

# Executive Development Program

## Web Design, Usability and Analytics





## Executive Development Program

### Web Design, Usability and Analytics

- » Modality: online
- » Duration: 2 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates and professionals with demonstrable experience in commercial, sales, marketing and similar areas

Website: [www.techtitute.com/us/school-of-business/executive-development-program/web-design-usability-analytics](http://www.techtitute.com/us/school-of-business/executive-development-program/web-design-usability-analytics)

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# 01 Welcome

Websites are an effective tool for business promotion, since nowadays most of the population has access to the Internet. Even so, it is important that the design of websites is attractive and intuitive, so that it is not complicated for customers to surf the net. In addition, it is essential that those responsible for the area know how to analyze data on visits and interactions, which will help to develop more effective strategies. This program compiles the most complete information on this subject, to offer an up-to-date syllabus that allows students to position themselves as true specialists.



Executive Development Program in Web Design, Usability and Analytics  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work"*

02

# 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:



### Analysis

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



### Academic Excellence

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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

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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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### 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"*

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

TECH Technological University has designed this program with the main objective of offering superior quality training to students, so that they are able to implement the most appropriate digitalization strategies to improve the performance of their companies. In addition, they will be able to develop the managerial skills to lead these digital change processes.



“

*Analyzing your users' data on the web will be essential to implement the most successful strategies”.*



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

The **Executive Development Program in Web Design, Usability and Analytics** will equip the students to:

01

Implement digitization strategies for a business, making the right decisions to achieve the planned objectives

02

Analyze and identify factors that generate difficulties or opportunities in digital environments

03

Lead change processes in the company based on digitalization





04

Develop management skills necessary to lead the growth and expansion of companies operating in digital environments

05

Identify the changes required to improve management and direction within the company, based on orienting the strategy to the digital environment

06

Apply the principles of Web Usability to improve a company's business results

05

# Structure and Content

The Executive Development Program in Web Design, Usability and Analytics of TECH Technological University aims to offer specialized knowledge to students in order to turn them into experts in social media. In this way, they will be able to use the most appropriate techniques and tools for the digital sphere, which will be essential to know the interests of users and provide them with the content best suited to their needs.



“

*A 100% online program, with multiple theoretical resources to favor the learning”*

## Syllabus

The content of the Executive Development Program in Web Design, Usability and Analytics is designed to promote the development of managerial skills that allow decision-making in the digital environment with greater rigor.

Throughout 275 hours of study, the students will have the opportunity to analyze a multitude of practical cases, essential to achieve a more specialized knowledge of websites and social media. It is, therefore, a real immersion in real business situations, which will provide them with specific knowledge to give a radical turn to their careers.

It is a renewed and innovative study plan, adapted to the needs of students, who demand online formats that allow them to continue with their studies while they continue with their work. To take this program, students will have direct access to the virtual campus from the moment they formalize their enrollment, where they will find multiple theoretical and practical resources, essential to develop the appropriate skills in this field.

This Executive Development Program is developed over 2 months and has 2 modules:

### Module 1

Design, Usability and User Experience

### Module 2

Web Analytics and Marketing Analytics





### Where, When and How is it Taught?

TECH Technological University offers students the possibility of taking this Executive Development Program in Web Design, Usability and Analytics completely online. Throughout the 2 months of the educational program, 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. Design, Usability and User Experience**

**1.1. UX Design**

- 1.1.1. Information Architecture
- 1.1.2. SEO and Analytics for UX
- 1.1.3. Landing Pages

**1.2. Technical Terms in UX Design**

- 1.2.1. Wireframe and Components
- 1.2.2. Interaction Pattern and Navegacion Flow
- 1.2.3. User Profile
- 1.2.4. Process and Process Funnel

**1.3. Research**

- 1.3.1. Research in Interface Design Projects
- 1.3.2. Qualitative and Quantitative Approach
- 1.3.3. Announce the Results of the Research

**1.4. Digital Design**

- 1.4.1. Digital Prototype
- 1.4.2. Axure and Responsive
- 1.4.3. Interaction Design and Visual Design

**1.5. User Experience**

- 1.5.1. User-centered Design Methodology
- 1.5.2. User Research Techniques
- 1.5.3. Involve the Customer in the Process
- 1.5.4. Shopping Experience Management

**1.6. Designing the User Experience Strategy**

- 1.6.1. Content Trees
- 1.6.2. High-Fidelity Wireframes
- 1.6.3. Component Maps
- 1.6.4. Usability Guides

**1.7. Usability Evaluation**

- 1.7.1. Usability Evaluation Techniques
- 1.7.2. Data Visualization
- 1.7.3. Data Presentation

**1.8. Customer Value and Customer Experience Management**

- 1.8.1. Use of Narratives and Storytelling
- 1.8.2. Co-Marketing as a Strategy
- 1.8.3. Content Marketing Management
- 1.8.4. The ROI of Customer Experience Management

**Module 2. Web Analytics and Marketing Analytics**

**2.1. Web Analysis**

- 2.1.1. The Fundamentals of Web Analytics
- 2.1.2. Classical Media vs. Digital Media
- 2.1.3. The Web Analyst's Basic Methodologies

**2.2. Google Analytics**

- 2.2.1. Configuring an Account
- 2.2.2. Javascript Tracking API
- 2.2.3. Customized Reports and Segments

**2.3. Qualitative Analysis**

- 2.3.1. Research Techniques Applied in Web Analytics
- 2.3.2. Customer Journey
- 2.3.3. Purchase Funnel

**2.4. Digital Metrics**

- 2.4.1. Basic Metrics
- 2.4.2. Ratios
- 2.4.3. Setting Objectives and KPIs

**2.5. Acquisition and Marketing Analytics**

- 2.5.1. ROI
- 2.5.2. ROAS
- 2.5.3. CLV

**2.6. Strategy Analysis Areas**

- 2.6.1. Web Traffic Acquisition
- 2.6.2. Activation
- 2.6.3. Conversion
- 2.6.4. Loyalty

**2.7. Data Science and Big Data**

- 2.7.1. Business Intelligence
- 2.7.2. Methodology and Analysis of Large Data Volumes
- 2.7.3. Data Extraction, Processing and Loading

**2.8. Application Programming Interface (API)**

- 2.8.1. APIs and Google Analytics
- 2.8.2. Query Explorer
- 2.8.3. Supermetrics Functions

**2.9. Data Visualization**

- 2.9.1. Visualization and Interpretation of Dashboards
- 2.9.2. Transforming Data into Value
- 2.9.3. Integration Sources
- 2.9.4. Reporting

**2.10. Web Analytics Tools**

- 2.10.1. Technological Basis of WA Tools
- 2.10.2. Logs and Tags
- 2.10.3. Basic Labeling and Ad Hoc





“

*You will be able to use the latest tools for web analytics”*

# 06

# 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.



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.





### 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.



07

# Our Students' Profiles

The Executive Development Program in Web Design, Usability and Analytics is a program aimed at professionals who want to update their knowledge, discover new ways of leading and managing digital businesses, and advance in their professional career. It is particularly aimed at experienced professionals and executives who want to acquire the skills in Business Management necessary to generate new opportunities in the digital era.





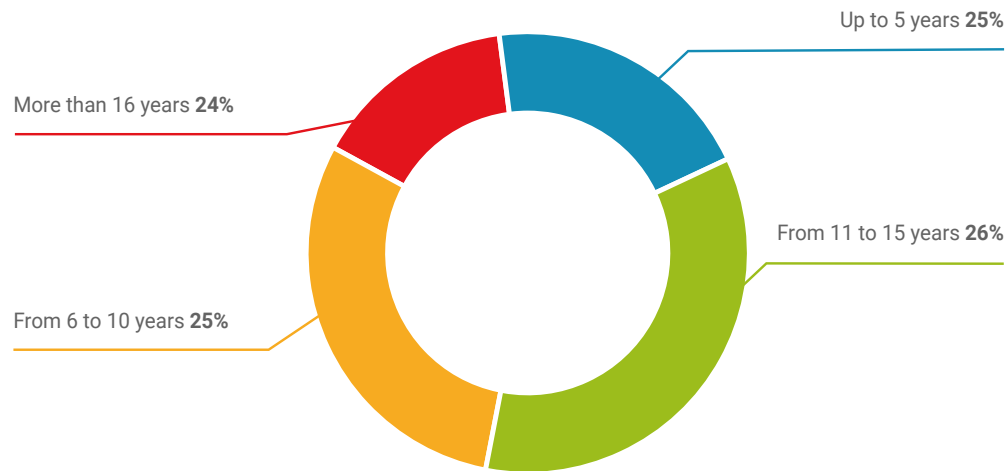
“

*A specific program for professionals who want to turn their career around, focusing on digital business”*

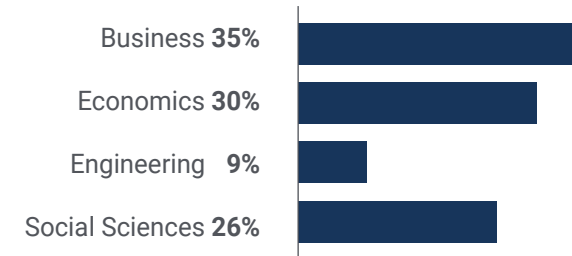
### Average Age

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

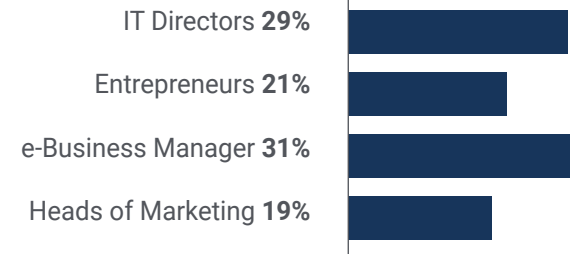
### Years of Experience



### Training

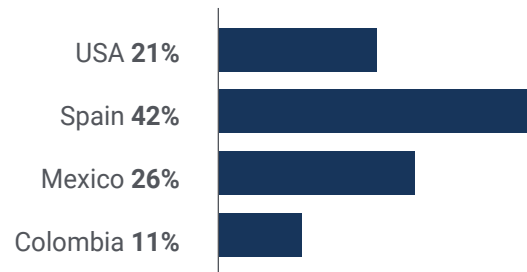


### Educational Profile



## Geographical Distribution

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## Jorge Sánchez

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**E-Business Manager**

*"This Executive Development Program in Web Design, Usability and Analytics has been essential for my profession as an e-Business Manager. The program has the perfect combination of academic content and faculty, which makes this specialization a key tool for professional and personal development"*

08

# Course Management

This program has been designed by a team of experts in the field who, aware of the need for specialization of professionals in the field of digital business, has created a program that will be essential to improve the competitiveness of professionals in the sector. Undoubtedly, the best team of teachers today, with extensive experience both at teaching how a business level. A unique teaching staff that will help students achieve their academic goals.







“

*A high-level teaching staff to teach professionals who seek excellence"*

## Management



### Mr. Galán, José

- ♦ Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging
- ♦ Director of E-Marketing at TECH Technological University
- ♦ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing) [www.josegalan.es](http://www.josegalan.es)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations. Complutense University of Madrid
- ♦ European Higher Education Program in Digital Marketing ESIC





09

# Impact on Your Career

The students in this program are working professionals who are looking for a unique study opportunity to improve their skills and make a positive change in their career. It is a challenge that involves effort and dedication, but above all, it opens the doors to a wider and more competitive job market and gives the possibility to develop the skills to start their own business.





“

*Are you looking to make a radical change in your career, but don't know how to do it? Don't worry, TECH Technological University provides you with the keys to achieve it"*

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

TECH Technological University's Executive Development Program in Web Design, Usability and Analytics is an intensive program that prepares students to face business challenges and decisions at both national and international levels. The main objective is to promote personal and professional growth. Helping students achieve success.

Don't miss the opportunity to study with the best program on the current academic scene.

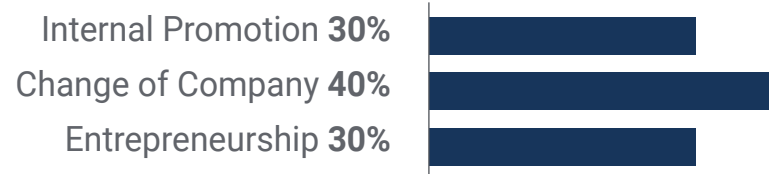
*It's time for change.  
Enroll in this program and  
give your career a boost.*

*Access to positions of  
greater responsibility  
and, therefore,  
economic retribution.*

#### Time of Change



#### Type of Change





## Salary Increase

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The completion of this program represents a salary increase of more than **25.22%** for our students.



10

# Benefits for Your Company

The Executive Development Program in Web Design, Usability and Analytics has been designed to offer students a unique learning opportunity. But not only that, thanks to this program, professionals will be able to apply everything they have learned in their businesses, providing them with greater competitiveness by being able to have a more direct contact with consumers through online platforms.



“

*Your company will be able to reach a higher level of competitiveness, thanks to the improvement of digitalization processes”*

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.

11

# Certificate

The Executive Development Program in Web Design, Usability and Analytics guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Development Program diploma issued by TECH Technological University.





“

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

This **Executive Development Program in Web Design, Usability and Analytics** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Development Program** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Executive Development Program in Web Design, Usability and Analytics**

Official N° of Hours: **275 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.



## Executive Development Program

Web Design, Usability and Analytics

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

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## Web Design, Usability and Analytics

