

# Postgraduate Certificate Blended Marketing





## Postgraduate Certificate Blended Marketing

Language: English

Course Modality: Online

Duration: 6 weeks

Accreditation: TECH Technological University

Teaching Hours: 75 hours.

Target Group: Graduates and professionals with demonstrable experience in economic-financial areas.

Website: [www.techtitute.com/school-of-business/postgraduate-certificate/blended-marketing](http://www.techtitute.com/school-of-business/postgraduate-certificate/blended-marketing)

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# 01 Welcome

The digital revolution has meant a profound change in the strategy of hundreds of corporations around the world, which have had to turn their efforts into a new business paradigm with almost infinite creative possibilities. One of the most powerful marketing strategies today is Blended Marketing, which combines real physical interaction with actions in the digital world. As a result, marketing experts with extensive knowledge in this new technique can carry out such in-depth campaigns that highly interesting job opportunities have emerged based on it. That is why this TECH program focuses on the most important aspects of Blended Marketing, with which students will become experts in online and offline marketing.



Postgraduate Certificate in Blended Marketing. TECH Technological University



“

*This is the best opportunity for you to shine in the marketing world by bringing a fresh and innovative vision to your business strategies”*

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 centre for intensive managerial skills training.



“

*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 combines 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.

**100,000+**

executives trained 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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



### Learn with the best

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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 Harvard Business School case studies."*

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 training 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**

### You will develop a strategic and global vision of companies.

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

*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 areas 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 professors from the most prestigious universities in the world: the TECH Technological University community.

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

04

# Objectives

With an extensive knowledge of mixed online and offline marketing, marketing professionals can significantly improve the performance of their advertising campaigns, taking them to the next level and captivating consumers around the world. Thanks to this increase in business results, future graduates can be put in charge of a multitude of work teams, thus assuming greater responsibilities and receiving a better salary for it.



“

*This TECH qualification will give you the quality boost your marketing projects need to reach the general public and lead you to a much better professional position”*



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

The **Postgraduate Certificate in Blended Marketing** trains students to:

01

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

02

Discover new digital tools to acquire customers and strengthen a brand

03

Understand the new digital communication paradigm







04

Develop a solid and complete digital marketing plan for the organization

05

Design strategies to improve user experience  
Define and design a social media marketing and

06

communication plan.

05

# Structure and Content

TECH's Postgraduate Certificate in Blended Marketing is carried out with the best educational methodology on the market, putting students at the center of all the theoretical content. For this reason, the two modules that make up the program instruct students in the secrets of strategic digital marketing and user experience, in order for professionals to merge them and launch campaigns of enormous impact that will provide the job improvement they crave.



“

*Specialize with TECH to make your marketing campaigns as memorable as the names on Coca Cola bottles”*

## Syllabus

The content for the Postgraduate Certificate in Blended Marketing is aimed at strengthening student leadership skills and strategic decision making in the field of marketing.

Over the course of 75 hours, students will review the most important aspects of digital marketing and user experience. This is complemented with videos and practical examples of all the content, which means a more direct and contextual learning experience that will improve student advertising performance even during the program itself.

A program that goes deeper not only in student need to specialize and continue growing professionally, but also in the reality of the current market. Consequently, advanced techniques such as neuromarketing or remarketing are taught, so that students can distinguish themselves as much as possible from their competitors.

This Postgraduate Certificate takes place over 1 month and is divided into 2 modules:

### Module 1

*Digital Marketing Strategy*

### Module 2

*Designing the User Experience Strategy*



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

TECH offers the possibility of taking this program completely online. During the month-long specialization, students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

## Module 1. Digital Marketing Strategy

### 1.1. Blended Marketing

- 1.1.1. Integrating on and off actions
- 1.1.2. Personalize and Segment
- 1.1.3. Improve the User Experience

### 1.2. Digital Marketing to Attract and Retain Customers

- 1.2.1. Hypersegmentation and Micro-Localization
- 1.2.2. Loyalty and Engagement Strategies using the Internet.
- 1.2.3. Visitor Relationship Management

### 1.3. Digital Marketing Trends

- 1.3.1. Remarketing
- 1.3.2. Digital Neuromarketing
- 1.3.3. Avatar Marketing
- 1.3.4. Bluecasting

## Module 2. Designing the User Experience Strategy

### 2.1. Designing the User Experience Strategy

- 2.1.1. Content Trees
- 2.1.2. High-Fidelity Wireframes
- 2.1.3. Component Maps
- 2.1.4. Usability Guides

### 2.2. Customer Value and Customer Experience Management

- 2.2.1. Use of Narratives and *Storytelling*
- 2.2.2. Co-Marketing as a Strategy
- 2.2.3. Content Marketing Management
- 2.2.4. The ROI of Customer Experience Management



*If you are currently failing to reach your audience, this qualification will give your campaigns a new quality edge by directly engaging potential customers with your advertising activity”*





06

# Methodology

This academic program offers students a different way of learning. Our methodology is developed through a cyclical learning method: **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"*

At TECH Business School we use the Harvard case method.

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.”*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*





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

### A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to walk towards success, that is why TECH uses case studies from Harvard, with whom we have a strategic agreement, which allows us to bring our students the materials of the best university in the world.

**“** *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, students will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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 adapted in 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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

Students who choose to pursue this qualification come mainly from the marketing field, but also from the business and entrepreneurship fields. Being an area where there are ample opportunities for improvement, students also have the possibility of establishing future work ties with potential customers, suppliers and even business partners with whom to embark on a new journey together.







“

*If what you are looking for is professional improvement while not letting go of your responsibilities, you are in the right place to keep evolving your career in digital marketing”*

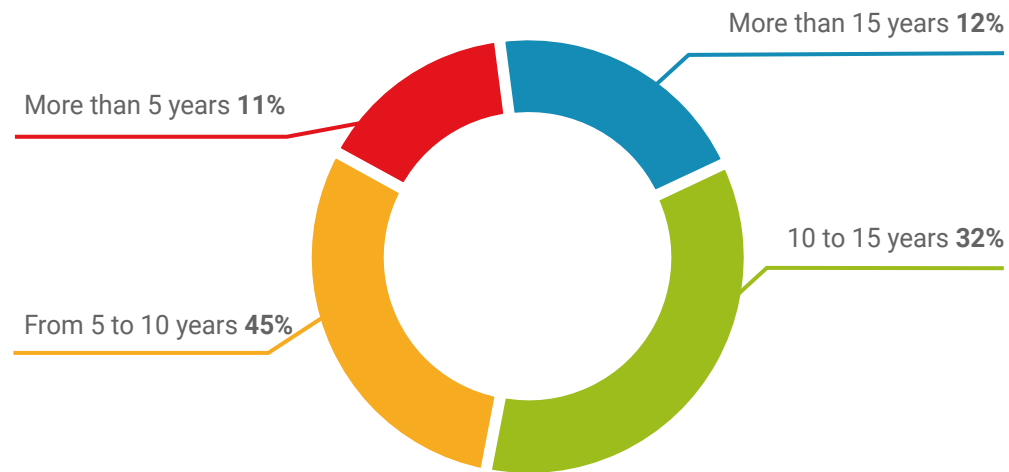
### Average Age

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

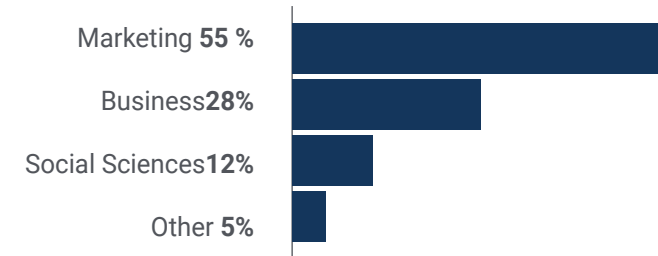
### Years of Experience

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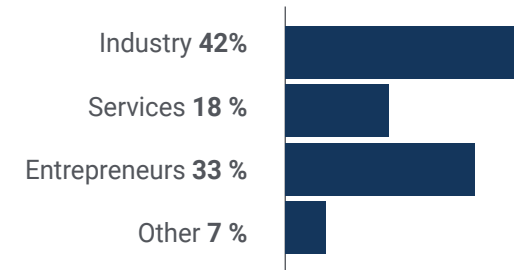
### Training

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### Academic Profile

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## Geographical Distribution

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## Laura Gutiérrez

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Digital Marketing Director

*"This Postgraduate Certificate in Blended Marketing was the best decision I could have made for my future career, as it ended up giving me the opportunity to lead an entire digital marketing team that today continues to deliver great results"*

08

# Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for students.





“

*We have the best teaching team to help you to specialize in a highly-demanded field”*

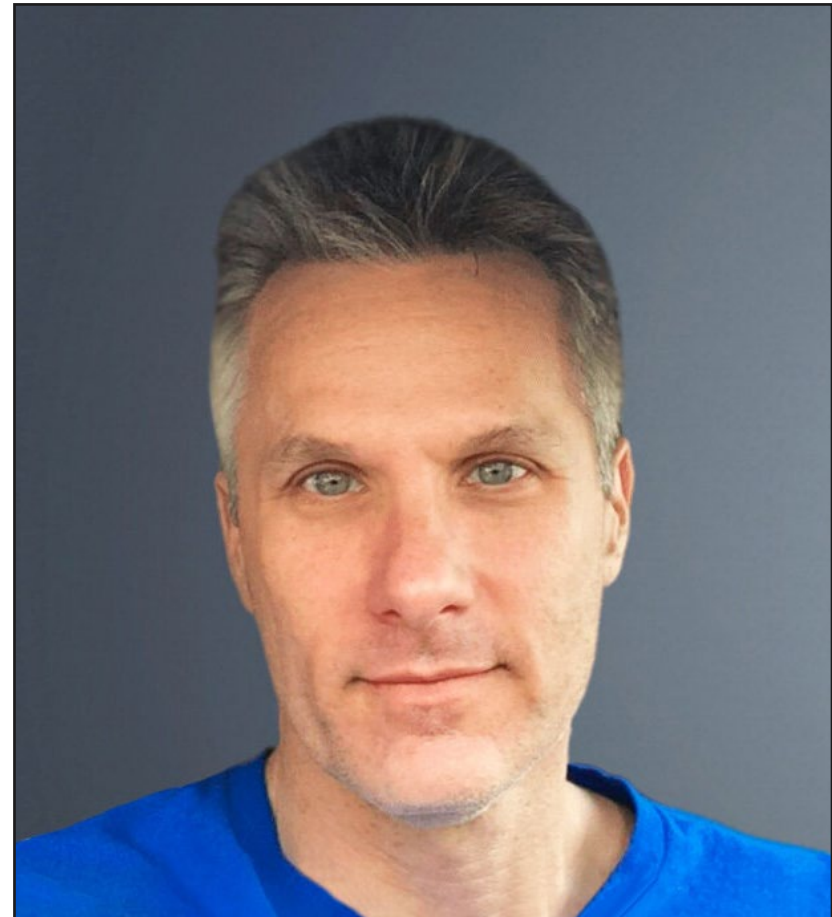
## International Guest Director

Colin Lee is a successful mobile application developer, specializing in native Android code, whose influence extends internationally. The Postgraduate Diploma is an authority in the Twin Cities area and in the handling of Kotlin. One of his most recent contributions was to demonstrate, in live code, how to quickly build a browser using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating digital solutions for Pearson, one of the largest international publishers. He also developed a low-level Android video recorder for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a large client in the consulting world. In turn, he is the creator of a freight management tool implemented by the transnational Amazon to facilitate the work of its contracted truckers. On the other hand, he has helped build the mobile versions of the Firefox browser for Mozilla.

Today, he performs work as a contractor, including code reviews and security checks. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.



## Mr. Stevenson, Scott

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- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

“

*Thanks to TECH you will be able to learn with the best professionals in the world”*

## Management

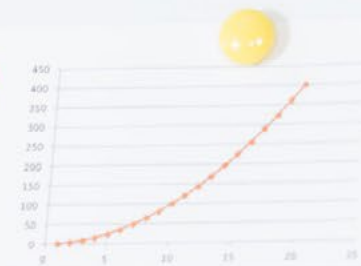
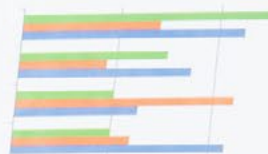


### Galán, José

- ♦ Degree in Advertising and Public Relations
- ♦ Specialist in e-Commerce, SEO, and SEM
- ♦ Has worked in Online Marketing for over 10 years on several projects and for companies in various sectors
- ♦ Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing).



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09

# Impact on Your Career

The impact of this course on students' professional career must be high, since the effort that the student must make to take it is high. That is why TECH perfects its content to the maximum, offering students training in Blended Marketing that will be a then and now in their careers. Thanks to the distinctive quality of graduates' work, the employment and economic benefits will not take long to arrive once the program is completed.





“

*TECH's goal is to see you grow professionally. That's why you will be surrounded by teaching and technical staff that will not hesitate to help you with any kind of doubts”*

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

This program prepares its students for the voracious world of digital marketing, providing them with an important competitive advantage by instructing them in one of the techniques that can provide the most impact and relevance to their daily work methodology.

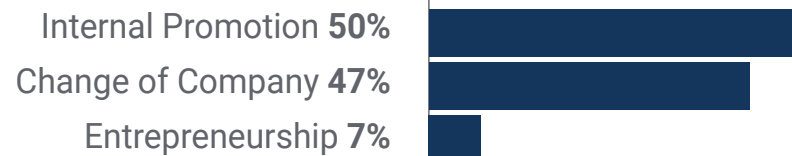
*Don't wait any longer to take a quantum leap in your digital marketing career and enroll today.*

*The positive change you are looking for will be much closer by choosing this Blended Marketing training from TECH.*

#### When the change occurs



#### Type of change



### Salary increase

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



10

# Benefits for Your Company

The benefits of incorporating future graduates of the Postgraduate Certificate in Blended Marketing are many. Advertising campaigns that use this mixed technique obtain better results and reach more people, even remaining in people's collective memory. The positive impact this has on both business image and economic performance is undeniable, so this is an excellent opportunity for all business professionals to give a 180° turn to all their advertising communication.





“

*Enroll today in TECH to be at the forefront of digital marketing with a blended technique that will put you at the forefront of the most powerful campaigns”*

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

**01**

### **Intellectual Capital and Talent Growth**

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 current project or develop new projects in the field of R&D or Business Development within their 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 Postgraduate Certificate in Blended Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Blended Marketing** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University via tracked delivery**.

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

Title: **Postgraduate Certificate in Blended Marketing**

Official N° of Hours: **75 hours**.



\*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.



## Postgraduate Certificate Blended Marketing

Language: English

Course Modality: Online

Duration: 6 weeks

Accreditation: TECH Technological University

Teaching Hours: 75 hours.

# Postgraduate Certificate Blended Marketing