

Postgraduate Diploma  
Digital Marketing  
for Social Media



The image features a close-up of a notepad with the words "DIGITAL MARKETING" written in large, bold, black letters. The text is highlighted with a bright yellow marker. Above the main text, the word "OPTIMIZATION" is partially visible, written in smaller black letters. To the left, the letters "SEO" are written in green on a yellow sticky note. The notepad is surrounded by various colorful geometric shapes and other handwritten notes, including "Feed" and "gard" in blue ink. A pair of dark blue-rimmed glasses is resting on the right side of the notepad. The background is a collage of colors and patterns, including a red triangle on the left and a blue and green pattern at the top.

DIGITAL  
MARKETING



**tech** technological  
university  
Postgraduate Diploma

## Digital Marketing for Social Media

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-digital-marketing-social-media](http://www.techtute.com/pk/journalism-communication/postgraduate-diploma/postgraduate-diploma-digital-marketing-social-media)

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01

# Introduction

Marketing departments are one of the main departments of companies, due to the great power they have in consumption, being able to direct their campaigns towards the most representative consumer profiles for brands, but, in addition, they can analyze the market and design competitive strategies that allow a greater reach in their advertising. The specialization of journalists in this field is increasing, which is why TECH has designed this specific program for this professional profile, meeting their needs and those of the companies.





“

This program will help you learn how to apply the main Digital Marketing tools for Social Media in your work to achieve the maximum possible benefits”

Marketing strategies are closely related to communication, because the emission of a particular message is the key to both. In this sense, it must be taken into account that advertising communication has changed in the last twenty years with the creation of the so-called digital ecosystem, which alters the different ways of communication thanks to the possibilities opened by technology. The digital environment generates different keys to social behavior, requires new languages and modifies the relationships between senders and receivers of messages. It also implies new patterns of contextualization and interpretation of content.

For all these reasons, it is important to know the role of communication in marketing processes and, above all, it is especially important to improve the training of journalists in this field, since their correct use of language makes them a suitable profile to stand out in this field. Thinking about this, TECH has designed a Postgraduate Diploma in Digital Marketing for Social Media that will mark a before and after in the training of these professionals, by having the most innovative resources and advanced knowledge on this subject. Thus, throughout these months, the student will learn to analyze, interpret and structure digital information to create appropriate marketing campaigns to achieve the objectives of the companies.

A program that will teach students, through experience, to develop successfully in the tool management of Digital Marketing for Social Media. A learning that is achieved by combining practical and theoretical teaching, offering a unique option to obtain a greater visibility of their resumes.

This **Postgraduate Diploma in Digital Marketing for Social Media** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: questions to the expert, debate and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Join elite work teams in the field of digital marketing and bring all your knowledge to succeed in the sector”*

“ *A Postgraduate Diploma that will enable you to work in all areas of digital marketing with the solvency of a high-level professional* ”

The teaching staff of this program is made up of professionals from different fields related to this specialty. In this way, TECH ensures to offer students the educational updating objective it aims to provide. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, *telepractice* is used. Therefore, with the help of an innovative interactive video system, and *Learning from an Expert*, the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*A unique, key, and decisive educational experience to boost your professional development.*

*Learn everything that this Postgraduate Diploma offers you in a dynamic way, thanks to TECH's innovative teaching methodology.*





02

# Objectives

This program in Digital Marketing for Social Media has been developed with the main objective of offering journalism and communication professionals the key tools to successfully manage in an increasingly competitive and fundamental field in all companies. For this reason, the specialization and updating of the contents in order to get up to date on the main latest developments in the field is essential for those who wish to access positions of great responsibility. and students will be able to find those latest developments in this program.







“

If you want to become an expert in Digital Marketing for Social Media, do not miss the opportunity to take this Postgraduate Diploma. You will find the latest information on the subject”



### General Objective

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools



*A unique program that will be fundamental for personal and professional growth”*





## Specific Objectives

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### **Module 1. Fundamentals of Communication in the Digital Environment**

- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Prepare the student to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication

### **Module 2. Research in Digital Media**

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, via its application to specific cases
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Know how to apply advertising communication research techniques
- ♦ Organize research and communication work in digital media
- ♦ Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations
- ♦ Know and understand the importance of the Internet in the research work in the field of advertising and public relations

### **Module 3. Social Media and *Community Management***

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives



# 03

## Structure and Content

The teachers of this Postgraduate Diploma in Digital Marketing for Social Media have designed this program to include the latest concepts and strategies that journalism and communication professionals can apply in their daily work in the advertising field. A totally new content that will provide them with the necessary knowledge about the different technological applications that will be fundamental for their professional development, so that they can compete with their work in an area of great demand.





“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life"*

## Module 1. Fundamentals of Communication in the Digital Environment

- 1.1. Web 2.0 or the Social Web
  - 1.1.1 Organization in the Age of Conversation
  - 1.1.2 Web 2.0 Is All About People
  - 1.1.3 Digital Environment and New Communication Formats
- 1.2. Digital Communication and Reputation
  - 1.2.1 Online Reputation Report
  - 1.2.2 *Netiquette* and Good Practices on Social Media
  - 1.2.3 Branding and 2.0 Networks
- 1.3. Online Reputation Plan Design and Planning
  - 1.3.1 Overview of the Main *Social Media*
  - 1.3.2 Brand Reputation Plan
  - 1.3.3 General metrics, ROI, and Social CRM
  - 1.3.4 Online Crisis and Reputational SEO
- 1.4. General, Professional, and Microblogging Platforms
  - 1.4.1 Facebook
  - 1.4.2 LinkedIn
  - 1.4.3 Twitter
- 1.5. Video, Image, and Mobility Platforms
  - 1.5.1 YouTube
  - 1.5.2 Instagram
  - 1.5.3 Flickr
  - 1.5.4 Vimeo
  - 1.5.5 Pinterest
- 1.6. Content Strategy and *Storytelling*
  - 1.6.1 Corporate ***Blogging***
  - 1.6.2 Content Marketing Strategy
  - 1.6.3 Creating a Content Plan
  - 1.6.4 Content Curation Strategy
- 1.7. *Social Media* Strategies
  - 1.7.1 Corporate PR and Social Media
  - 1.7.2 Defining the Strategy to be Applied in Each Medium
  - 1.7.3 Analysis and Evaluation of Results



- 1.8. Community Administration
  - 1.8.1 Roles, Tasks and Responsibilities of the Community Administration
  - 1.8.2 Social Media Manager
  - 1.8.3 Social Media Strategist
- 1.9. Social Media Plan
  - 1.9.1 Designing a *Social Media* Plan
  - 1.9.2 Schedule, Budget, Expectations and Follow-up
  - 1.9.3 Contingency Protocol in Case of Crisis
- 1.10. Online Monitoring Tools
  - 1.10.1 Management Tools and Desktop Applications
  - 1.10.2 Monitoring and Research Tools

## Module 2. Research in Digital Media

- 2.1. The Scientific Method and its Techniques
  - 2.1.1 Introduction
  - 2.1.2 The Scientific Method and its Techniques
  - 2.1.3 Scientific Method and Methodological Techniques
  - 2.1.4 Research Design and Phases
  - 2.1.5 Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 2.1.6 Research Approaches and Perspectives
  - 2.1.7 Ethical and Deontological Rules
- 2.2. Methodology I
  - 2.2.1 Introduction
  - 2.2.2 Measurable Aspects: Quantitative Method
  - 2.2.3 Quantitative Techniques
  - 2.2.4 Types of Surveys
  - 2.2.5 Questionnaire Preparation and Presentation of Results
- 2.3. II Methodology
  - 2.3.1 Introduction
  - 2.3.2 Measurable Aspects: Qualitative Method
  - 2.3.3 Qualitative Techniques
  - 2.3.4 Individual Interviews and their Typology

- 2.3.5 The Group Interview and its Variables: Discussion Groups or *Focus Groups*
- 2.3.6 Other Conversational Techniques: Philips 66, *Brainstorming*, Delphi, Participatory Intervention Cores, Problem and Solution Trees
- 2.3.7 Participatory – Action Research
- 2.4. III Methodology
  - 2.4.1 Introduction
  - 2.4.2 Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 2.4.3 Observation as a Scientific Method
  - 2.4.4 The Procedure: Planning Systematic Observation
  - 2.4.5 Different Types of Observation
  - 2.4.6 Online Observation: Virtual Ethnography
- 2.5. IV Methodology
  - 2.5.1 Introduction
  - 2.5.2 Uncovering the Content of Messages: Content and Discourse Analysis
  - 2.5.3 Introduction to Quantitative Content Analysis
  - 2.5.4 Sample Selection and Category Design
  - 2.5.5 Data Processing
  - 2.5.6 Critical Discourse Analysis
  - 2.5.7 Other Techniques for the Analysis of Media Texts
- 2.6. Techniques for Collecting Digital Data
  - 2.6.1 Introduction
  - 2.6.2 Knowing the Reactions: Experimenting in Communication
  - 2.6.3 Introduction to Experiments
  - 2.6.4 What is an Experiment in Communication
  - 2.6.5 Experimentation and its Types
  - 2.6.6 The Practical Design of the Experiment
- 2.7. Techniques for Organizing Digital Data
  - 2.7.1 Introduction
  - 2.7.2 Digital Information
  - 2.7.3 Problems and Methodological Proposals
  - 2.7.4 Online Press: Characteristics and Approach to its Analysis

- 2.8. Participatory Instrumental Services
  - 2.8.1 Introduction
  - 2.8.2 The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 2.8.3 Internet as an Object of Study
  - 2.8.4 Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 2.9. Internet Quality as a Source: Validation and Confirmation Strategies
  - 2.9.1 Introduction
  - 2.9.2 Research on the Internet and Digital Platforms
  - 2.9.3 Searching and Browsing in the Online Environment
  - 2.9.4 Approach to Research on Digital Formats: Blogs
  - 2.9.5 Approach to Social Network Research Methods
  - 2.9.6 Hyperlink Research
- 2.10. Diffusion of Research Activity
  - 2.10.1 Introduction
  - 2.10.2 Research Trends in Communication
  - 2.10.3 Introduction to the Contemporary Environment of Research in Communication
  - 2.10.4 The Readaptation of the Classic Objects of Communication Research
  - 2.10.5 The Emergence of Classical Research Objects
  - 2.10.6 Towards Interdisciplinarity and Methodological Hybridization
- 3.3. Social Media within the Structure of the Business
  - 3.3.1 The Importance of Social Media in the Company
  - 3.3.2 The Different Profiles that Work in Social Media
  - 3.3.3 How to Choose the Best Structure for Social Media Management
  - 3.3.4 Customer Care on Social Media
  - 3.3.5 Relationship of *the Social Media* Team with Other Departments in the Company
- 3.4. Introduction to Digital Marketing
  - 3.4.1 The Internet: Making Marketing Infinite
  - 3.4.2 Objectives of Marketing on the Internet
  - 3.4.3 Key Concepts on the Internet
  - 3.4.4 Operative Marketing on the Web
  - 3.4.5 Search Engine Positioning
  - 3.4.6 Social Media
  - 3.4.7 *Community Manager*
  - 3.4.8 *e-Commerce*
- 3.5. *Social Media* Strategic Plan and Social Media Plan
  - 3.5.1 The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 3.5.2 Previous Analysis
  - 3.5.3 Objectives
  - 3.5.4 Strategy
  - 3.5.5 Stocks
  - 3.5.6 Budget
  - 3.5.7 Schedules
  - 3.5.8 Contingency Plan
- 3.6. Online Reputation
- 3.7. Main Social Media Outlets I
- 3.8. Facebook: Increase the Presence of Our Brand
  - 3.8.1 Introduction: What is Facebook and How Can it Help Us?
  - 3.8.2 Main Elements in the Professional Field
  - 3.8.3 Content Promotion
  - 3.8.4 Analytics

### Module 3. Integrated Marketing Communication

- 3.1. Introduction and Typology of Social Media
  - 3.1.1 Social Media Against Traditional Media
  - 3.1.2 What is a Social Network?
  - 3.1.3 Evolution of Social Networks on the Internet?
  - 3.1.4 Social Media Today
  - 3.1.5 Features of Social Media on the Internet
  - 3.1.6 Social Media Typology
- 3.2. Functions of the *Community Manager*
  - 3.2.1 The Figure of the *Community Manager* and their Function in the Company
  - 3.2.2 *Community Manager* Guide
  - 3.2.3 The Profile of the *Community Manager*





- 3.9. Twitter: 140 Characters to Achieve the Objectives
  - 3.9.1 Introduction: What is Twitter and How Can it Help Us?
  - 3.9.2 Main Elements
  - 3.9.3 Content Promotion
  - 3.9.4 Analytics
- 3.10. LinkedIn. The Professional Social Network for Excellence
  - 3.10.1 Introduction: What is LinkedIn and How Can it Help Us?
  - 3.10.2 Main Elements
  - 3.10.3 Content Promotion
- 3.11. Main Social Media Outlets II
  - 3.11.1 YouTube: The Second Most Important Search Engine on the Internet
  - 3.11.2 Main Elements
  - 3.11.3 Advertising
  - 3.11.4 YouTube Analytics
  - 3.11.5 Success Stories
  - 3.11.6 Instagram and Pinterest. The Power of Image
  - 3.11.7 Instagram
  - 3.11.8 Success Stories
  - 3.11.9 Pinterest
- 3.12. Blogs and Personal Branding
  - 3.12.1 Definition
  - 3.12.2 Typology
- 3.13. *Community Manager* Tools
  - 3.13.1 Monitoring and Programming. *Hootsuite*
  - 3.13.2 Specific Tools for Each Social Network
  - 3.13.3 Active Listening Tools
  - 3.13.4 URL Shortening Tools
  - 3.13.5 Tools for the Generation of Content

04

# 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.

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*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, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### 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 business 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 we face 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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.



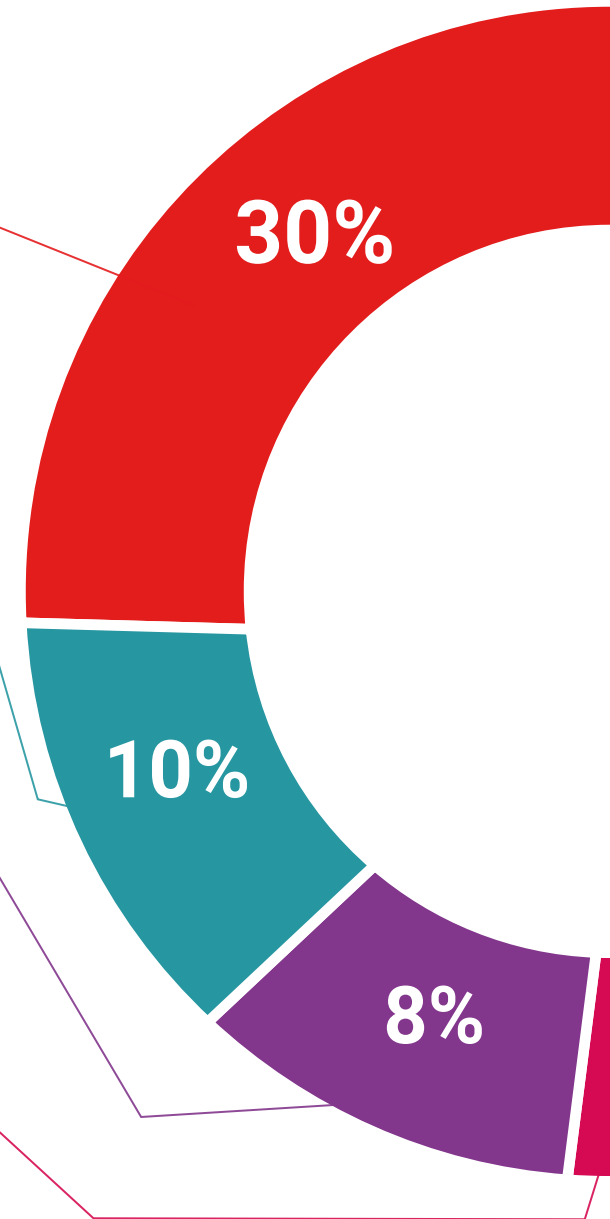
### Practising Skills and Abilities

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.

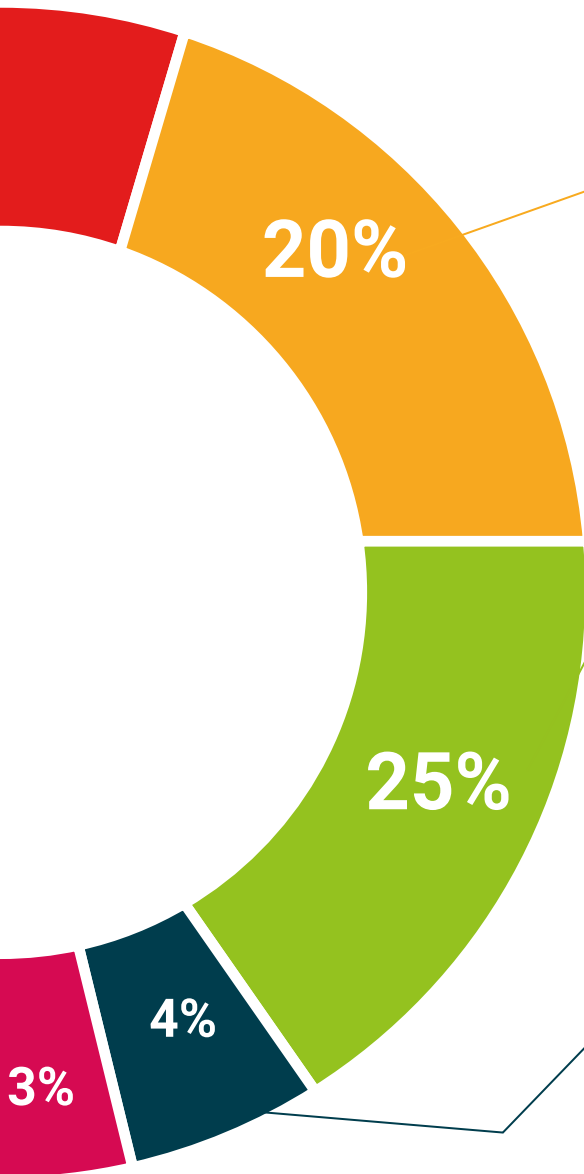


### Additional Reading

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.



05

# Certificate

The Postgraduate Diploma in Digital Marketing for Social Media guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Digital Marketing for Social Media** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Digital Marketing for Social Media**

Official N° of hours: **450 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate 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



## Postgraduate Diploma

### Digital Marketing for Social Media

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

# Postgraduate Diploma

## Digital Marketing for Social Media



# ADVERTISING

Secoud quarter  
Apr-Jun

+0.12%

Third quarter  
Jul-Sep

+41.9

+200  
**tech** technological  
university

+10.2 +12.0