Hybrid Professional Master's Degree
MBA in Digital Business

tech technological university

Hybrid Professional Master's Degree
MBA in Digital Business

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

Website: **www.techtitute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-digital-business**

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Introduction

The development of ICTs, linked to the growth of e-commerce and the possibilities of Web 4.0, has encouraged the redirection of many businesses, or part of them, towards the digital market. However, this is a complex environment, which requires specific knowledge to ensure the best results and to face the relentless competition. For this reason, the figure of the Marketing and Web Analytics professional has become very important, finding in this field a wide range of job opportunities. In order to achieve the degree of specialization required by the market, the graduate can count on this very complete program. An academic experience that combines theory and practice in a highly enabling program for the mastery of management strategies related to digital business.

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Are you looking for a program to specialize in Digital Marketing and Web Analytics? Then enroll in a program like this one, which combines theory and practice in a unique and unrepeatable experience"

The web is full of millions of companies that have decided to offer their products and services online, so the great competition that exists turns digital business into a constant struggle to occupy the top positions in the main search engines. Many entities have found in e-commerce an opportunity to continue their activity, something that, with the course of time, has become an increasingly complex task.

That is why the figure of the Marketing and Web Analytics professional has taken a special relevance, since based on their specialized knowledge about the main SEO, SEM and online advertising strategies, they are able to obtain a series of guaranteed results, something impossible through traditional techniques. For that reason, and based on the multiple professional opportunities that the graduate can find in this field, TECH has developed this complete Hybrid Professional Master's Degree in MBA in Digital Business, a program that combines theory and practice in an academic experience of 1,620 hours of the best training.

Thanks to this program, the graduate will be able to expand and update their knowledge on the main strategies of e-commerce and search engine marketing, delving into digital communication and innovation through the technologies that exist today. For this purpose, you will be provided with diverse theoretical and additional material presented in a convenient and accessible 100% online format.

However, despite the quality of the content, the strong point of this program lies in the possibility of taking a 120-hour internship in a large company in the sector. Based on this, the graduate will become part of the agency's team, actively participating in its day-to-day work and making use of the latest and most innovative professional technology in the digital business area. It is, therefore, a unique opportunity to include in your resume a highly capacitating experience that will open many doors in your future career.

This **Hybrid Professional Master's Degree in MBA in Digital Business** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 case studies presented by professionals in the web analytics sector, as well as by experts in the management and analysis of digital business data

- Its graphic, schematic and eminently practical contents, with which they are conceived, gather scientific and assistance information on those medical disciplines that are indispensable for professional practice

- Creation of campaigns through *Addwords*, Google *Shopping* and Social Media for apps or reMarketing

- The best content to know in detail the keys to web analytics through the exhaustive mastery of the main strategies of interpretation and study of data for the correct optimization of websites

- The inclusion of the most effective techniques to achieve a correct optimization of websites, as well as to increase traffic and organic conversions

- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

- In addition, you will be able to do an internship in one of the best companies in the online advertising and marketing sector

This program will bring to your career a distinctive quality, based on the comprehensive knowledge of a booming area such as the one related to digital business.
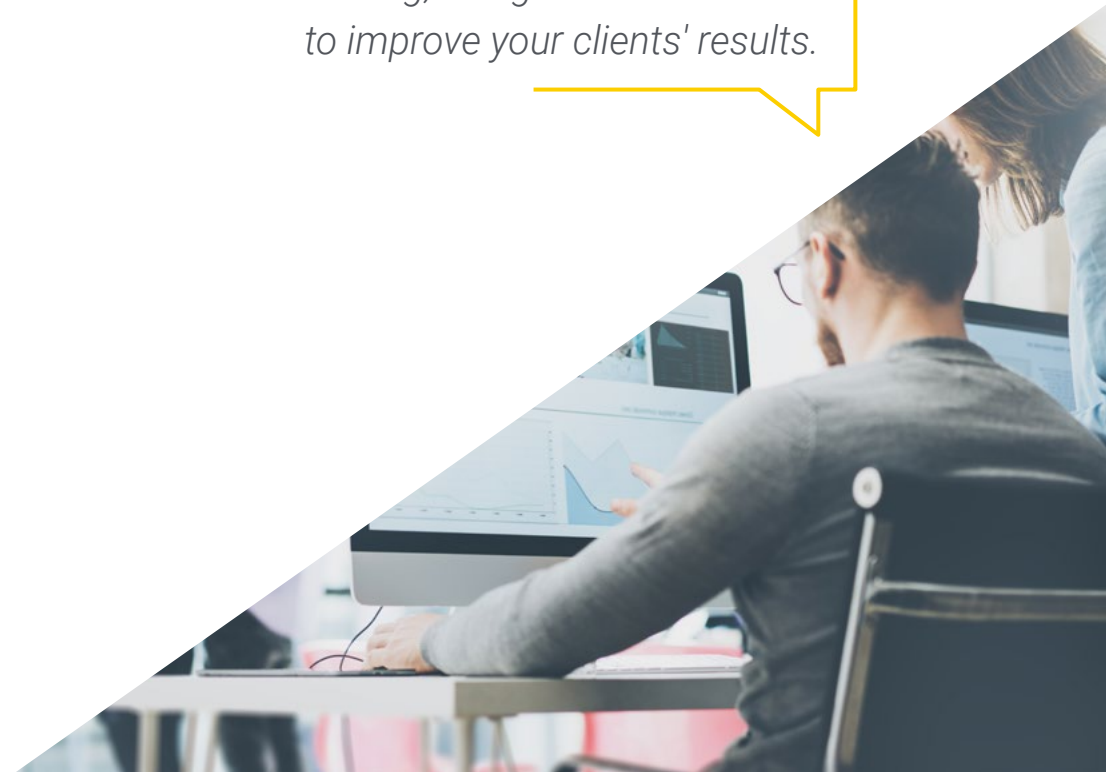
"*SEO and SEM analytics, measurement strategies, search engine optimization techniques, etc. With this program you will work on all these aspects and many more!*"

You will be able to keep up-to-date with the latest and most effective trends in Mobile Marketing, being able to use them to improve your clients' results.

In this proposed Hybrid Professional Master's Degree, of professional character and blended modality, the program is aimed at updating the administration professionals who develop their functions in the most complex digital environments, for which they require a comprehensive knowledge. The contents are based on the latest evidence in the area, and oriented in a didactic way to integrate theoretical knowledge in administrative practice and web data management, and the theoretical-practical elements will facilitate the updating of knowledge and allow decision making for a correct orientation and job function.

Thanks to their multimedia content developed with the latest educational technology, they will allow the medical professional to obtain situated and contextual learning, which means a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Why Study this Hybrid Professional Master's Degree?

E-commerce is one of the many potentialities that the new information and communications technologies have unfolded and that many digitally-focused businesses are now putting into practice. The mastery of these activities requires up-to-date knowledge and the most complex skills. TECH students will find all of them in a training of excellence that perfectly integrates theoretical teaching with practical learning.

This Hybrid Professional Master's Degree in MBA in Digital Business is everything you need to elevate your career to the highest level of excellence"

1. Updating from the Latest Technology Available

The most innovative mobile, social networking and e-commerce technologies of the moment will be available to students in this program. In this way, each student will be able to handle them professionally and integrate them into their daily work practice in a fast and flexible way, until they become the most sought-after experts in this area of the business market.

2. Gaining In-depth Knowledge from the Experience of Top Specialists

TECH offers its students the personalized guidance of great experts in the implementation of Digital Business. A group of them will assist them during the theoretical learning of the contents of this Hybrid Professional Master's Degree and others will be in charge of supervising the development of new skills during an intensive internship.

3. Enter into world-class business environments

Under meticulous criteria of excellence, TECH chooses the institutions that will host its graduates for the professional practice of this study program. All the selected institutions have a high prestige, as well as the most innovative technologies in the business market.

4. Combining the Best Theory with State-of-the-Art Practice

Although this program consists of a large theoretical part, its practical phase is also of vital importance. Through it, and by means of multiple practical learning tools, students will participate in projects that will provide them with the most up-to-date knowledge in the field of Digital Business leadership.

5. Expanding the Boundaries of Knowledge

TECH, the largest digital university of the moment, has a network of agreements and partners of international scope. In this way, its students can access internship centers located in different geographic latitudes and develop competencies based on globalized standards.

You will have full practical immersion at the center of your choice"

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Objectives

The increase in labor demand for professionals who perfectly handle the main strategies and tools of Digital Marketing and online advertising is the reason why TECH and its team of experts in Web Analytics have decided to create this multidisciplinary program. Therefore, the objective of this program is to provide graduates with both theoretical and practical knowledge that will allow them to implement the latest and most innovative techniques for the optimization of websites based on the requirements of the current market.

Whatever your goals are, TECH will provide you with everything you need to achieve them through this very complete program"

General Objective

◆ This practical program has been proposed by TECH and its team of experts in Digital Business in order to provide the graduate with an experience through which to develop the latest strategies for the creation of new opportunities in existing markets. In addition, it will serve to understand the competitive environment that today's digital companies must face, as well as to know in detail the latest and most effective techniques and tools for the management of SEM and tailored online advertising

Mastering Inbound Marketing and content optimization techniques is now within your reach with this Hybrid Professional Master's Degree"

Specific Objectives

- Develop a Business Plan

- Acquire in-depth knowledge of the phases involved in creating a company

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

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

- Lead change processes in the company based on digitalization

- Implement Digital Marketing and e-commerce strategies

- Apply SEO and SEM tools in marketing campaigns

- Leverage social media for marketing and advertising campaigns

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

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

- Design and plan online reputation campaigns

- Know how to manage online monitoring tools to understand the reach of marketing campaigns

- Conduct effective emailing campaigns

- Understand web analytics and digital metrics of the tools you use

- Gain an in-depth understanding of how e-commerce is carried out

- Understand and manage international finance

- Understand the new trends in cell phone-based e-commerce

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Skills

This university is characterized, in addition to its quality and academic completeness, by its commitment to the growth of each and every one of its graduates. For this reason, it offers programs through which students will be able to perfect, in a guaranteed way, their professional skills, raising their talent to the top of the sector. Therefore, by choosing this Hybrid Professional Master's Degree, you will be betting on a training with which you can become a reference in the area of Marketing and analytical management of digital business.

" *TECH guarantees you that with the course of this program you will perfect your skills in digital communication, being able to improve the online reputation of the companies you work for"*

General Skills

- Control and manage corporate finances
- Develop the company's corporate and competitive strategy
- Apply the different business models based on the digital era
- Apply innovative techniques in the design and management of projects

You will combine theory and professional practice through a demanding and rewarding educational approach"

Specific Skills

- Implement e-commerce techniques

- Implement digital marketing campaigns to improve the company's positioning in relation to its competitors, as well as its digital reputation

- Put search engine marketing techniques into practice

- Use social networks as an indispensable tool to improve company awareness

- Have a broad knowledge of consumers

- Perform web analytics actions to direct the marketing and communication campaign in such a way that it is more effective in meeting the company's objectives

Course Management

TECH has selected for this Hybrid Professional Master's Degree to a cast of teachers versed in Digital Marketing and Web Analytics. This is a group of specialists with a broad and extensive work experience in the business sector in various areas, but always focused on the online environment. In addition, they are active experts, so they know in detail the most innovative and effective techniques and strategies, which will be included, in a guaranteed way, in the syllabus that they have designed.
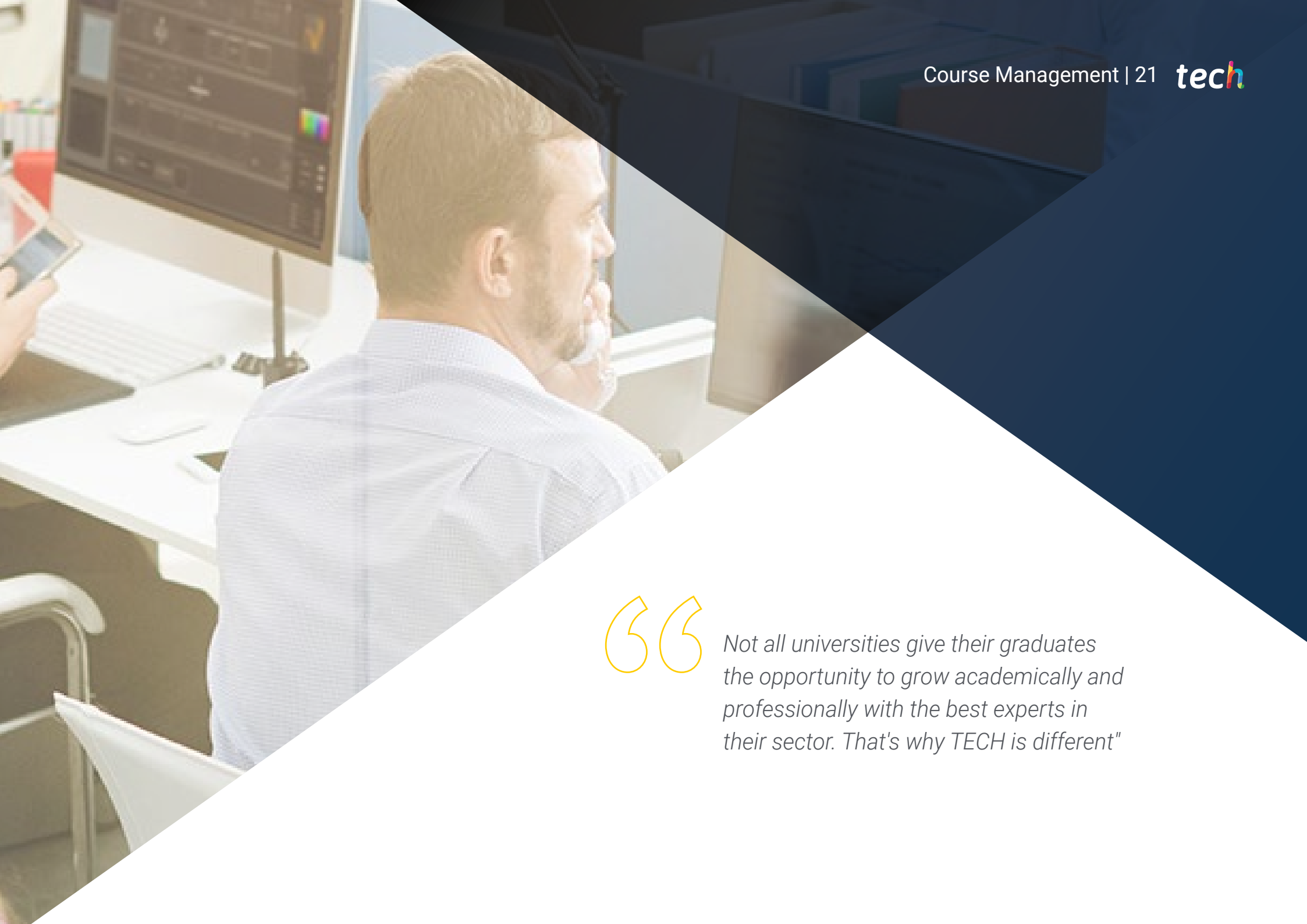
"Not all universities give their graduates the opportunity to grow academically and professionally with the best experts in their sector. That's why TECH is different"

Management

Mr. Galán, José

- Specialist in Online Marketing
- Director of EMarketing at TECH Technological University
- Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing).
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- European Higher Program in Digital Marketing by ESIC

Structure and Content

TECH includes in this type of program 1,500 hours of the best theoretical, practical and additional content, the latter presented in different ways: from detailed videos, to research articles and complementary readings to delve in a personalized way in the different sections of the syllabus. All of this is presented in a convenient and accessible 100% online format, compatible with any device with an internet connection. In this way, the graduate can decide when to take the program and from which location, adapting the academic experience to their own availability.

"You will be able to implement in your professional practice the digital marketing and e-commerce techniques that are currently having the best results"

Module 1. Competitive Environment and Strategy

1.1. Global Economic Environment
- 1.1.1. The Fundamentals of the Global Economy
- 1.1.2. The Globalization of Companies and Financial Markets
- 1.1.3. Entrepreneurship and New Markets

1.2. Corporate Finance
- 1.2.1. Financial Policy and Growth
- 1.2.2. Company Valuation Methods
- 1.2.3. Capital Structure and Financial Leverage

1.3. Economic Analysis of Decisions
- 1.3.1. Budget Control
- 1.3.2. Competitive Analysis. Comparative Analysis
- 1.3.3. Decision-Making. Business Investment or Divestment

1.4. Information Systems in Companies
- 1.4.1. The Evolution of the IT Model
- 1.4.2. Organization and IT Department
- 1.4.3. Information Technology and Economic Environment

1.5. Corporate Strategy and Technology Strategy
- 1.5.1. Creating Value for Customers and Shareholders
- 1.5.2. Strategic IS/IT Decisions
- 1.5.3. Corporate Strategy vs. Technology and Digital Strategy

1.6. Information Systems for Decision-Making
- 1.6.1. Business Intelligence
- 1.6.2. Data Warehouse
- 1.6.3. Balanced Scorecard (BSC)

1.7. Digital Strategy
- 1.7.1. Technology Strategy and its Impact on Digital Innovation
- 1.7.2. Strategic Planning of Information Technologies
- 1.7.3. Strategy and The Internet

1.8. Online Business Models
- 1.8.1. Analyzing Established Companies in the Technology Sector
- 1.8.2. Business Model Generation Systems
- 1.8.3. Analyzing Innovative Business Models in Traditional Sectors
- 1.8.4. Analyzing Innovative Business Models on the Internet

1.9. Company Systems based on Internet Collaboration
- 1.9.1. Customer Management Systems: Customer Relationship Management (CRM)
- 1.9.2. Supply Chain Management Systems
- 1.9.3. e-Commerce Systems

1.10. Social Business
- 1.10.1. Web 2.0.Strategic Vision and its Challenges
- 1.10.2. Convergence Opportunities and ICT Trends
- 1.10.3. How to Monetize Web 2.0.and Social Media
- 1.10.4. Mobility and Digital Business

Module 2. Entrepreneurial Innovation and Initiative

2.1. Design Thinking
- 2.1.2. The Blue Ocean Strategy
- 2.1.3. Collaborative Innovation
- 2.1.4. Open Innovation

2.2. Strategic Innovation Intelligence
- 2.2.1. Technology Monitoring
- 2.2.2. Technology Foresight
- 2.2.3. Coolhunting

2.3. Entrepreneurship and Innovation
- 2.3.1. Strategies to Search for Business Opportunities
- 2.3.2. Assessing the Feasibility of New Projects
- 2.3.3. Innovation Management Systems
- 2.3.4. Soft skills of an entrepreneur

2.4. Management of Startups
- 2.4.1. Introduction to Financial Management in Startup Companies
- 2.4.2. Financial Metrics for Startups
- 2.4.3. Financial Planning: Projection Models and their Interpretation
- 2.4.4. Valuation Methods

2.5. The Business Plan
    2.5.1. Business Plan in the Digital Era
    2.5.2. The Canvas Model
    2.5.3. Value Proposition Model
    2.5.4. Content and Presentation
2.6. Project Management
    2.6.1. Agile Development
    2.6.2. Lean Management in Startups
    2.6.3. Project Tracking and Project Steering
2.7. Growth Phases in Startup Companies
    2.7.1. Seed Phase
    2.7.2. Startup Phase
    2.7.3. Growth Phase
    2.7.4. Consolidation Phase
2.8. Financing Startups
    2.8.1. Bank Financing
    2.8.2. Subsidies
    2.8.3. Seed Capital and Accelerators. Business Angels
    2.8.4. Venture Capital. IPO
    2.8.5. Public to Private Partnership
2.9. BORRAR
    2.9.1. Public Institutions: CDTI, ENISA
    2.9.2. National and International Venture Capital Entities
    2.9.3. Private Investors: Caixa Capital Risc. Bstartup
    2.9.4. FOND-ICO Global
    2.9.5. Accelerators: Wayra, Lanzadera and Plug & Play
2.10. Lean Management
    2.10.1. The Basic Principles of Lean Management
    2.10.2. Improvement and Problem-Solving Groups
    2.10.3. New Forms of Maintenance and Quality Management

Module 3. Digital Marketing and e-Commerce

3.1. Digital e-Commerce Management
    3.1.1. New e-Commerce Business Models
    3.1.2. Planning and Developing an e-Commerce Strategic Plan
    3.1.3. Technological Structure in e-Commerce
3.2. e-Commerce Operations and Logistics
    3.2.1. How to Manage Fulfillment
    3.2.2. Digital Point-of-Sale Management
    3.2.3. Contact Center Management
    3.2.4. Automation in Management and Monitoring Processes
3.3. Implementing e-Commerce Techniques
    3.3.1. Social Media and Integration in the E-Commerce Plan
    3.3.2. Multichannel Strategy
    3.3.3. Personalizing Dashboards
3.4. Digital Pricing
    3.4.1. Online Payment Methods and Payment Gateways
    3.4.2. Electronic Promotions
    3.4.3. Digital Price Timing
    3.4.4. e-Auctions
3.5. From e-Commerce to m-Commerce and s-Commerce
    3.5.1. e-Marketplace Business Models
    3.5.2. s-Commerce and Brand Experience
    3.5.3. Purchase via Mobile Devices
3.6. Customer Intelligence: from e-CRM to s-CRM
    3.6.1. Integrating the Consumer in the Value Chain
    3.6.2. Online Research and Loyalty Techniques
    3.6.3. Planning a Customer Relationship Management Strategy

3.7.   Digital Marketing Trade
    3.7.1.   Cross Merchandising
    3.7.2.   Designing and Managing Facebook Ads Campaigns
    3.7.3.   Designing and Managing Google Ad Campaigns
3.8.   Online Marketing for e-Commerce
    3.8.1.   Inbound Marketing
    3.8.2.   Display and Programmatic Purchasing
    3.8.3.   Communication Plan

Module 4. Search Engine Marketing

4.1.   How Search Engines Work
    4.1.1.   Indicators and Indexes
    4.1.2.   Algorithms
    4.1.3.   SEO and Corporate Branding
4.2.   SEO Analysis
    4.2.1.   Determining KPIs
    4.2.2.   Generating Scripts and Alerts
    4.2.3.   Optimization of Images, Videos and Other Elements
    4.2.4.   Linkbuilding
4.3.   Technical SEO
    4.3.1.   Web Performance Optimization
    4.3.2.   Real Time and Content
    4.3.3.   Relevant Tagging and Headers
    4.3.4.   Advanced WPO Techniques
4.4.   SEO and e-Commerce
    4.4.1.   Conversion Rate Optimization
    4.4.2.   Google Search Console
    4.4.3.   Social Proof and Viralization
    4.4.4.   Navigation and Indexability
4.5.   Keyword Hunting for SEM
    4.5.1.   Adwords Keyword Tool
    4.5.2.   Google Suggest
    4.5.3.   Insights for Search
    4.5.4.   Google Trends

4.6.   SEM and Google Ads
    4.6.1.   Google Shopping
    4.6.2.   Google Display Network
    4.6.3.   Google Ads Mobile
    4.6.4.   YouTube Advertising
4.7.   Facebook Ads
    4.7.1.   PPC/PPF (Pay-Per-Fan) Adverts
    4.7.2.   Creating Facebook Ads
    4.7.3.   Facebook Power Editor
    4.7.4.   Campaign Optimization
4.8.   SEM Strategy and Measurement
    4.8.1.   Quality Score
    4.8.2.   Site Links
    4.8.3.   KPIs
    4.8.4.   Impressions, Clicks, Conversions. Revenue, ROI, CPA

Module 5. Digital Communication and Online Reputation

5.1.   Web 2.0.or the Social Web
    5.1.1.   Organization in the Age of Conversation
    5.1.2.   Web 2.0.Is All About People
    5.1.3.   Digital Environment and New Communication Formats
5.2.   Digital Communication and Reputation
    5.2.1.   Online Reputation Report
    5.2.2.   Netiquette and Good Practices on Social Media
    5.2.3.   Branding and Networking 2.0.
5.3.   Designing and Planning an Online Reputation Plan
    5.3.2.   Brand Reputation Plan
    5.3.3.   General metrics, ROI, and Social CRM
    5.3.4.   Online Crisis and Reputational SEO
5.4.   Generalist, Professional and Microblogging Platforms
    5.4.1.   Facebook
    5.4.2.   LinkedIn
    5.4.4.   Twitter

Module 6. Performance and Inbound Marketing

6.1.   Permission Marketing
   6.1.1.   How to Obtain a Users Permission?
   6.1.2.   Personalizing the Message
   6.1.3.   Mail Confirmation or Double Optin
6.2.   Strategy and Performance Techniques
   6.2.1.   Performance Marketing: Results
   6.2.2.   Digital Media Mix
   6.2.3.   The Importance of the Funnel
6.3.   Affiliate Campaign Development
   6.3.1.   Agencies and Affiliate Programs
   6.3.2.   Postview
   6.3.3.   Defining Affiliate Programs
   6.3.4.   Display and Campaign Optimization
6.4.   Launching an Affiliate Program
   6.4.1.   Affiliation and Direct Affiliation Networks
   6.4.2.   Results Analysis and Monitoring
   6.4.3.   Fraud Control
6.5.   E-Mail Campaigns Develop
   6.5.1.   Lists of Subscribers, Leads and Customers
   6.5.2.   E-Mail Marketing Tools and Resources
   6.5.3.   Online Writing for E-Mail Marketing Campaigns
6.6.   E-Mail Marketing Metrics
   6.6.1.   List Metrics
   6.6.2.   Newsletter Delivery Metrics
   6.6.3.   Conversion Metrics
6.7.   Inbound Marketing
   6.7.1.   Effective Inbound Marketing
   6.7.2.   The Benefits of Inbound Marketing
   6.7.3.   Measuring the Success of Inbound Marketing
6.8.   Target Research
   6.8.1.   Consumer Intent Modelling and Buyer Personas
   6.8.2.   Customer Journey Mapping
   6.8.3.   Content Strategy
6.9.   Content Optimization
   6.9.1.   Content Optimization for Search Engines
   6.9.2.   Content Creation
   6.9.3.   Content Dynamization
6.10.   Conversion
   6.10.1.   Lead Capture and CRO
   6.10.2.   Lead Nurturing and Marketing Automation

Module 7. Web Analytics and Marketing Analytics

7.1.   Web Analysis
   7.1.1.   Web Analytics Fundamentals
   7.1.2.   Classical media vs. Digital Media
   7.1.3.   Basic Web Analyst Methodology
7.2.   Google Analytics
   7.2.1.   Configuring an Account
   7.2.2.   Javascript Tracking API
   7.2.3.   Customized Reports and Segments
7.3.   Qualitative Analysis
   7.3.1.   Applied research techniques in Web Analytics
   7.3.2.   Customer Journey
   7.3.3.   Purchase Funnel
7.4.   Digital Metrics
   7.4.1.   Basic Metrics
   7.4.2.   Ratios
   7.4.3.   Setting Objectives and KPIs
7.5.   Strategy Analysis Areas
   7.5.1.   Web Traffic Acquisition
   7.5.2.   Activation
   7.5.3.   Conversion
   7.5.4.   Loyalty

Module 8. Innovation, e-Logistics, and Technology in the Supply Chain

Module 9. Mobile e-Commerce

9.1.   Mobile Marketing
    9.1.1.   New Consumption and Mobility Habits
    9.1.2.   The SoLoMo Model
    9.1.3.   The 4 Ps of the Marketing Mix in Mobility

9.2.   Mobile Technology
    9.2.1.   Mobile Operators
    9.2.2.   Mobile Devices and Operating Systems
    9.2.3.   Mobile Applications and WebApps
    9.2.4.   Sensors and Integration with the Physical World

9.3.   Trends in Mobile Marketing
    9.3.1.   Mobile Publishing
    9.3.2.   Advergaming and Gamification
    9.3.3.   Mobile Geolocalization
    9.3.4.   Augmented Reality

9.4.   Mobile User Behavior
    9.4.1.   New Search Habits on Mobile Devices
    9.4.2.   Multi-Screen
    9.4.3.   Mobile as a Purchasing Driver
    9.4.4.   ASO, Mobile User Acquisition and Loyalty

9.5.   User Interface and Shopping Experience
    9.5.1.   m-Commerce Rules and Platforms
    9.5.2.   Omnichannel
    9.5.3.   Mobile & Proximity Marketing
    9.5.4.   Gap between Consumer and Advertiser
    9.5.5.   Mobile Commerce Content Managers

9.6.   Apps and Purchases
    9.6.1.   Designing Mobile Commerce Apps
    9.6.2.   App Stores
    9.6.3.   App Marketing for Customer Loyalty
    9.6.4.   App Marketing for eCommerce

9.7.   Mobile Payments
    9.7.1.   Value Chain and Business Models of Mobile Payment Methods
    9.7.2.   Keys to Improve UX in Mobile Payment
    9.7.3.   Positioning Strategies in the Mobile Payments Market
    9.7.4.   Fraud Management

9.8.   Mobile Analytics
    9.8.1.   Mobile Measurement and Analysis Methodologies
    9.8.2.   Mobile Metrics: Main KPIs
    9.8.3.   Profitability Analysis
    9.8.4.   Mobile Analytics

9.9.   Mobile Commerce
    9.9.1.   Services
    9.9.2.   Applications
    9.9.3.   Mobile Social Shopping

9.10.   Mobile Social Media Applications
    9.10.1.   Integrating Cell Phones into Social Networks
    9.10.2.   Mobility, Relationship, Ubiquity and Publicity
    9.10.3.   Facebook Places
    9.10.4.   Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 10. New Digital Trends

10.1.   The Internet of Things
    10.1.1.   Visions and Challenges
    10.1.2.   Key Technologies
    10.1.3.   Pioneering Projects

10.2.   Gamification
    10.2.1.   Business Gamification Techniques
    10.2.2.   Gamification Design Framework
    10.2.3.   Operating Mechanisms and Motivation
    10.2.4.   Benefits and Return of Investment

Clinical Internship

Although this is a dynamic and innovative program, the highlight of the program comes when the graduate completes the theoretical training process. This Hybrid Professional Master's Degree includes 120 hours of internship in a leading company in the marketing and digital advertising sector. Based on this, the professional will have 3 weeks to work actively with a team of experts in web analytics, thanks to which you can learn in detail the most innovative and effective strategies that exist in the current digital environment.

> *A tutor will guide you during your internship, making sure you get the most out of your experience"*

This specialized program in the digital business sector is also made up of a 3-week internship in a large company, developed from Monday to Friday and in consecutive 8-hour days with a professional versed in the area, who will act as a tutor during the experience. Thanks to this, the graduate will be able to learn first-hand about the latest developments related to the creation of SEM strategies, as well as the management of customized online advertising.

In this internship proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of an assistance and guidance service that requires a high level of qualification, and which are oriented towards specific training for the exercise of the activity, in a dynamic and highly beneficial environment for their performance and development as a specialist in the area.

Therefore, it is an opportunity that the graduate can not miss if they are looking to implement to their praxis the domain of creating campaigns in AdWords, Google Shopping, Social Media, Apps campaigns or reMarketing. In addition, you will also work on the design of projects related to Web Analytics and digital business optimization.

The practical education will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies Design praxis (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Strategies to establish a successful digital business model in a competitive context	Control budgets and financial planning metrics
	Apply competitive benchmarking
	Integrate the implementation of corporate and technology strategies
	Use information systems for decision making such as Business Intelligence, Data Warehouse, BSC or Balanced Scorecard
Latest trends for Digital Marketing and e-commerce	Implement new technological structures in e-commerce
	Develop an e-commerce strategic plan
	Implement e-commerce operations and logistics
	Manage Fullfilment
	Automate process management and tracking
Digital communication and online reputation for new business models	Design an online reputation plan
	Use different online monitoring tools
	Apply general metrics, ROI and social CRM Online Crisis and Reputational SEO
	Implement a content, storytelling and social media strategy
New digital trends to project business	Applying business gamification trends such as Gamification Design Framework
	Implementing Robotics, Artificial Intelligence and Big Data resources to reduce business challenges

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.
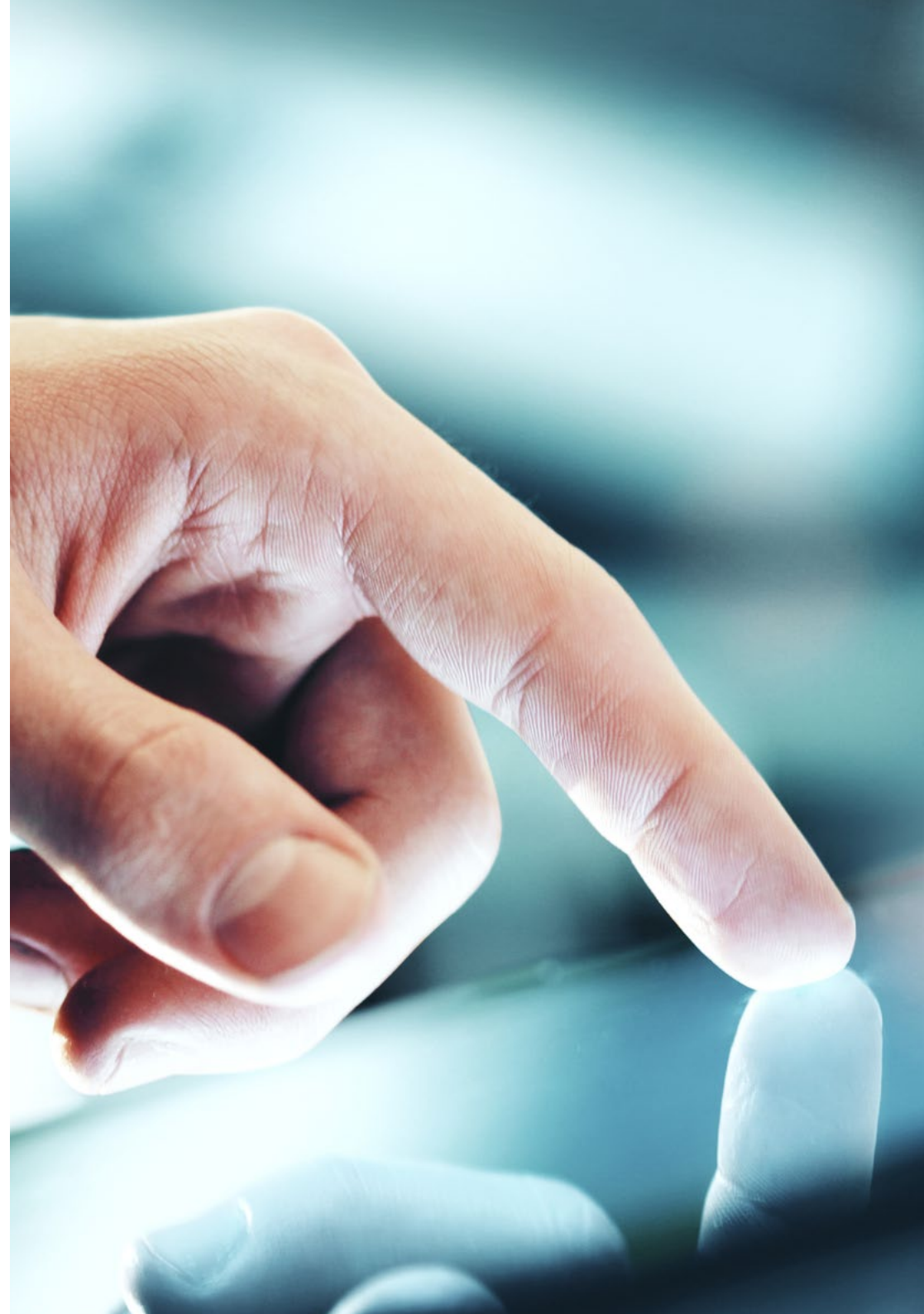
General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

Where Can I Do the Internship?

TECH submits each and every one of the companies that aspire to be part of this type of program to a strict analysis, in which not only the quality of their service is evaluated, but also their experience, the opinion of their clients and the fact that they have the latest technology adapted to each sector. Thanks to this, it is possible to offer internships in the best prestigious centers, where graduates are guaranteed to work on perfecting their professional skills.

A work experience that will serve as a distinctive asset in any personnel selection process"

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:

School of Business

Coppel

Country	City
Mexico	Sinaloa

Address: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culiacán Rosales, Sinaloa

Company specialized in financial and advisory services

Related internship programs:
- MBA in Digital Marketing
Graphic Design
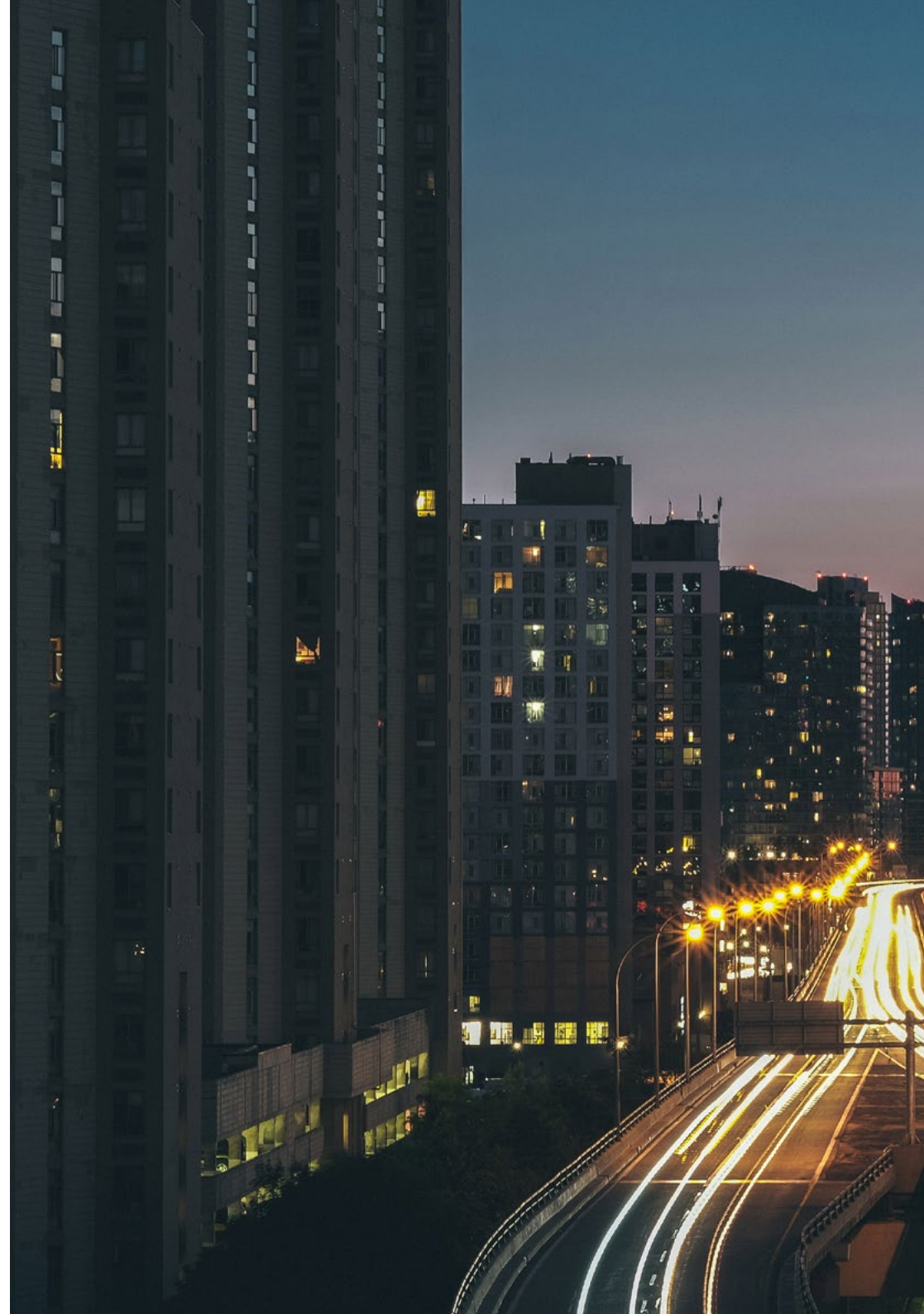
School of Business

CBM Innovación
en Estrategias SAS

Country

Mexico

City

Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

Related internship programs:
- MBA in Digital Marketing
- MBA in Business Intelligence Management

School of Business

The Social Surfers

Country
Argentina

City
Ciudad Autónoma
de Buenos Aires

Address: Avda. del Libertador 8142 Nuñez,
Ciudad Autónoma de Buenos Aires

Communication, marketing and web analytics company

Related internship programs:
- Social Media Address: Community Manager
- Digital Communication and Reputation Management
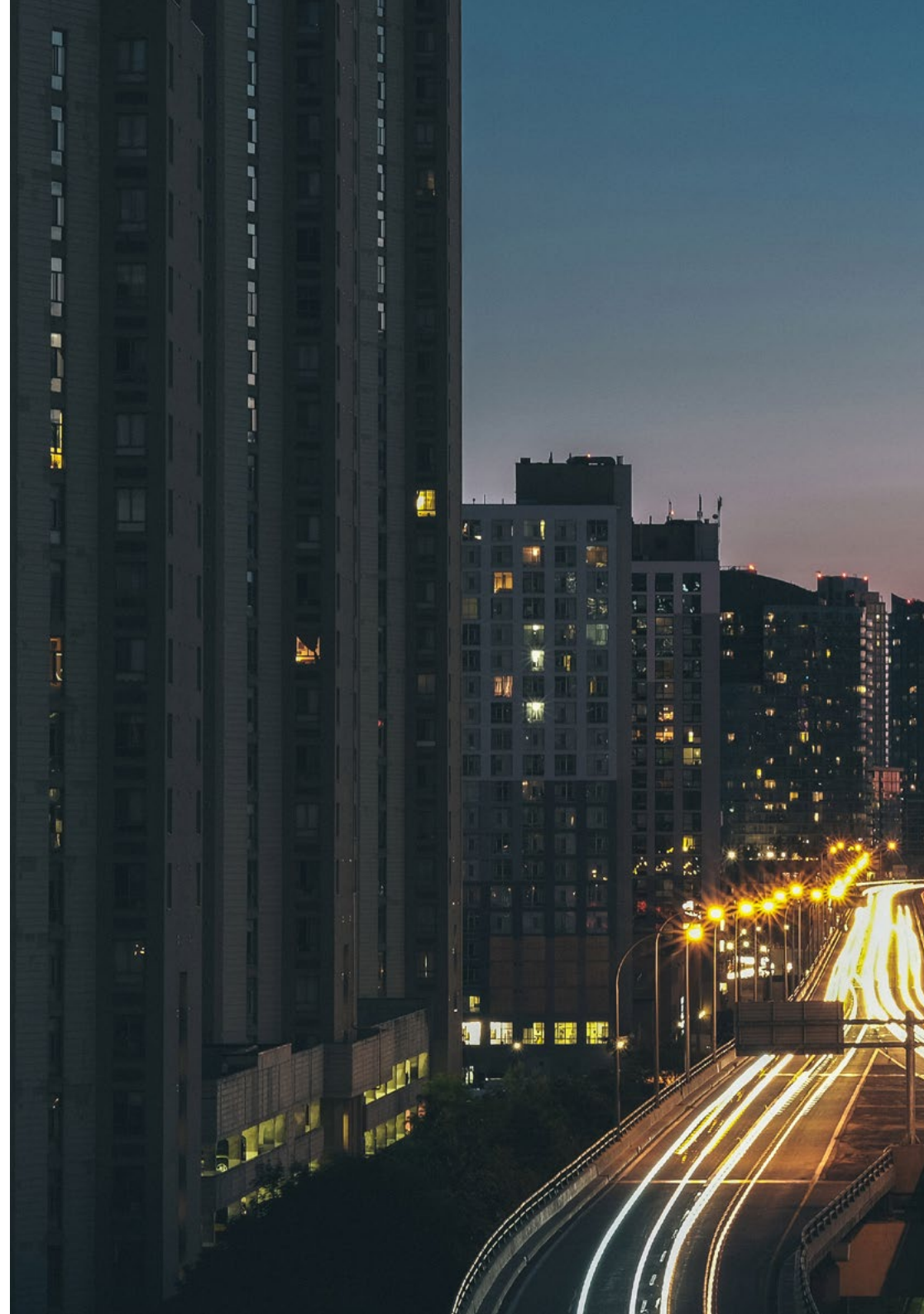
Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology"

09
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.

30%

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.

10%

8%

3%

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%

15%

4%
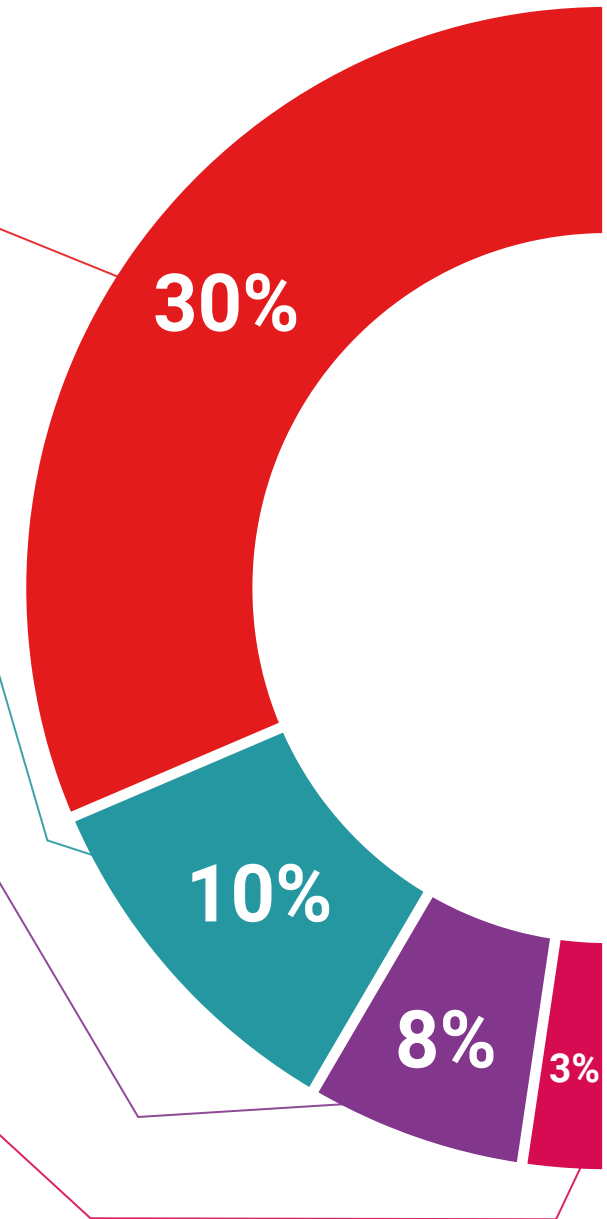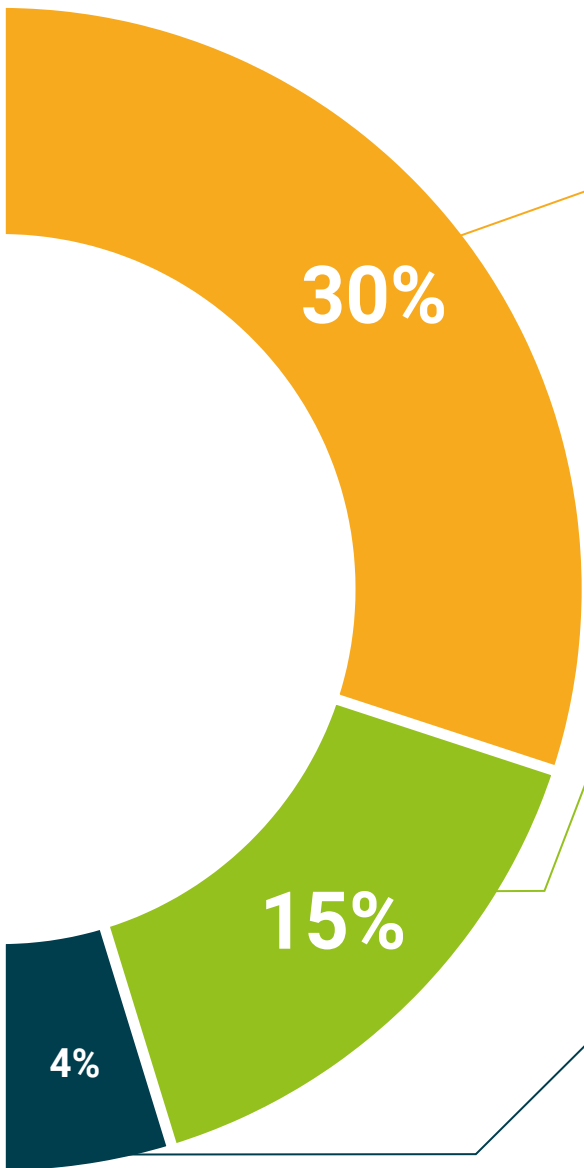
Case Studies

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.

10

Certificate

The Hybrid Professional Master's Degree in MBA in Digital Business guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree 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 **Hybrid Professional Master's Degree in Advances in MBA in Digital Business** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.
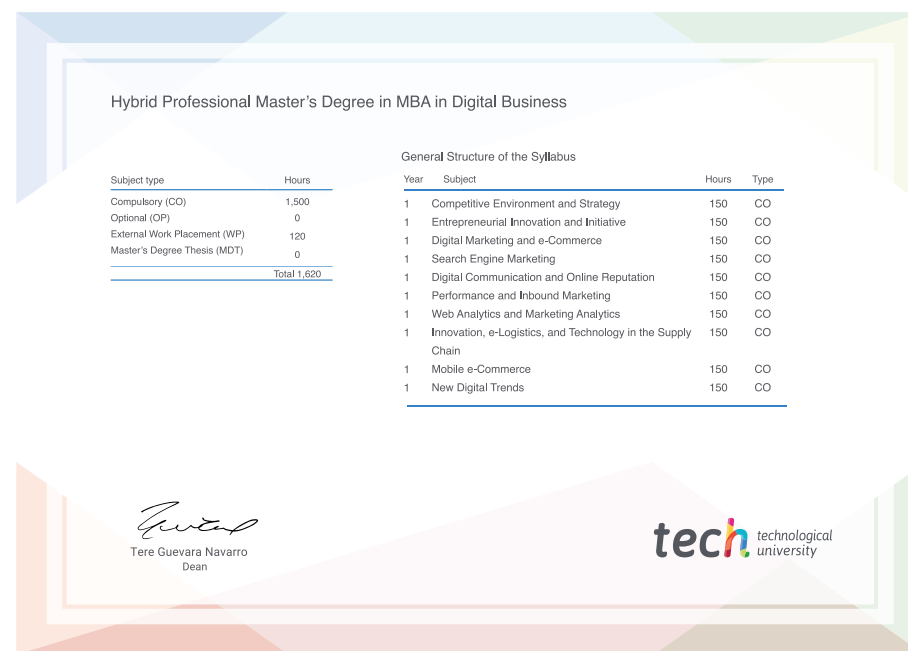
Title: **Hybrid Professional Master's Degree in MBA in Digital Business**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**

tech technological university

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

HYBRID PROFESSIONAL MASTER'S DEGREE
in
MBA in Digital Business

This is a qualification awarded by this University, with a duration of 1,620 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

Hybrid Professional Master's Degree in MBA in Digital Business

General Structure of the Syllabus

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	120
Master's Degree Thesis (MDT)	0
Total	1,620

Year	Subject	Hours	Type
1	Competitive Environment and Strategy	150	CO
1	Entrepreneurial Innovation and Initiative	150	CO
1	Digital Marketing and e-Commerce	150	CO
1	Search Engine Marketing	150	CO
1	Digital Communication and Online Reputation	150	CO
1	Performance and Inbound Marketing	150	CO
1	Web Analytics and Marketing Analytics	150	CO
1	Innovation, e-Logistics, and Technology in the Supply Chain	150	CO
1	Mobile e-Commerce	150	CO
1	New Digital Trends	150	CO

Tere Guevara Navarro
Dean

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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.

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Hybrid Professional Master's Degree
MBA in Digital Business

Modality: **Hybrid (Online + Internship)**
Duration: **12 months**
Certificate: **TECH Technological University**
Teaching Hours: **1,620 h.**

Hybrid Professional Master's Degree
MBA in Digital Business

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