

Postgraduate Certificate Website Marketing





Postgraduate Certificate Website Marketing

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

Website: www.techtute.com/us/information-technology/postgraduate-certificate/website-marketing

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01

Introduction

Digital Marketing extends the reach of products and services so that they can target potential customers at the right time for the sale. In a website engineering project, it is important to have a detailed understanding of how users are going to use the site in order to segment this audience and reach them so as to monetize the web platform. A unique opportunity for the IT engineer to specialize in Website Marketing delivered by professionals with years of experience in the sector.





“

This Postgraduate Certificate provides a valuable addition to the prior studies of any website engineer seeking a high-quality, specialized qualification in Website Marketing"

This intensive program addresses billing and taxation, explores the four general phases of the sales funnel through which businesses will achieve customer attraction, interaction, conversion and loyalty. The analytical part addresses campaign performance, areas for improvement and/or potential failings. It ends with automation and Growth Hacking, undoubtedly the great engines of today's most advanced Marketing.

This Postgraduate Certificate has been created by a team of expert teachers with multi-faceted skillsets and a wealth of experience and specialized knowledge in their respective fields. As it is a 100% online program, the student will not have to neglect their personal or professional commitments. At the end of the program, students will have updated their knowledge and will be in possession of a prestigious Postgraduate Certificate that will allow them to advance personally and professionally.

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

- ◆ The examination of case studies presented by experts in Website Marketing
- ◆ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be undertaken to improve learning
- ◆ A 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



All the subjects and areas of knowledge have been compiled in a complete and up-to-date syllabus, in order to bring the student to the highest theoretical and practical level"

“

A high-quality Postgraduate Certificate that will allow the student to advance quickly and steadily in the acquisition of knowledge, with the scientific rigor of world class teaching”

The program's teaching staff includes professionals from the sector who pour their work experience into this Postgraduate Certificate, 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 learning designed for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to resolve 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.

A unique opportunity to specialize in a booming sector with a high demand for professionals.

A unique qualification that stands out due to the quality of its contents and its excellent teaching staff.



02 Objectives

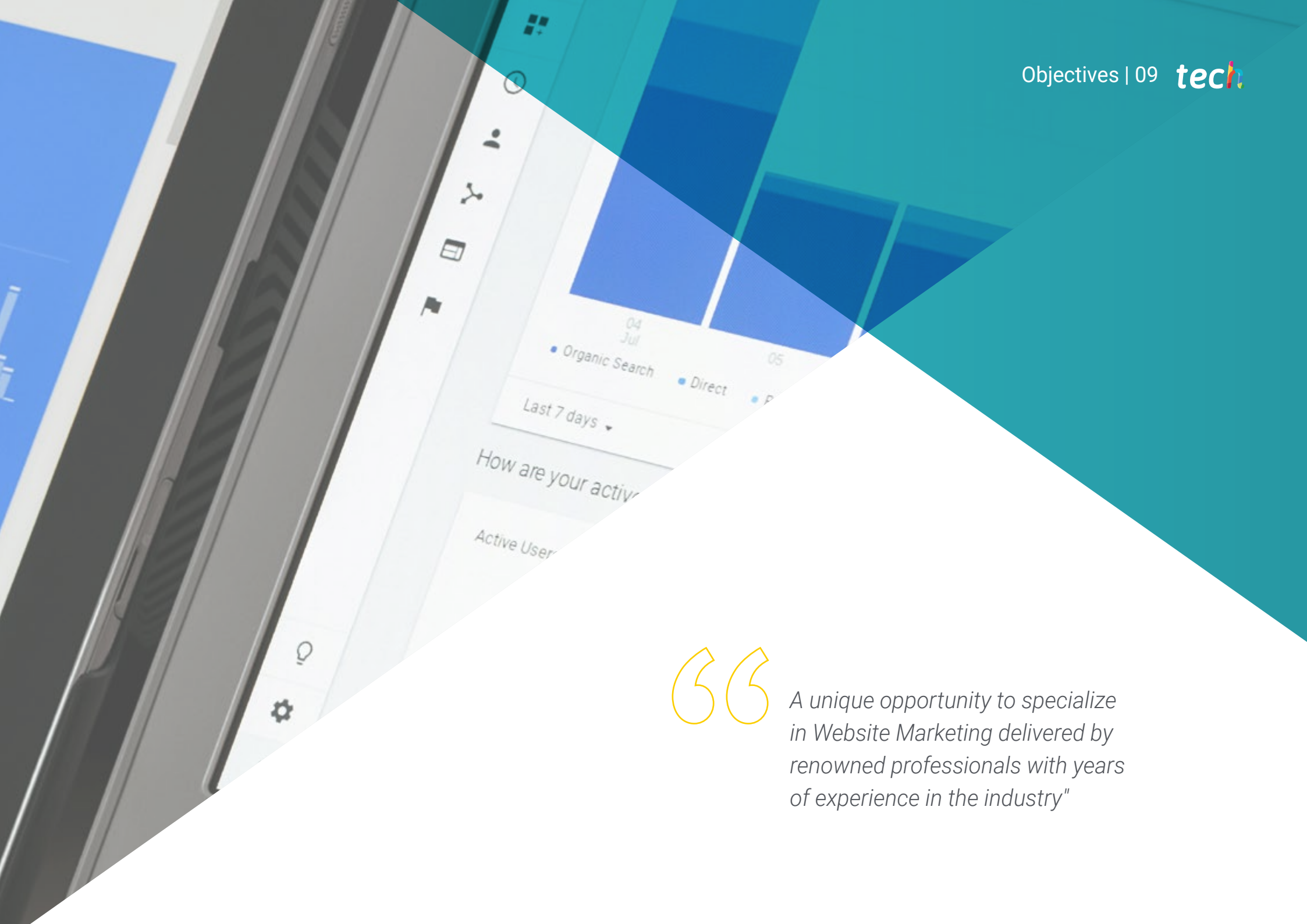
Through a work approach that is fully adaptable to the student, this Postgraduate Certificate will progressively lead them to acquire the skills that will propel them to a superior professional level. The objective of this program is to provide professionals in Website Marketing, with the knowledge and skills necessary to operate using the most advanced protocols and techniques available. A unique program designed by professionals with extensive experience in the sector.



AUDIENCE OVERVIEW >

REAL-TIME REPORT >

Top Active Pages	
	Users
/Google+Redes...rand/YouTube	3
/home	3
/Google+Redes...n/Accessories	1
/Google+Redes...tickers/home	1
/Google+Redes...s+Tee+gr.axd	1



“

A unique opportunity to specialize in Website Marketing delivered by renowned professionals with years of experience in the industry"

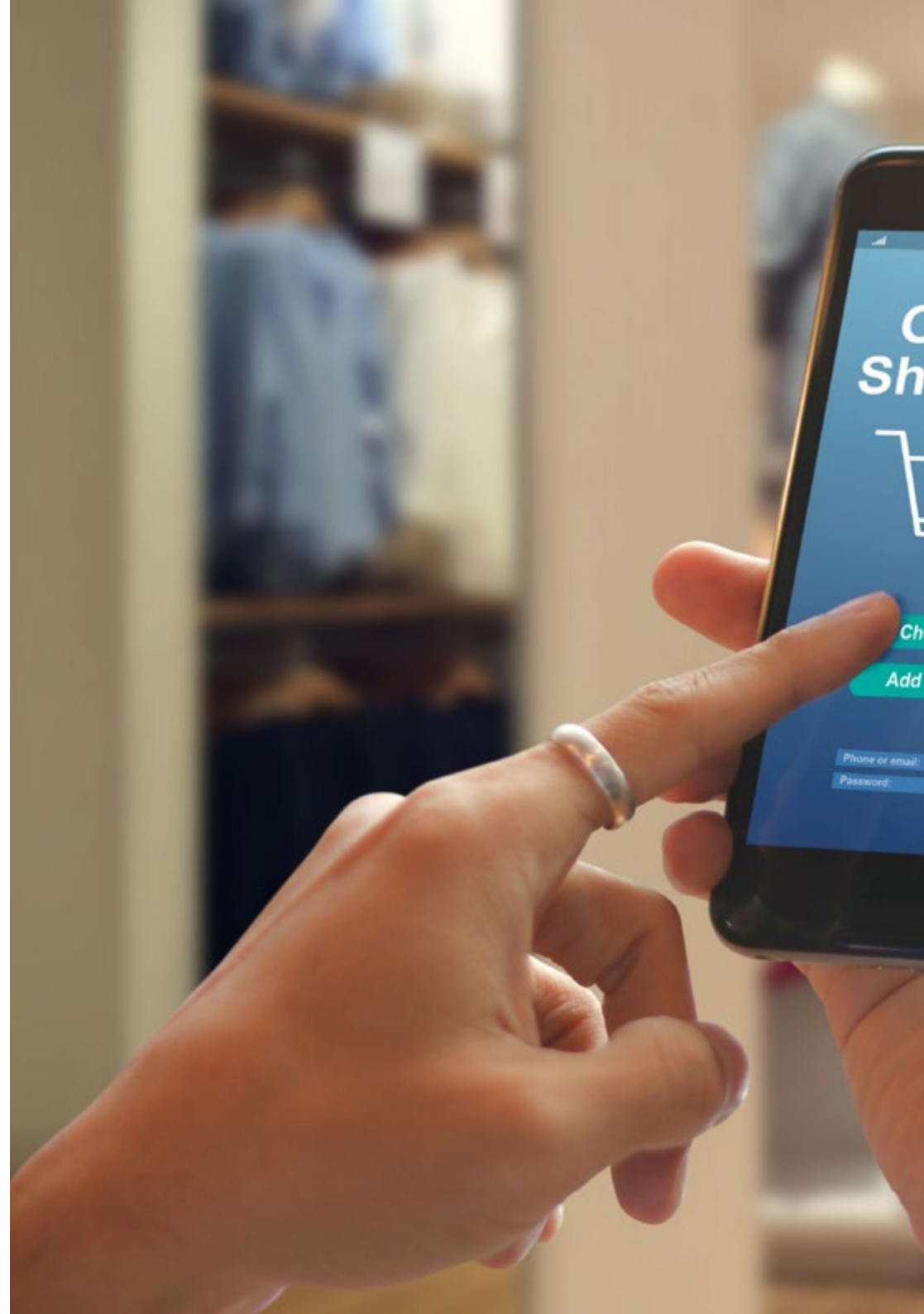


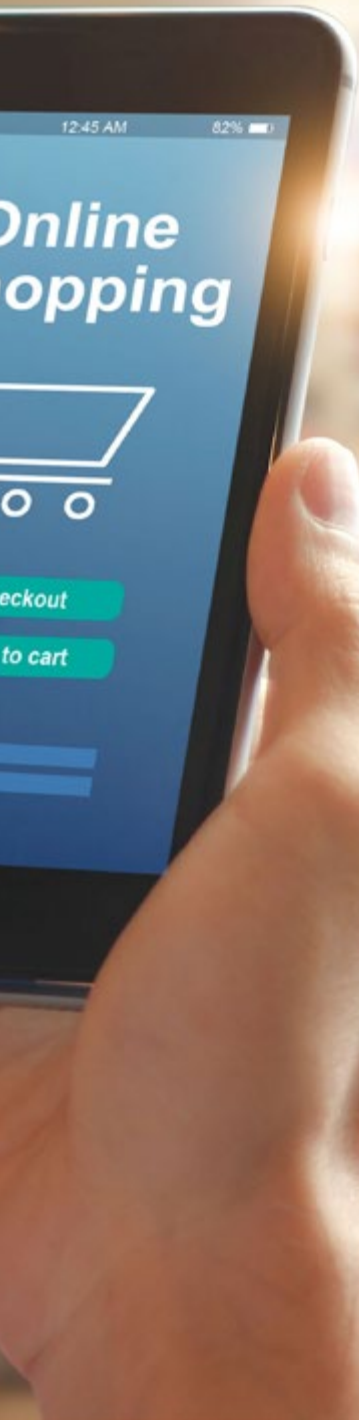
General Objectives

- ◆ Develop specialized knowledge about the uses, functionalities and types of content managers
- ◆ Analyze the Website Marketing in the online marketplace

“

A comprehensive and highly relevant course for the IT professional, which will allow you to compete among the best in the industry”





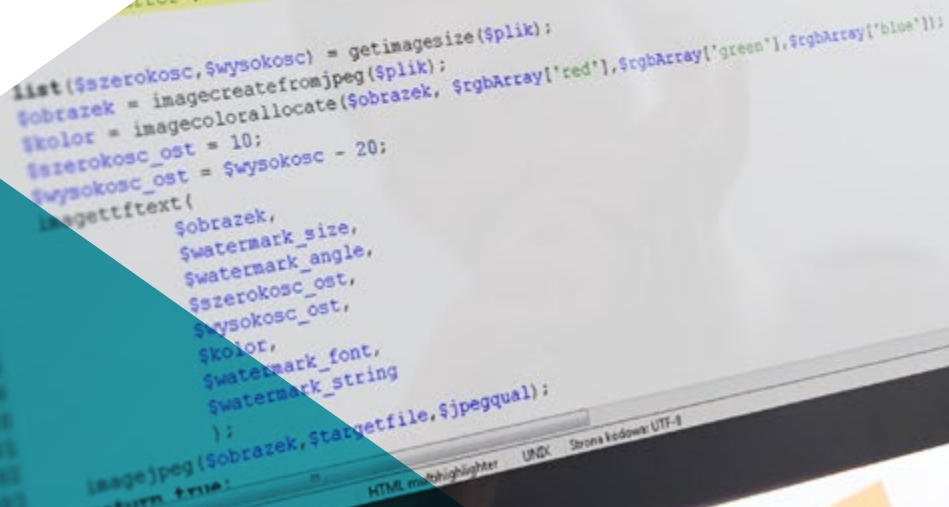
Specific Objectives

- ◆ Determine the project business objectives
- ◆ Identify the target audience
- ◆ Interpret analytical data to make business decisions
- ◆ Apply different user-centric marketing methodologies and tools

03

Course Management

This Postgraduate Certificate has a highly qualified team with extensive experience in the sector, who will offer the best tools for students to develop their skills during the program. Thus, students have the guarantees they need to specialise at an international level in a booming sector that will catapult them to professional success.

A hand is pointing at a computer screen displaying PHP code. The code is for a watermarking script. A yellow highlight is under a line of code. The background shows a blurred office environment with a window and a desk with a sticky note that says "Research".

```
list($szerokosc, $wysokosc) = getimagesize($plik);  
$obrazek = imagecreatefromjpeg($plik);  
$kolor = imagecolorallocate($obrazek, $rgbArray['red'], $rgbArray['green'], $rgbArray['blue']);  
$szerokosc_ost = 10;  
$wysokosc_ost = $wysokosc - 20;  
imagefttext(  
    $obrazek,  
    $watermark_size,  
    $watermark_angle,  
    $szerokosc_ost,  
    $wysokosc_ost,  
    $kolor,  
    $watermark_font,  
    $watermark_string,  
    $targetfile, $jpegqual);  
imagejpeg($obrazek, $targetfile, $jpegqual);  
return true;
```

“

You will specialize in CMS content management under the guidance of professionals with years of experience in the sector and with the most innovative educational methodology”

Management



Mr. Gris Ramos, Alejandro

- Director of Persatrace, web development and digital marketing agency
- Director of Club de Talentos
- Computer Engineer UNED
- Master's Degree in Digital Teaching and Learning Tech Education
- Master's Degree in High Abilities and Inclusive Education
- Business Development Director at Alenda Golf
- Director of Web Applications Engineering Department at Brilogic
- Web programmer at Grupo Ibergest
- Software/web programmer at Reebok Spain

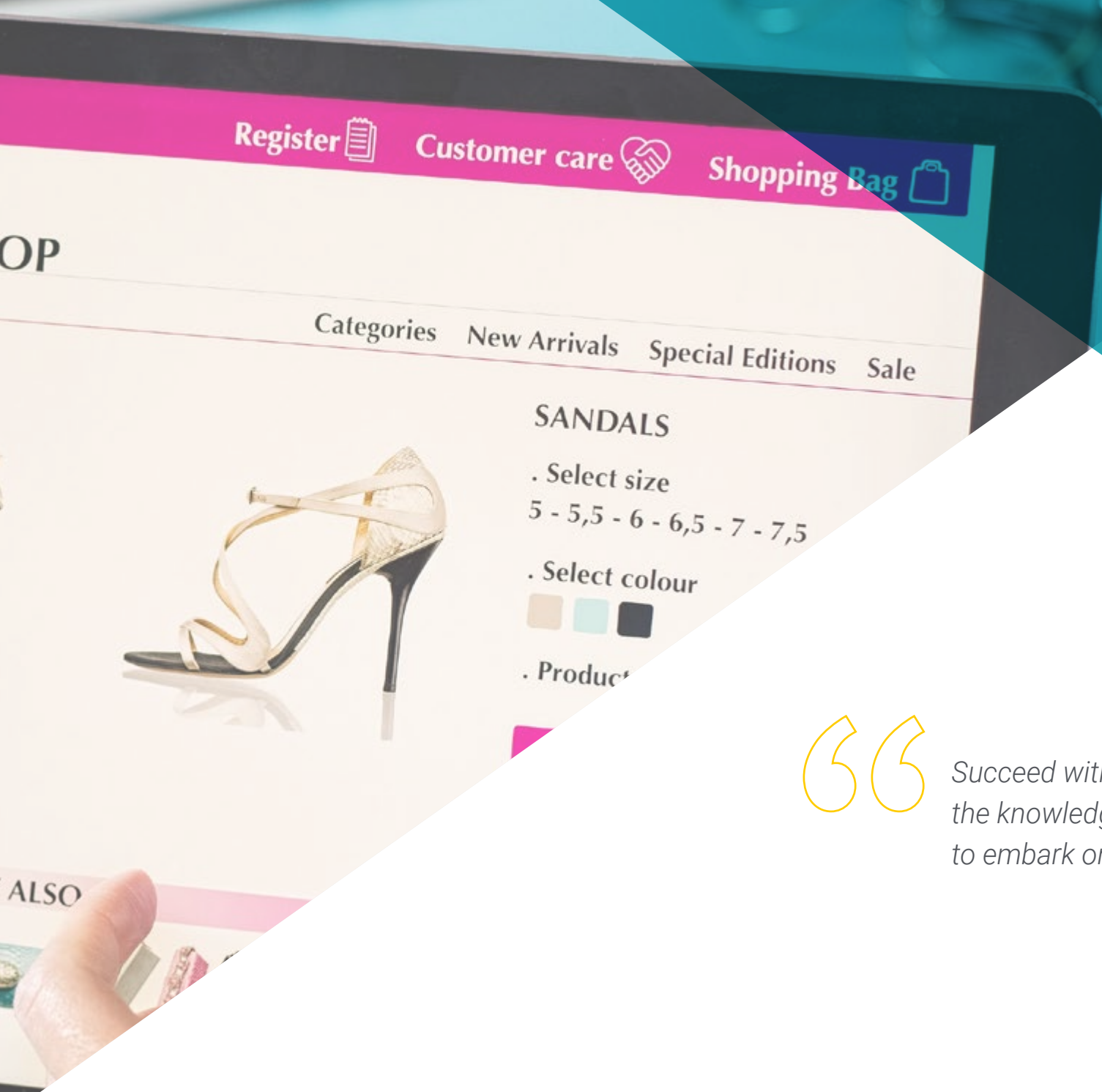


04

Structure and Content

This high-level course has been designed by carefully selecting the contents to offer a complete program, which includes all the fields of study essential to achieve real knowledge of the subject. It includes the latest updates and developments in the field. From the first module students will see their knowledge expanding, which will enable them to develop professionally, knowing that they can count on the support of a team of experts.





“

Succeed with the best and acquire the knowledge and skills you need to embark on Website Marketing”

Module 1. Website Marketing

- 1.1. Website Commercialization
 - 1.1.1. Website Commercialization
 - 1.1.2. Website Development Cost
 - 1.1.3. Profitability Calculations
- 1.2. Invoicing and Taxation
 - 1.2.1. Freelance Invoicing
 - 1.2.2. Company Invoicing
 - 1.2.3. Taxation
- 1.3. Sales Funnels: Attraction Phase
 - 1.3.1. Organic Traffic
 - 1.3.1.1. SEO
 - 1.3.2. Payment Traffic
- 1.4. Sales Funnels: Interaction Phase
 - 1.4.1. E-Mailing
 - 1.4.2. Forms
 - 1.4.3. CTAs
- 1.5. Sales Funnels: Conversion Phase
 - 1.5.1. Offer
 - 1.5.2. Ideas to Close the Sale
 - 1.5.3. Customer Objections
- 1.6. Sales Funnels: Loyalty Phase
 - 1.6.1. Exceeding Customer Expectations
 - 1.6.2. Customer Service
 - 1.6.3. Affiliation Systems
 - 1.6.4. Surveys
- 1.7. Analytics
 - 1.7.1. Analysis
 - 1.7.2. KPIs
 - 1.7.3. Emailing Analytics
 - 1.7.4. Social Media Analytics
- 1.8. Analytics: Analyzing Websites Using Google Analytics
 - 1.8.1. Audience Analytics
 - 1.8.2. Purchase Analytics
 - 1.8.3. Behavior Analytics
 - 1.8.4. Conversion Analytics
- 1.9. Marketing Automation
 - 1.9.1. The Purpose of Automating
 - 1.9.2. Automation Software
 - 1.9.3. Workflows
 - 1.9.4. Scoring
- 1.10. Growth Hacking
 - 1.10.1. Growth Hacking
 - 1.10.2. The Emergence of Growth Hacking
 - 1.10.3. Techniques and Examples



“

A complete and cutting-edge program that will allow you to progressively and completely acquire the knowledge you need to work in this sector"

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.



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



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

This **Postgraduate Certificate in Website 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 Website Marketing**

Official N° of Hours: **150 h.**



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

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development languages
virtual classroom

tech technological
university

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

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