and at any time. In addition, thanks to Artificial Intelligence many brands already incorporate simulators that even record the size of the user and allow them to try on clothes on an image or on their body live through the camera of their electronic device. Also, companies' costs are reduced exponentially, as they can create simulated immersive experiences and not need to be present in a specific space.

This is the reason why TECH has designed this Diploma in Metaverse Marketing. This is a university program taught 100% online, which allows students to digitally enter the virtual world as a new platform for advertising content. In turn, TECH has highlighted in the agenda the key knowledge behind NFT's, consumer experiences, and success stories in this sector. All this, under a theoretical-practical approach, which will bring the specialists closer to the IT practice.

In this way, TECH has developed a unique and innovative experience that also applies the *Relearning* methodology, to exempt students from long hours of memorization and allow a simple and effective way to learn key content. In its line of academic rigor, TECH relies on a group of experts in Metaverse who have designed the content of the degree and will be responsible for teaching the subject. A program designed to train specialists in cyberspace advertising in only 150 academic hours and with the support of professionals who work in the field on a daily basis.

This **Postgraduate Certificate in Metaverse Marketing** contains the most complete and up-to-date program on the market. The most important features include:

♦ Up-to-date case studies provided by experts in the Metaverse, *Blockchain* and Web 3.0

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

♦ Practical exercises where the self-assessment process can be carried out to improve learning

♦ Its special emphasis on innovative methodologies

♦ 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

TECH applies the latest pedagogical technology to help you understand the Metaverse funnel in a simple and flexible way"

In the Virtual Campus you will be able to access to 150 hours of additional high quality material and directly contact teachers to resolve any issues you may have.

Still not mastered new advertising content platforms? Thanks to TECH you will be able to do it through a 100% online degree.

"*Boost your digital creation projects and collaborations thanks to TECH's comprehensive training on how advertising is transforming online"*
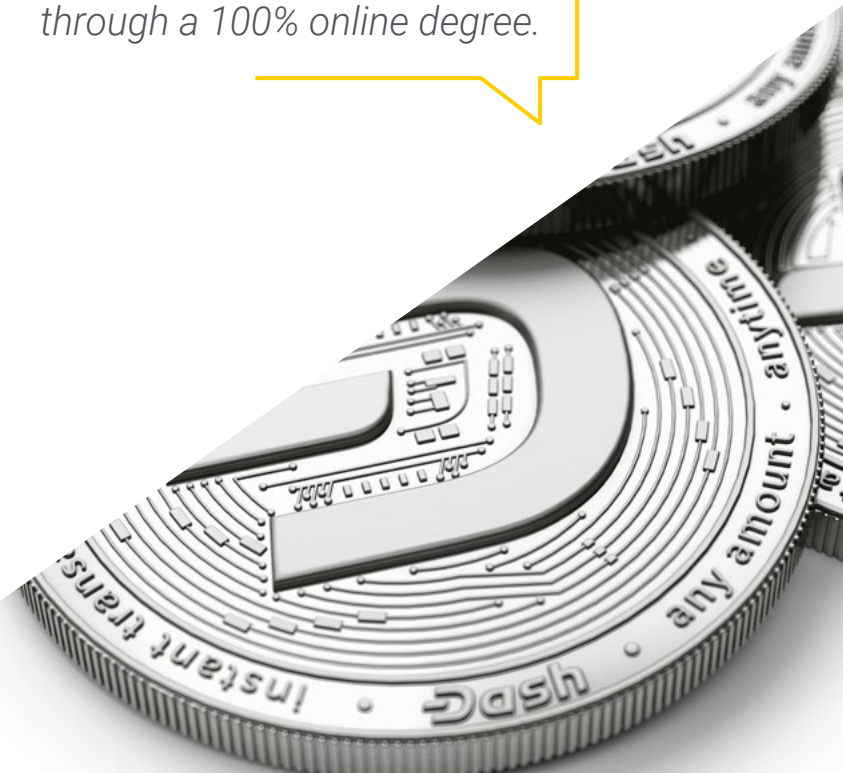
The program includes, in its teaching staff, professionals from the sector who bring to this program the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

This Postgraduate Certificate in Metaverse Marketing aims to update students' knowledge of advertising in cyberspace. It is a degree developed by experts with years of experience in the area who will be in charge of teaching the subject. In this way, specialists will acquire intensive and practical knowledge that will make them more competitive in the workplace and improve their own digital initiatives when it comes to engaging users through three-dimensional experiences.

> *With this Postgraduate Certificate you will obtain the keys to nailing KPI's through the Internet by using audiovisual materials in different formats"*

General Objectives

- Generate specialized knowledge on Web 3.0

- Examine each of the components that make up a Metaverse

- Develop a Metaverse from the available tools and components

- Analyze the importance of *Blockchain* as a data governance model

- Justify the connection of *Blockchain* with the present and future of the Metaverse

- Discover case studies and the impact of decentralized finance in our present and future world

- Analyze the video game industry's evolution and the first primitive examples of Metaverses

- Delve into classic business models, the general state of the industry and the creation of the *GameFi* concept

- Establish synergies between *eSports* and other *gaming* industry ecosystems with respect to the current Metaverse

- Develop new skills that allow students to identify business opportunities in the different media of the metaverse

- Identify and promote all possible monetization avenues within the Metaverse

- Delve into the Metaverse experience from a different perspective, being able to understand how all this potential development affects us and answer all the questions of its application in the medium to long term

- Fundamentalize the Metaverse as part of our daily life in order to be able to make the most of it in all areas

- Prepare ourselves for all the changes that the Metaverse poses for the future and know how it can affect our life, business or the way we interact with others

Specific Objectives

- Structure a marketing plan in a new universe
- Develop marketing strategies in the metaverse
- Locate benefits of the metaverse and immersive marketing for businesses
- Determine how to exploit the NFT as a bridge to advertising in the metaverse
- Monetize the metaverse
- Develop new disruptive capabilities
- Manage multidisciplinary production teams in metaverses

If you're looking to lead marketing strategies in a purely digital environment, this is the perfect program for you"

03
Course Management

TECH has selected an experienced group of teachers, based on their academic and professional experience and the quality of teaching they can offer to the students. This group will allow students to get an in-depth and comprehensive learning experience. In this way, students will have at their disposal the advice of experts in the research area and personalized instruction, which will provide them with wide possibilities in the labor market. It is an opportunity for professionals who want to learn from the most up-to-date experts and opt for a 100% online university experience.

FINANCE REPORT

ACCOUNT
REPORT
DASHBOARD
  INCOME
  OUT GOING

DASHBOARD > INCOME

DAILY   WEEKLY   MONTHLY

MONDAY   TUESDAY   WEDNESDAY   THURSDAY   FRIDAY   SATTURDAY   SUNDAY

TOTAL INCOME

37.91%

31.86%

LINE ITEMS   16.15 M$
SHIPPING   0.15 M$
TAXES   0%
TOTAL   16.3 M$

LINE ITEMS
SHIPPING
TAXES
TOTAL

What are you waiting for? Here you can learn from experts with years of experience in your industry. Enroll now to have them as your teachers"

Management

Mr. Cavestany Villegas, Íñigo

- Co-Founder & Head of Ecosystem of Second World
- Web3 and *Gaming* Leader
- IBM Cloud Specialist at IBM
- Advisor at Netspot OTN, Velca and Poly Cashback
- Teacher in business schools such as IE Business School or IE Human Sciences and Technology
- Graduate in Business Administration from IE Business School
- Master's Degree in Business Development from the Autonomous University of Madrid
- IBM Cloud Specialist
- Profession Certification in IBM Cloud Solution Advisor

Professors

Mr. Fernández Ansorena, Nacho
- CMO and Co-founder of SecondWorld
- Co-Founder and Digital Strategy Manager at Polar Marketing
- Project Manager at PGS Comunicación
- Cofundador y Development Manager at weGroup Solutions
- Graduate in Business Administration and Management by ESIC

04
Structure and Content

The content of this Diploma has been designed with a professional team, formed by specialists in the Metaverse and new technologies with the objective of achieving the academic rigor that TECH constantly pursues. A degree that has a multitude of audiovisual content in various formats and that is presented in a dynamic way to facilitate the study to the graduate and get the best performance on their part. In this way, students will investigate consumption in the digital paradigm and how users develop in this environment. In addition, this program integrates the innovative *Relearning* methodology so that the specialist does not have to invest long hours of memorization and can assimilate the contents in a simple and gradual manner.
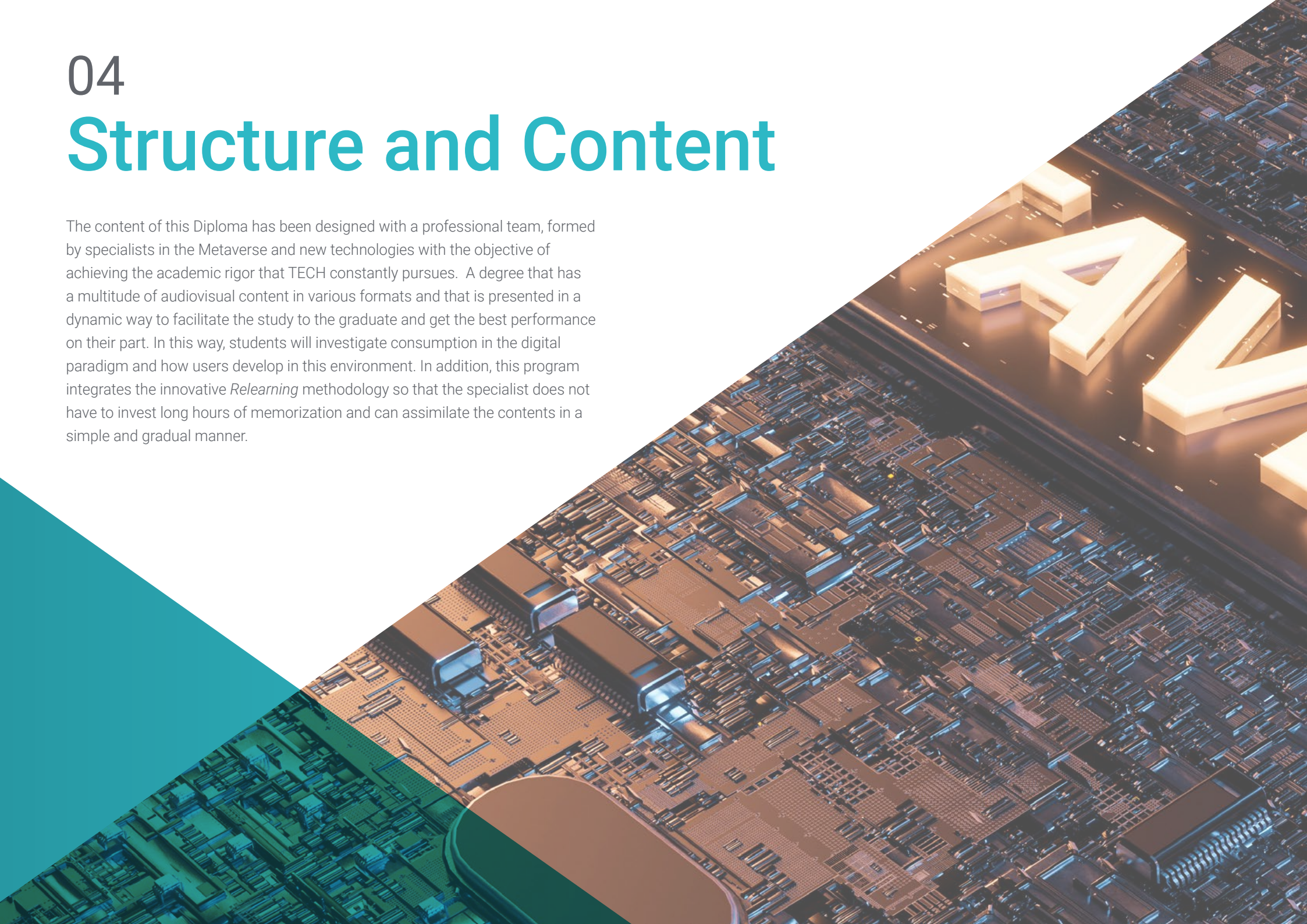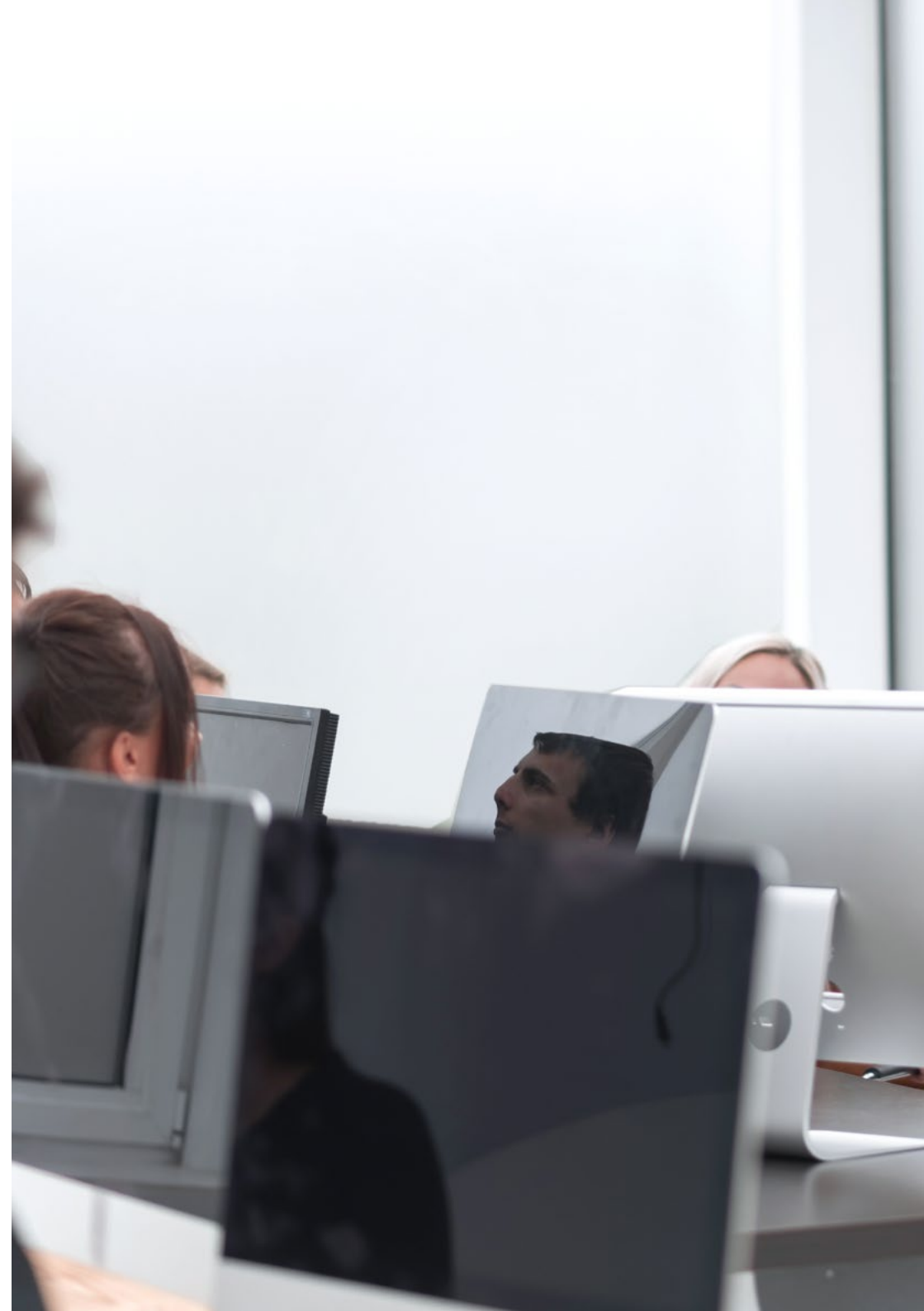
This degree has been designed to suit you and your professional and personal needs, allowing you to study as you grow in your current role"

Module 1. Metaverse Marketing

1.1.   The Metaverse New Advertising Content Consumption Platform
      1.1.1.   The Big Bang: Origin of Advertising
      1.1.2.   Serotonin: The Engine that Drives Avatars
      1.1.3.   Immediacy, A New Satisfaction Measure
1.2.   Traffic Redirection to Metaverses: Transition from *Funnel* to Conversion Atmospheres
      1.2.1.   Advertising as a Molecule Enveloping Digital Ecosystems
      1.2.2.   Metaverse Inhabitants
      1.2.3.   Metaverse Endosphere
1.3.   Metaverse Conversions: Monetizing Atmospheres
      1.3.1.   Profitability
      1.3.2.   Awareness, Conversion, *Retargeting*, and Loyalty
      1.3.3.   Shopping: The Fuel of the Metaverse
1.4.   Traditional Advertising Media Barriers vs. Metaverse
      1.4.1.   Traditional Advertising. Mediums
      1.4.2.   Metaverse: Loop of Three-Dimensional Supports
      1.4.3.   Transforming Advertising Traditions
1.5.   The Metaverse *Funnel*: Three-Dimensional Funnel
      1.5.1.   Contacts
      1.5.2.   Prospectus
      1.5.3.   Customers:
1.6.   KPIs in the Metaverse: Measuring the Effect of the Advertising in an Immersive Space
      1.6.1.   Attention
      1.6.2.   Interest
      1.6.3.   Decision
      1.6.4.   Action
      1.6.5.   Memory

"
A program designed for computer scientists like you, people aware of the digital revolution and the possibilities of online, immersive sales experiences"

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 has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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.

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)

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.

30%

10%

8%

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.

20%

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".

25%

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.

4%

3%

06
Certificate

The Postgraduate Certificate in The Metaverse Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Metaverse Marketing** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Metaverse Marketing**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Metaverse Marketing

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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