Advanced Master's Degree
MBA in Digital Marketing Management

G M M B A D M D


tech technological university

Advanced Master's Degree
MBA in Digital Marketing Management

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/in/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-marketing-management**

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01
Welcome

Online sales are constantly on the rise. More and more people are purchasing products without having to physically see them, eliminating the need to go to the store and avoiding lengthy queues. Therefore, it is important that advertising campaigns and marketing techniques are transferred to the digital environment, focusing on this type of sales. In order for these campaigns to be effective, it is necessary to have an in-depth knowledge of all the tools at our disposal, which will allow us to move in highly competitive environments with total guarantees of success. If you looking for a high-quality specialization program in this field, don't think twice. TECH has everything you are looking for.

Advanced Master's Degree in MBA in Digital Marketing Management
TECH Technological University

Specialize in digital marketing management with a high-level program in which you will find the latest and most relevant information in this field"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000
executives prepared each year

+200
different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 | collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

"

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.

" *One of our primary objectives is to help you develop the essential skills to strategically manage digital marketing campaigns"*

TECH makes the goals of their students their own goals too
Working together to achieve them

The **Advanced Master's Degree in MBA in Digital Marketing Management** will provide you with the abilities to:

01 Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

02 Develop the key leadership skills that should define working professionals

03 Follow the sustainability criteria set by international standards when developing a business plan

04 Develop strategies to carry out decision-making in a complex and unstable environment

05 Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

06 Design innovative strategies and policies to improve management and business efficiency

08 Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

09 Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07 Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

10 Be able to manage the company's economic and financial plan

11 Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

14 Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

12 Be able to apply information and communication technologies to the different areas within a company

13 Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

15 Structure a business model around e-commerce

16 Understand the marketing strategies that a company must implement to operate in a competitive environment

18 Know how to use quantitative and qualitative research tools to operate in digital environments

DIGITAL MARKETING

19 Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

17 Discover new digital tools to acquire customers and strengthen a brand

20 Carry out inbound marketing campaigns that help optimize the content directed towards our market

21 Understand the new digital communication paradigm

24 Manage digital suppliers optimally with the ability to choose, control, and demand efficiently

22 Acquire an innovative mindset to develop strategies adapted to the needs of the 21st century

23 Successfully lead partially or fully digitized sales and marketing teams

25 Develop a solid and complete digital marketing plan for the organization

26 Develop e-mailing campaigns

28 Use social media as an asset in marketing campaigns

29 Understand how the overall e-commerce process is carried out and through which platforms it is managed

27 Apply SEM and SEO strategies in marketing strategies

30 Know the main trends for using e-commerce through cell phones

05
Skills

After passing the assessments on the Advanced Master's Degree in MBA in Digital Marketing Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.

Learn how to design and manage online marketing campaigns and achieve your company's goals"

At the end of this program, the professional will be able to:

01 Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

04 Correctly manage teams to improve productivity and, therefore, the company's profits

**02** Be part of and lead the company's corporate and competitive strategy

03 Resolve business conflicts and problems between workers

05 Exercise economic and financial control of a company

06 Control the company's logistics processes, as well as purchasing and procurement

08 Apply the most appropriate strategies to support e-commerce of the company's products

09 Develop and lead marketing plans

07 Delve into the new business models associated with information systems

10 Focus on innovation in all processes and areas of the company

11 Lead the different projects in a company

12 Commit to sustainably developing the company , avoiding environmental impacts

13 Know in depth the changes in consumer tastes and purchasing methods and adapt the business to their needs

14 Design a complete digital marketing plan

15 Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors

16 Apply quantitative and qualitative market research tools

17 Know the trends in digital marketing and keep up to date with the main developments in this field

18 Apply inbound marketing tools and strategies

19 Using social networks as essential tools for brand awareness.

20 Perform web analytics, understand the results and use them to drive the company's online campaign

21 Define and design a social media marketing and communication plan

22 In-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector

Structure and Content

The Advanced Master's Degree MBA in Digital Marketing Management is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a digital marketing manager.

The skills and competencies that you acquire when you complete a program of this type are fundamental. Therefore, you should not miss the opportunity to specialize in TECH"

Syllabus

The Advanced Master's Degree MBA in Marketing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving contextual learning that you will be able to apply to your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Digital Business Management deals in depth with the main areas of the company, and is designed for managers to understand digital marketing management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 22 modules:

Module 1	Leadership, Ethics, and CSR.
Module 2	Strategic Direction and Executive Management
Module 3	People and Talent Management
Module 4	Economic and Financial Management
Module 5	Operations and Logistics Management
Module 6	Information Systems Management
Module 7	Commercial Management, Marketing and Corporate Communication
Module 8	Innovation and Project Management
Module 9	Digital Marketing and E-Commerce
Module 10	Digital Marketing Strategy
Module 11	Inbound Marketing
Module 12	Entrepreneurship
Module 13	Performance Marketing
Module 14	Search Engine Marketing and Search Engine Optimization (SEO)
Module 15	Search Engine Marketing (SEM)
Module 16	Conversion Optimization
Module 17	Social Media and Community Management
Module 18	Designing the User Experience Strategy
Module 19	Mobile e-Commerce
Module 20	Web Analytics and Marketing Analytics
Module 21	Data Science and Big Data
Module 22	e-Commerce and Shopify

Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Leadership, Ethics, and CSR.

1.1. Globalization and Governance
1.1.1. Globalization and Trends: Market Internationalization
1.1.2. Economic Environment and Corporate Governance
1.1.3. Accountability

1.2. Leadership
1.2.1. Intercultural Environment
1.2.2. Leadership and Business Management
1.2.2. Management Roles and Responsibilities

1.3. Business ethics
1.3.1. Ethics and Integrity
1.3.2. Ethical Behavior in Companies
1.3.3. Deontology, Codes of Ethics and Codes of Conduct
1.3.4. Fraud and Corruption Prevention

1.4. Sustainability
1.4.1. Business and Sustainable Development
1.4.2. Social, Environmental, and Economic Impact
1.4.3. The 2030 Agenda and the SDGs

1.5. Corporate Social Responsibility
1.5.1. Corporate Social Responsibility
1.5.2. Roles and Responsibilities
1.5.3. Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1. Organizational Analysis and Design
2.1.1. Organizational Culture
2.1.2. Organisational analysis
2.1.3. Designing the Organizational Structure

2.2. Corporate Strategy
2.2.1. Corporate-Level Strategy
2.2.2. Types of Corporate-Level Strategies
2.2.2. Determining the Corporate Strategy
2.2.3. Corporate Strategy and Reputational Image

2.3. Strategic Planning and Strategy Formulation
2.3.1. Strategic Thinking
2.3.2. Strategic Planning and Formulation
2.3.3. Sustainability and Corporate Strategy

2.4. Strategy Models and Patterns
2.4.1. Wealth, Value, and Return on Investments
2.4.2. Corporate Strategy: Methods
2.4.3. Growing and Consolidating the Corporate Strategy

2.5. Strategic Management
2.5.1. Strategic Mission, Vision, and Values
2.5.2. The Balanced Scorecard
2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
2.5.4. Strategic Management and Reporting

2.6. Implementing and Executing Strategy
2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
2.6.2. Supervision and Strategic Alignment
2.6.3. Continuous Improvement Approach

2.7. Executive Management
2.7.1. Integrating Functional Strategies into the Global Business Strategies
2.7.2. Management Policy and Processes
2.7.3. Knowledge Management

2.8. Analyzing and Solving Cases/Problems
2.8.1. Problem Solving Methodology
2.8.2. Case Method
2.8.3. Positioning and Decision-Making

Module 3. People and Talent Management

3.1. Organizational Behavior
3.1.1. Organizational Theory
3.1.2. Key Factors for Change in Organizations
3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management
3.2.1. Job Design, Recruitment, and Selection
3.2.2. Human Resources Strategic Plan: Design and Implementation
3.2.3. Job Analysis: Design and Selection of People
3.2.4. Training and Professional Development

3.3. Management and Leadership Development
3.3.1. Management Skills: 21st Century Skills and Abilities
3.3.2. Non-Managerial Skills
3.3.3. Map of Skills and Abilities
3.3.4. Leadership and People Management

3.4. Change Management
3.4.1. Performance Analysis
3.4.2. Strategic Approach
3.4.3. Change Management: Key Factors, Process Design and Management
3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management
3.5.1. Negotiation Objectives: Differentiating Elements
3.5.2. Effective Negotiation Techniques
3.5.3. Conflicts: Factors and Types
3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication
3.6.1. Performance Analysis
3.6.2. Leading Change. Resistance to Change
3.6.3. Managing Change Processes
3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance
3.7.1. Multicultural and Multidisciplinary Environment
3.7.2. Team and People Management
3.7.3. Coaching and People Performance
3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management
3.8.1. Identifying Knowledge and Talent in Organizations
3.8.2. Corporate Knowledge and Talent Management Models
3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment
4.1.1. Organizational Theory
4.1.2. Key Factors for Change in Organizations
4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting
4.2.1. International Accounting Framework
4.2.2. Introduction to the Accounting Cycle
4.2.3. Company Financial Statements
4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control
4.3.1. Budgetary Planning
4.3.2. Management Control: Design and Objectives
4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility
4.4.1. Corporate Tax Responsibility
4.4.2. Tax Procedure: Case-Country Approach

4.5. Corporate Control Systems
4.5.1. Types of Control
4.5.2. Regulatory Compliance
4.5.3. Internal Auditing
4.5.4. External Auditing

4.6. Financial Management
4.6.1. Introduction to Financial Management
4.6.2. Financial Management and Corporate Strategy
4.6.3. Chief Financial Officer (CFO): Managerial Skills

4.7. Financial Planning
4.7.1. Business Models and Financing Needs
4.7.2. Financial Analysis Tools
4.7.3. Short-Term Financial Planning
4.7.4. Long-Term Financial Planning

4.8. Corporate Financial Strategy
4.8.1. Corporate Financial Investments
4.8.2. Strategic Growth: Types

4.9. Macroeconomic Context
4.9.1. Macroeconomic Analysis
4.9.2. Economic Indicators
4.9.3. Economic Cycle

4.10. Strategic Financing
4.10.1. Banking Business: Current Environment
4.10.2. Risk Analysis and Management

4.11. Money and Capital Markets
4.11.1. Fixed Income Market
4.11.2. Equity Market
4.11.3. Valuation of Companies

4.12. Analyzing and Solving Cases/Problems
4.12.1. Problem Solving Methodology
4.12.2. Case Method

Module 5. Operations and Logistics Management

5.1. Operations Management
5.1.1. Define the Operations Strategy
5.1.2. Supply Chain Planning and Control
5.1.3. Indicator Systems

5.2. Purchasing Management
5.2.1. Stock Management
5.2.2. Warehouse Management
5.2.3. Purchasing and Procurement Management

5.3. Supply Chain Management (1)
5.3.1. Costs and Efficiency of the Operations Chain
5.3.2. Change in Demand Patterns
5.3.3. Change in Operations Strategy

5.4. Supply Chain Management (2). Implementation
5.4.1. Lean Manufacturing/Lean Thinking
5.4.2. Logistics Management
5.4.3. Purchasing

5.5. Logistical Processes
5.5.1. Organization and Management by Processes
5.5.2. Procurement, Production, Distribution
5.5.3. Quality, Quality Costs, and Tools
5.5.4. After-Sales Service.

5.6. Logistics and Customers
5.6.1. Demand Analysis and Forecasting
5.6.2. Sales Forecasting and Planning
5.6.3. Collaborative Planning, Forecasting, and Replacement

5.7. International Logistics
5.7.1. Customs, Export and Import processes
5.7.2. Methods and Means of International Payment
5.7.3. International Logistics Platforms

5.8. Competing through Operations
5.8.1. Innovation in Operations as a Competitive Advantage in the Company
5.8.2. Emerging Technologies and Sciences
5.8.3. Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
6.1.1. Business Information Systems
6.1.2. Strategic Decisions
6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
6.2.1. Company and Industry Sector Analysis
6.2.2. Online Business Models
6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
6.3.1. The Process of Strategic Planning
6.3.2. Formulating the IS Strategy
6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
6.4.1. CRM and Business Intelligence
6.4.2. Business Intelligence Project Management
6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
6.5.1. Technology-Based Business Models
6.5.2. Innovation Abilities
6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
6.6.1. E-Commerce Strategic Plan
6.6.2. Logistics Management and Customer Service in E-Commerce.
6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies
6.7.1. Social Media Strategies
6.7.2. Optimizing Service Channels and Customer Support
6.7.3. Digital Regulation

6.8. Digital Business
6.8.1. Mobile e-Commerce
6.8.2. Design and Usability
6.8.3. E-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communication

7.1. Commercial Management
7.1.1. Sales Management
7.1.2. Commercial Strategy
7.1.3. Sales and Negotiation Techniques
7.1.4. Management of Sales Teams

7.2. Marketing
7.2.1. Marketing and the Impact on the Company
7.2.2. Basic Marketing Variables
7.2.3. Marketing Plan

7.3. Strategic Marketing Management
7.3.1. Sources of Innovation
7.3.2. Current Trends in Marketing
7.3.3. Marketing Tools
7.3.4. Marketing Strategy and Communication with Customers

7. 4. Digital Marketing Strategy
7.4.1. Approach to Digital Marketing
7.4.2. Digital Marketing Tools
7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
7.5.1. Positioning and Promotion
7.5.2. Public Relations
7.5.3. Sales and Communication Strategy

7.6. Corporate Communication
7.6.1. Internal and External Communication
7.6.2. Communication Departments
7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
7.7.1. Corporate Communication Strategy
7.7.2. Communication Plan
7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
8.1.1. Macro Concept of Innovation
8.1.2. Types of Innovation
8.1.3. Continuous and Discontinuous Innovation
8.1.4. Training and Innovation

8.2. Innovation Strategy
8.2.1. Innovation and Corporate Strategy
8.2.2. Global Innovation Project: Design and Management
8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
8.3.1. The Lean Startup Methodology
8.3.2. Innovative Business Initiative: Stages
8.3.3. Financing Arrangements
8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
8.3.5. Growth and Loyalty

8.4. Project Management
8.4.1. Innovation Opportunities
8.4.2. Feasibility Study and Proposal Specification
8.4.3. Project Definition and Design
8.4.4. Project Execution
8.4.5. Project Closure

Module 9. Digital Marketing and E-Commerce

9.1. Digital Marketing and e-Commerce
9.1.1. The Digital Economy and the Sharing Economy
9.1.2. Trends and Social Changes in Consumers
9.1.3. Digital Transformation of Traditional Companies
9.1.4. The Roles of the Chief Digital Officer

9.2. Digital Strategy
9.2.1. Segmentation and Positioning in the Competitive Context
9.2.2. New Marketing Strategies for Products and Services
9.2.3. From Innovation to Cash Flow

9.3. Technology Strategy
9.3.1. Basic Concepts of Web Development
9.3.2. Hosting and Cloud Computing
9.3.3. Content Management Systems (CMS)
9.3.4. Formats and Digital Media
9.3.5. Technological e-Commerce Platforms

9.4. Digital Regulation
9.4.1. Privacy Policy and Personal Data Protection Act
9.4.2. Fake Profiles and Fake Followers
9.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

9.5. Online Market Research
9.5.1. Quantitative Research Tools in Online Markets
9.5.2. Dynamic Qualitative Customer Research Tools

9.6. Online Agencies, Media and Channels
9.6.1. Integral, Creative and Online Agencies
9.6.2. Traditional and New Media
9.6.3. Online Channels
9.6.4. Other Digital Players

Module 10. Digital Marketing Strategy

10.1. Managing Digital Business
10.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
10.1.2. Designing and Creating a Digital Marketing Plan
10.1.3. Digital Media Planning and Contracting
10.1.4. ROI Analysis in a Digital Marketing Plan

10.2. Digital Marketing to Reinforce a Brand
10.2.1. Branded Content and Storytelling
10.2.2. Hypersegmentation
10.2.3. Videomarketing
10.2.4. Social Sales

10.3. Defining the Digital Marketing Strategy
10.3.1. Closed Loop Marketing
10.3.2. Continuous Loop Marketing
10.3.3. Multichannel Marketing

10.4. Digital Marketing to Attract and Retain Customers
10.4.1. Hypersegmentation and Micro-Localization
10.4.2. Loyalty and Engagement Strategies using the Internet
10.4.3. Visitor Relationship Management

10.5. Digital Marketing Trends
10.5.1. Remarketing
10.5.2. Digital Neuromarketing
10.5.3. Avatar Marketing
10.5.4. Bluecasting

10.6. Managing Digital Campaigns
10.6.1. Display Advertising and Rich Media
10.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
10.6.3. Advertising on Digital Television

10.7. Online Marketing Plan
10.7.1. Online Research
10.7.2. Creating an Online Marketing Plan
10.7.3. Configuration and Activation
10.7.4. Launch and Management

10.8. Blended Marketing
10.8.1. Integrating on and off actions
10.8.2. Personalize and Segment
10.8.3. Improve the User Experience

Module 11. Inbound Marketing

11.1. The Definition of Inbound Marketing
11.1.1. Effective Inbound Marketing
11.1.2. The Benefits of Inbound Marketing
11.1.3. Measuring the Success of Inbound Marketing

11.2. Target Research
11.2.1. Consumer Intent Modelling and Buyer Personas
11.2.2. Customer Journey Mapping
11.2.3. Content Strategy

11.3. Content Optimization
11.3.1. Content Optimization for Search Engines
11.3.2. Recycling and Content Improvement

11.4. Content Creation
11.4.1. User and Brand Generated Content
11.4.2. Opportunity Blogging
11.4.3. Video and Other Formats

11.5. Content Dynamization
11.5.1. Influencers
11.5.2. Blogger Outreach
11.5.3. Paid Content Seeding

11.6. Conversion
11.6.1. Lead Capturing and CRO
11.6.2. Lead Nurturing and Marketing Automation

Module 12. Entrepreneurship

12.1. Innovation Methodology and Knowledge Society
12.1.1. Design Thinking
12.1.2. The Blue Ocean Strategy
12.1.3. Collaborative Innovation
12.1.4. Open Innovation

12.2. Strategic Innovation Intelligence
12.2.1. Technology Monitoring
12.2.2. Technology Foresight
12.2.3. Coolhunting

12.3. Entrepreneurship and Innovation
12.3.1. Strategies to Search for Business Opportunities
12.3.2. Assessing the Feasibility of New Projects
12.3.3. Innovation Management Systems
12.3.4. Entrepreneur Soft Skills

12.4. Project Management
12.4.1. Agile Development
12.4.2. Lean Management in Startups
12.4.3. Project Tracking and Project Steering

12.5. Business Plan
12.5.1. Business Plan in the Digital Era
12.5.2. Value Proposition Model

12.6. Financing Startups
12.6.1. Seed Phase: Financial Funds and Subsidies
12.6.2. Startup Phase: Business Angels
12.6.3. Growth Phase: Venture Capital
12.6.4. Consolidation Phase. IPO

Module 13. Performance Marketing

13.1. Permission Marketing
13.1.1. How to Obtain a Users Permission?
13.1.2. Personalizing the Message
13.1.3. Mail Confirmation or Double Opt-in

13.2. Strategy and Performance Techniques
13.2.1. Performance Marketing: Results
13.2.2. Digital Media Mix
13.2.3. The Importance of the Funnel

13.3. Programmatic Marketing and RTB
13.3.1. RTB: Real-Time Planning and Purchasing.
13.3.2. Programmatic Purchasing Ecosystem
13.3.3. How to Integrate RTB into the Media Mix
13.3.4. Keys to RTB on Different Devices

13.4. Affiliate Campaign Development
13.4.1. Agencies and Affiliate Programs
13.4.2. Postview
13.4.3. Designing Affiliate Programs

13.5. Launching an Affiliate Program
13.5.1. Affiliation and Direct Affiliation Networks
13.5.2. Results Analysis and Monitoring
13.5.3. Fraud Control

13.6. Developing E-Mail Campaigns
13.6.1. Designing E-Mail Marketing Campaigns
13.6.2. E-mail Marketing
13.6.3. Lists of Subscribers, Leads, and Customers

13.7. E-Mail Marketing Tools and Resources
13.7.1. Acumbamail
13.7.2. Mailchimp
13.7.3. Templates
13.7.4. Inbox Inspection

13.8. Online Writing for E-Mail Marketing Campaigns
13.8.1. How to Create Good Headlines
13.8.2. Writing Content for Newsletters
13.8.3. Calls to Action in Newsletters

13.9. Display and Campaign Optimization
13.9.1. Advertising, Persuasive Communication
13.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
13.9.3. Affiliation
13.9.4. Campaign Preparation

13.10. E-Mail Marketing Metrics
13.10.1. List Metrics
13.10.2. Newsletter Delivery Metrics
13.10.3. Conversion Metrics

Module 14. Search Engine Marketing and Search Engine Optimization (SEO)

14.1. How Search Engines Work
14.1.1. Indicators and Indexes
14.1.2. Algorithms
14.1.3. SEO and Corporate Branding

14.2. Fundamental Variables of SEO
14.2.1. Indexability
14.2.2. Contents
14.2.3. Popularity

14.3. SEO Analysis
14.3.1. Determining KPIs
14.3.2. Generating *Scripts* and Alerts
14.3.3. Optimization of Images, Videos and Other Elements

14.4. Linkbuilding
14.4.1. Ways of Carrying Out Effective Linkbuilding
14.4.2. Link Baiting
14.4.3. Link Audits
14.4.4. Penalties

14.5. App Store Optimization
14.5.1. App Indexing
14.5.2. App Visibility on Search Engines
14.5.3. Measuring the Visibility of Search Engine Apps

14.6. Technical SEO
14.6.1. Web Performance Optimization
14.6.2. Real Time and Content
14.6.3. Relevant Tagging and Headers
14.6.4. Advanced WPO Techniques

14.7. SEO and e-Commerce
14.7.1. Conversion Rate Optimization
14.7.2. Google WebMaster Tools
14.7.3. Social Proof and Viralization
14.7.4. Navigation and Indexability

14.8. Integration in an Online Marketing Plan
14.8.1. Metrics and Impact
14.8.2. Web Analytics
14.8.3. Other Monitoring Tools

Module 15. Search Engine Marketing (SEM)

15.1. Keyword Hunting for SEM
15.1.1. Adwords Keyword Tool
15.1.2. Google Suggest
15.1.3. Insights for Search
15.1.4. GoogleTrends

15.2. SEM and Google Adwords
15.2.1. Google Shopping
15.2.2. Google Display Network
15.2.3. Google AdWords Mobile
15.2.4. YouTube Advertising

15.3. Google Products
15.3.1. Google Products Integrated in Adwords
15.3.2. Product Extensions vs Product Ads
15.3.3. Google Shopping and Local
15.3.4. Google Merchant

15.4. Pay-Per-Click and SEM
15.4.1. Search and Display
15.4.2. Creating PPC Campaigns
15.4.3. Tracking Conversions

15.5. Facebook Ads
15.5.1. PPC/PPF (Pay-Per-Fan) Adverts
15.5.2. Creating Facebook Ads
15.5.3. Facebook Power Editor
15.5.4. Campaign Optimization

15.6. Other PPC Platforms.
15.6.1. Twitter Ads
15.6.2. LinkedIn
15.6.3. Baldu
15.6.4. Yandex

15.7. Strategy in SEM
15.7.1. Quality Score
15.7.2. CPC Bidding
15.7.3. Site Links

15.8. Measurement in SEM
15.8.1. KPIs
15.8.2. Impressions, Clicks, Conversions
15.8.3. Revenue, ROI, CPA

Module 16. Conversion Optimization

16.1. Introduction to Conversion Rate Optimization
16.1.1. Purchase Cycle and Elements of Online Behavior
16.1.2. Fundamentals of Neuromarketing
16.1.3. Usability vs. Persuasion

16.2. CRO Methodology
16.2.1. Scientific Method
16.2.2. Conversion Pyramid
16.2.3. The CRO Process

16.3. Web Analytics and CRO
16.3.1. Qualitative Analysis
16.3.2. Behavior Analysis
16.3.3. Business and User Objectives

16.4. User Experience y Conversion Rate Optimization
16.4.1. Lean and User Experience
16.4.2. Wireframing
16.4.3. Persuasive Copy

16.5. CRO and Psychology
16.5.1. Neuromarketing
16.5.2. Web Design and Neuromarketing
16.5.3. Learning, Memory, and Emotions

16.6. Behavioral Economics
16.6.1. Decision Factors
16.6.2. Motivation and Anchoring
16.6.3. The Role of the Unconscious

16.7. Experimentation in CRO
16.7.1. A/B vs Multivariates
16.7.2. Testing Tools
16.7.3. Implementation and Execution

16.8. CRO in e-Commerce
16.8.1. E-Commerce and CRO
16.8.2. The E-Commerce Funnel
16.8.3. Processes to Optimize

Module 17. Social Media and Community Management

17.1. Web 2.0 or the Social Web
17.1.1. Organization in the Age of Conversation
17.1.2. Web 2.0 Is All About People
17.1.3. New Environments, New Content

17.2. Digital Communication and Reputation
17.2.1. Crisis Management and Online Corporate Reputation
17.2.2. Online Reputation Report
17.2.3. Etiquette and Good Practices on Social Networks
17.2.4. Branding and Networking 2.0

17.3. General, Professional, and Microblogging Platforms
17.3.1. Facebook.
17.3.2. LinkedIn
17.3.3. Twitter

17.4. Video, Image, and Mobility Platforms
17.4.1. YouTube
17.4.2. Instagram
17.4.3. Flickr
17.4.4. Vimeo
17.4.5. Pinterest

17.5. Corporate Blogging
17.5.1. How to Create a Blog
17.5.2. Content Marketing Strategy
17.5.3. How to Create a Content Plan for Your Blog
17.5.4. Content Curation Strategy

17.6. Social Media Strategies
17.6.1. Corporate Communication Plan 2.0
17.6.2. Corporate PR and Social Media
17.6.3. Analysis and Evaluation of Results

17.7. Community Management
17.7.1. Functions, Duties, and Responsibilities of the Community Manager
17.7.2. Social Media Manager
17.7.3. Social Media Strategist

17.8. Social Media Plan
17.8.1. Designing a Social Media Plan
17.8.2. Defining the Strategy to Be Followed in Each Medium
17.8.3. Contingency Protocol in Case of Crisis

Module 18. Designing the User Experience Strategy

18.1. UX Design
18.1.1. Information Architecture
18.1.2. SEO and Analytics for UX
18.1.3. Landing Pages

18.2. Technical Terms in UX Design
18.2.1. Wireframe and Components
18.2.2. Interaction Pattern and Navigation Flow
18.2.3. User Profile
18.2.4. Process and Process Funnel

18.3. Research
18.3.1. Research in Interface Design Projects
18.3.2. Qualitative and Quantitative Approach
18.3.3. Announce the Results of the Research

18.4. Digital Design
18.4.1. Digital Prototype
18.4.2. Axure and Responsive
18.4.3. Interaction Design and Visual Design

18.5. User Experience
18.5.1. User Focused Design Methodology
18.5.2. User Research Techniques
18.5.3. Involve the Customer in the Process
18.5.4. Shopping Experience Management

18.6. Designing the User Experience Strategy
18.6.1. Content Trees
18.6.2. High-Fidelity Wireframes
18.6.3. Component Maps
18.6.4. Usability Guides

18.7. Usability Evaluation
18.7.1. Usability Evaluation Techniques
18.7.2. Data Visualization
18.7.3. Presenting Data

18.8. Customer Value and Customer Experience Management
18.8.1. Use of Narratives and Storytelling
18.8.2. Co-Marketing as a Strategy
18.8.3. Content Marketing Management
18.8.4. The ROI of Customer Experience Management

Module 19. Mobile e-Commerce

19.1. Mobile Marketing
19.1.1. New Consumption and Mobility Habits
19.1.2. The SoLoMo Model
19.1.3. The 4 Ps of the Marketing Mix in Mobility

19.2. Mobile Technology
19.2.1. Mobile Operators
19.2.2. Mobile Devices and Operating Systems
19.2.3. Mobile Applications and WebApps
19.2.4. Sensors and Integration with the Physical World

19.3. Trends in Mobile Marketing
19.3.1. Mobile Publishing
19.3.2. Advergaming and Gamification
19.3.3. Mobile Geolocalization
19.3.4. Augmented Reality

19.4. Mobile User Behavior
19.4.1. New Search Habits on Mobile Devices
19.4.2. Multi-Screen
19.4.3. Mobile as a Purchasing Driver
19.4.4. ASO, Mobile User Acquisition and Loyalty.

19.5. User Interface and Shopping Experience
19.5.1. m-Commerce Rules and Platforms.
19.5.2. Omnichannel
19.5.3. Mobile & Proximity Marketing
19.5.4. Gap between Consumer and Advertiser
19.5.5. Mobile Commerce Content Managers

19.6. Apps and Purchases
19.6.1. Designing Mobile Commerce Apps
19.6.2. App Stores
19.6.3. App Marketing for Customer Loyalty
19.6.4. App Marketing for eCommerce

19.7. Mobile Payments
19.7.1. Value Chain and Business Models of Mobile Payment Methods
19.7.2. Keys to Improve UX in Mobile Payment
19.7.3. Positioning Strategies in the Mobile Payments Market
19.7.4. Fraud Management

19.8. Mobile Analytics
19.8.1. Mobile Measurement and Analysis Methodologies
19.8.2. Mobile Metrics: Main KPIs
19.8.3. Profitability Analysis
19.8.4. Mobile Analytics

19.9. Mobile Commerce
19.9.1. Services
19.9.2. Applications
19.9.3. Mobile Social Shopping

19.10. Mobile Social Media Applications
19.10.1. Integrating Cell Phones into Social Networks
19.10.2. Mobility, Relationship, Ubiquity and Publicity
19.10.3. Facebook Places
19.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 20. Web Analytics and Marketing Analytics

20.1. Web Analysis
20.1.1. The Fundamentals of Web Analytics
20.1.2. Classic Media vs Digital Media
20.1.3. The Web Analyst's Basic Methodology

20.2. Google Analytics
20.2.1. Configuring an Account
20.2.2. Javascript Tracking API
20.2.3. Customized Reports and Segments

20.3. Qualitative Analysis
20.3.1. Research Techniques Applied in Web Analytics
20.3.2. Customer Journey
20.3.3. *Purchase Funnel*

20.4. Digital Metrics
20.4.1. Basic Metrics.
20.4.2. Ratios
20.4.3. Setting Objectives and KPIs

20.5. Acquisition and Marketing Analytics
20.5.1. ROI
20.5.2. ROAS
20.5.3. CLV

20.6. Strategy Analysis Areas
20.6.1. Web Traffic Acquisition
20.6.2. Activation
20.6.3. Conversion
20.6.4. Loyalty

20.7. Data Science and Big Data
20.7.1. Business Intelligence
20.7.2. Methodology and Analysis of Large Volumes of Data
20.7.3. Data Extraction, Processing, and Loading.

20.8. Application Programming Interface (API)
20.8.1. APIs and Google Analytics
20.8.2. Query Explorer
20.8.3. Supermetrics Functions

20.9. Data Visualization
20.9.1. Viewing and Interpreting Dashboards
20.9.2. Converting Data into a Value
20.9.3. Integrating Sources
20.9.4. Presenting Reports

20.10. Web Analytics Tools
20.10.1. Technological Basis of WA Tools
20.10.2. Logs and Tags
20.10.3. Basic and Ad-hoc Labeling

Module 21. Data Science and Big Data

21.1. Data Science and Big Data
21.1.1. Impact of Big Data and Data Science on Business Strategy
21.1.2. Introduction to Command Line
21.1.3. Data Science Problems and Solutions

21.2. Data Hacking Languages
21.2.1. SQL Databases
21.2.2. Introduction to Python
21.2.3. Programming in R

21.3. Statistics
21.3.1. Introduction to Statistics
21.3.2. Linear and Logistic Regression
21.3.3. PCA and Clustering

21.4. Machine Learning
21.4.1. Model Selection and Regularization
21.4.2. Random Trees and Forests
21.4.3. Processing Natural Language

21.5. Big Data
21.5.1. Hadoop
21.5.2. Spark
21.5.3. Collaborative Recommendation and Filtering Systems

21.6. Data Science Success Stories
21.6.1. Customer Segmentation Using the RFM Model
21.6.2. Experiment Design Application
21.6.3. Supply Chain Value: Forecasting
21.6.4. Business Intelligence

21.7. Hybrid Architectures in Big Data
21.7.1. Lambda Architecture
21.7.2. Kappa Architecture
21.7.3. Apache Flink and Practical Implementations
21.7.4. Amazon Web Services

21.8. Big Data in the Cloud
21.8.1. AWS: Kinesis
21.8.2. AWS: DynamosDB
21.8.3. Google Cloud Computing
21.8.4. Google BigQuery

Module 22. e-Commerce and Shopify

22.1. Digital e-Commerce Management
22.1.1. New e-Commerce Business Models
22.1.2. Planning and Developing an e-Commerce Strategic Plan
22.1.3. Technological Structure in e-Commerce

22.2. e-Commerce Operations and Logistics
22.2.1. How to Manage Fulfillment
22.2.2. Digital Point-of-Sale Management.
22.2.3. Contact Center Management
22.2.4. Automation in Management and Monitoring Processes

22.3. Implementing e-Commerce Techniques
22.3.1. Social Media and Integration in the E-Commerce Plan.
22.3.2. Multichannel Strategy
22.3.3. Personalizing Dashboards

22.4. Digital Pricing
22.4.1. Online Payment Methods and Payment Gateways
22.4.2. Electronic Promotions
22.4.3. Digital Price Timing
22.4.4. e-Auctions

22.5. From e-Commerce to m-Commerce and s-Commerce
22.5.1. e-Marketplace Business Models.
22.5.2. s-Commerce and Brand Experience
22.5.3. Purchase via Mobile Devices

22.6. Customer Intelligence: from e-CRM to s-CRM
22.6.1. Integrating the Consumer in the Value Chain
22.6.2. Online Research and Loyalty Techniques
22.6.3. Planning a Customer Relationship Management Strategy

22.7. Digital Marketing Trade
22.7.1. Cross Merchandising
22.7.2. Designing and Managing Facebook Ads Campaigns
22.7.3. Designing and Managing Google Adwords Campaigns

22.8. Online Marketing for *e-Commerce*
22.8.1. Inbound Marketing
22.8.2. Display and Programmatic Purchasing
22.8.3. Communication Plan

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"

TECH Business School uses the 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"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

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.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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%

3%

30%

15%

4%

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 senior management 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.

Our Students' Profiles

The Advanced Master's Degree MBA in Digital Marketing Management is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

"

If you have experience in digital marketing management, and you are looking for an interesting improvement in your career while continuing to work, this is the program for you"

Average Age

Between **35** and **45** years

Years of Experience

More than15 years **15%**

Up to 5 years **27%**

11 to 15 years **33%**

6 to 10 years **25%**

Training

Business **30%**

Economics **20%**

Marketing **35%**

Social Sciences **15%**

Educational Profile

Executives **25%**

Middle Management **20 %**

Entrepreneurs **10 %**

Other **45 %**
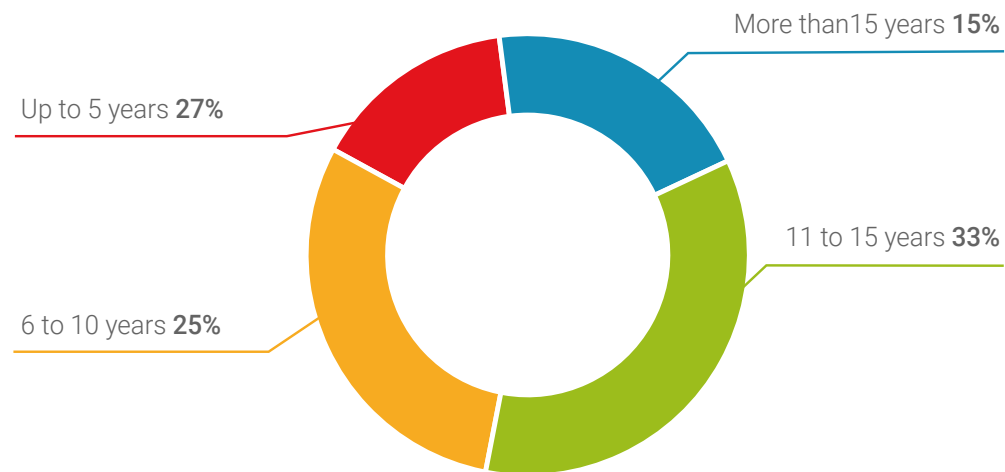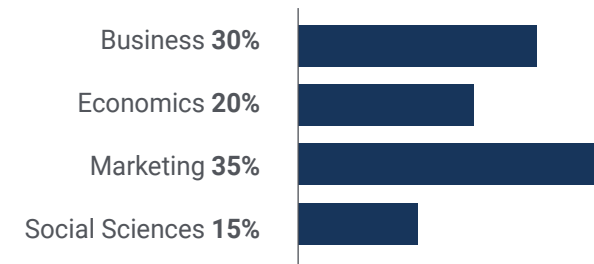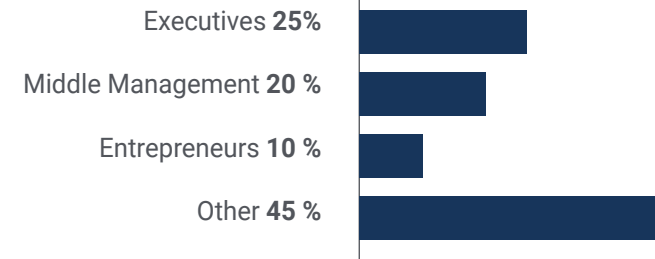
Geographical Distribution

Country	%
USA	9%
Spain	49%
Brazil	5%
Mexico	16%
Colombia	3%
Chile	3%
Ecuador	2%
Argentina	10%
Peru	2%
Dominican Republic	1%
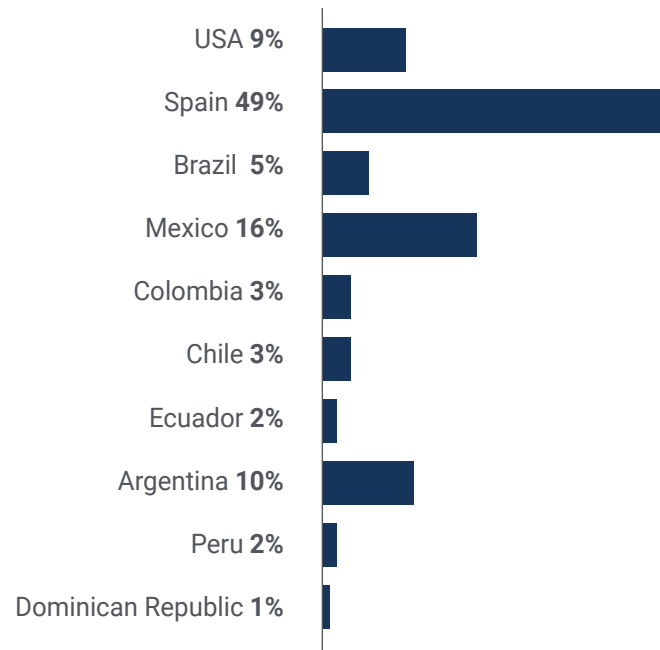
Javier Santana

Marketing Manager of a Multinational Company

"The realization of a program of these characteristics is not simple, as it requires a great deal of effort and dedication. Luckily, TECH offers the possibility of doing all its programs online, which is certainly a must for people like me, who spend a large part of the day fulfilling their work obligations"

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.

At TECH we direct all our efforts to help you achieve the professional change you deserve"

Are you ready to take the leap?
Excellent professional development awaits you

The Advanced Master's Degree MBA in Marketing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

If your main objective is to advance your career, don't think twice. At TECH we will help you to achieve it.

A high-level program for professionals seeking excellence.

Time of change

During the program	During the first year	After 2 years
21%	**49%**	**30%**

Type of change

Internal Promotion **47%**
Change of Company **45%**
Entrepreneurship **8%**
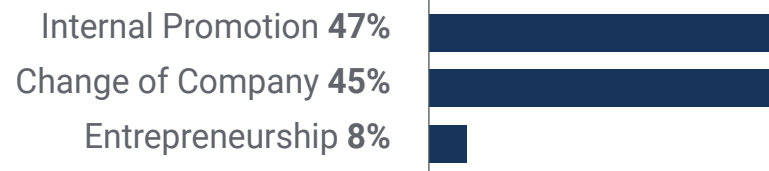
Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10 Benefits for Your Company

The Advanced Master's Degree MBA in Digital Marketing Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.

After completing this Advanced Master's Degree you will bring to the company a new business vision"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05 Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06 Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

Certificate

Advanced Master's Degree in MBA Digital Business Management guarantees you, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Technological University.

Receive your certificate without the need for complicated paperwork and give your CV greater visibility"

This **Advanced Master's Degree in MBA in Digital Business Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Advanced Master's Degree in MBA in Digital Marketing Management**
Official Nº of Hours: **3,000 h.**

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tech technological university

Awards the following
CERTIFICATE
to

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

ADVANCED MASTER'S DEGREE
in

MBA in Digital Marketing Management

This is a qualification awarded by this University, equivalent to 3,000 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

Advanced Master's Degree in MBA in Digital Marketing Management

General Structure of the Syllabus

Year	Subject	Hours	Type	Year	Subject	Hours	Type
1º	Leadership, Ethics, and CSR.	138	CO	2º	Entrepreneurship	138	CO
1º	Strategic Direction and Executive Management	138	CO	2º	Performance Marketing	138	CO
1º	People and Talent Management	138	CO	2º	Search Engine Marketing and Search Engine Optimization (SEO)	138	CO
1º	Economic and Financial Management	138	CO	2º	Search Engine Marketing (SEM)	138	CO
1º	Operations and Logistics Management	138	CO	2º	Conversion Optimization	138	CO
1º	Information Systems Management	138	CO	2º	Social Media and Community Management	138	CO
1º	Commercial Management, Marketing and Corporate Communication	138	CO	2º	Designing the User Experience Strategy Mobile e-Commerce	138	CO
1º	Innovation and Project Management	138	CO	2º	Web Analytics and Marketing Analytics	138	CO
1º	Digital Marketing and E-Commerce	138	CO	2º	Data Science and Big Data	138	CO
1º	Digital Marketing Strategy	138	CO	2º	e-Commerce and Shopify	102	CO
1º	Inbound Marketing	138	CO				

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*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.

Advanced Master's Degree
MBA in Digital Marketing Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Technological University**
» Dedication: **16h/week**
» Schedule: **at your own pace**
» Exams: **online**

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