

# Postgraduate Certificate Marketing in the Metaverse





## Postgraduate Certificate Marketing in the Metaverse

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university Graduates, Graduates and Undergraduates who have previously completed any of the programs in the fields of Social and Legal Sciences, Administrative and Business Sciences

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

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# 01 Welcome

Today, the Metaverse has become a new space for companies to interact with consumers in a more immersive and personalized way, opening up new opportunities to create unique brand experiences and increase customer loyalty. In this way, this program becomes an essential tool for marketing professionals and companies to adapt to this new environment and make the most of its advantages. This 100% online program uses the Relearningpedagogical methodology, which focuses on project-based learning and the development of practical skills. Additionally, its flexibility in organizing academic resources makes it ideal for those who wish to improve their training in this field.



Postgraduate Certificate in Marketing in the Metaverse.  
TECH Global University



“

*Design high-impact graphic pieces to attract the attention of your customers within the metaverse and generate a possible purchase option for your product”*

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 Global 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

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* 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

---

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 Global University community.

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

# 04 Objectives

To guarantee a rigorous training focused on the demands of the labor field, TECH has combined the best academic content with the innovative Relearning methodology. Therefore, as the professional advances in the development of the program, he will acquire through real cases and simulations, essential knowledge that will lead him to enhance his profile. Additionally, he will have access to audiovisual resources and complementary readings, as well as valuable information of great impact.





“

*The knowledge that you will acquire here can be quickly applied to the work environment due to its modernization and technological advancement”*

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

The **Postgraduate Certificate in Marketing in the Metaverse** will enable the student to:

01

Establish how online multiplayer video games emerged and what they brought as they became popular and what experiences they have carried over into virtual environments today

04

Analyze the impact of Opensource on the development of the Metaverse ecosystem

02

Develop business capacity in the Metaverse in different sectors and industries.

03

Analyze different social impact actions replicable in the real world





05

Structure a marketing plan in a new universe

06

Develop marketing strategies in the Metaverse

07

Generate a defined structure for the operation and application of the Metaverse in all the areas in which it will be developed

08

Determine the opportunities presented by the application of the Metaverse at personal, social and business levels



05

# Structure and Content

The Postgraduate Certificate in Marketing in the Metaverse is a program that has been designed following the guidelines required by the technology sector. Inside, the professional will find updated and rigorous information on digital marketing focused on new developments and the different non-tangible scenarios present in the metaverse. This content will be available in the virtual campus, which can be accessed from any device with an Internet connection and will be available 24 hours a day.



“

*Additionally to its broad informative content, the most innovative audiovisual resources, developed with the latest technology, will also be available”*

## Syllabus

In this Postgraduate Certificate course, we will delve deeper into Metaverse conversion, profitability, notoriety, conversion, retargeting and loyalty, with purchases being the fuel of the Metaverse. Additionally, the barriers of traditional advertising media are analyzed, offering a three-dimensional media loop and a transformation of advertising traditions.

The Metaverse funnel, a three-dimensional funnel that includes contacts, prospects and customers, is used in this environment. KPI's are also addressed in the Metaverse, such as attention, interest, decision, action and recall. As for advertising in the Metaverse, it discusses how to develop the senses in this environment and engage users through never-before-seen three-dimensional experiences.

It also examines NFT's as new loyalty clubs, the consumer experience in the Metaverse and marketing success stories, such as avatars, economy and gaming. TECH's Technological University's Postgraduate Certificate in Marketing in the Metaverse is a 100% online program that is taught with a Relearning pedagogical methodology and offers flexibility to organize academic resources.

This Postgraduate Certificate in Marketing in the Metaverse is developed over 6 weeks and is divided into 1 module:

### Module 1

### Marketing in the Metaverse



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

TECH offers the possibility of developing this Postgraduate Certificate in Marketing in the Metaverse completely online.

Throughout the 6 weeks, the students will be able to access all the contents of this program at any time, which will allow the students to distribute their study time.

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

**Module 1. Marketing in the Metaverse**

**1.1. The Metaverse New Advertising Content Consumption Platform**

- 1.1.1. The Big Bang. Advertising Origins
- 1.1.2. Serotonin: The Engine that Drives Avatars
- 1.1.3. Immediacy, A New Satisfaction Measure

**1.2. Traffic Redirection to Metaverses: Transition from Funnel to Conversion Atmospheres**

- 1.2.1. Advertising as a Molecule Enveloping Digital Ecosystems
- 1.2.2. Metaverse Inhabitants
- 1.2.3. Metaverse Endosphere

**1.3. Metaverse Conversions: Monetizing Atmospheres**

- 1.3.1. Profitability
- 1.3.2. Awareness, Conversion, Retargeting, and Loyalty
- 1.3.3. Shopping: The Fuel of the Metaverse

**1.4. Traditional Advertising Media Barriers vs. Metaverse**

- 1.4.1. Traditional Advertising. Mediums
- 1.4.2. Metaverse: Loop of Three-Dimensional Supports
- 1.4.3. Transforming Advertising Traditions

**1.5. The Metaverse Funnel: a three-dimensional funnel**

- 1.5.1. Contacts
- 1.5.2. Prospectus
- 1.5.3. Customers:

**1.6. KPI's in the Metaverse: Measuring the Effect of Your Advertising in an Immersive Space**

- 1.6.1. Attention
- 1.6.2. Interest
- 1.6.3. Decision
- 1.6.4. Action
- 1.6.5. Memory

**1.7. Metaverse Advertising**

- 1.7.1. Metaverse Digital Sense Development: Tricking the Mind
- 1.7.2. How to Engage Users Through Unseen 3D Experiences
- 1.7.3. New Three-Dimensional Supports

**1.8. NFT's: The New Loyalty Clubs**

- 1.8.1. Buying Loyalty
- 1.8.2. Showcasing Exclusivity
- 1.8.3. The NFT as a Metaverse Identifier

**1.9. Consumption Experience in Metaverse**

- 1.9.1. Bringing the Product Closer to the Customer
- 1.9.2. Three-Dimensional Environment Limitations: The 6 Senses
- 1.9.3. Controlled Environment Generation

**1.10. Success Stories of Marketing in the Metaverse**

- 1.10.1. Avatars
- 1.10.2. Economy
- 1.10.3. Gaming



*A unique training experience, focused on the new demands in an ever-changing world”*



# NUMBER OF THE EIGHT

Total deaths 5 381



# 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.*



*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 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.



## 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 Postgraduate Certificate in Marketing in the Metaverse is aimed at University Graduates, Graduates and Undergraduates who have previously completed any of the following programs in the field of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals who, being university graduates in any area and have two years of work experience in the field of Marketing in the Metaverse, may also take the Postgraduate Certificate.







“

*Complete this program at your convenience, without having to attend on-site centers or concurrent classes”*

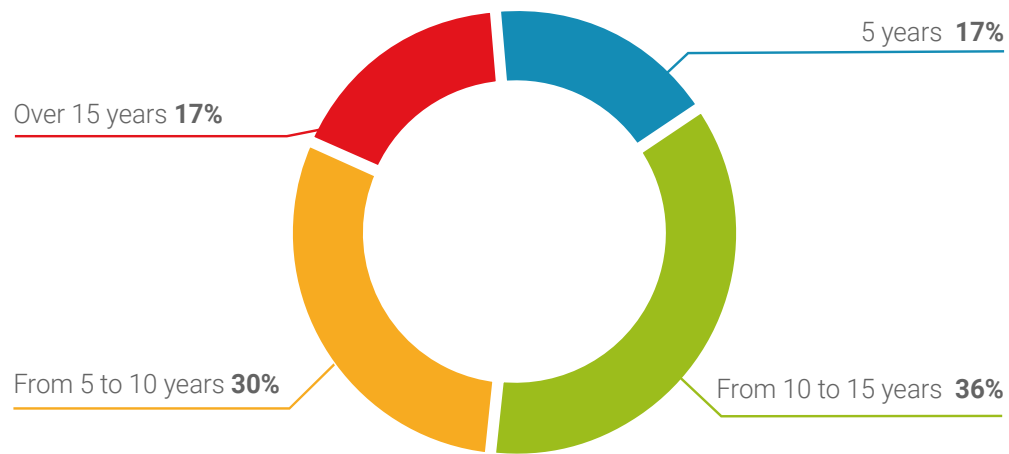
### Average Age

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

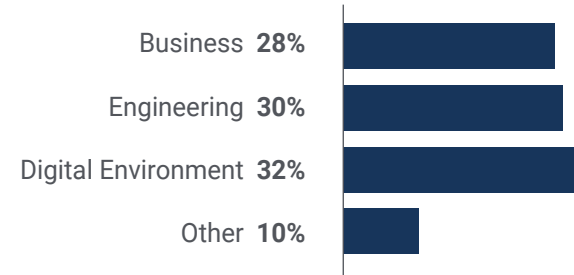
### Years of Experience

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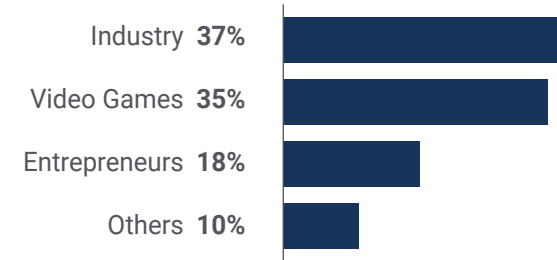
### Training

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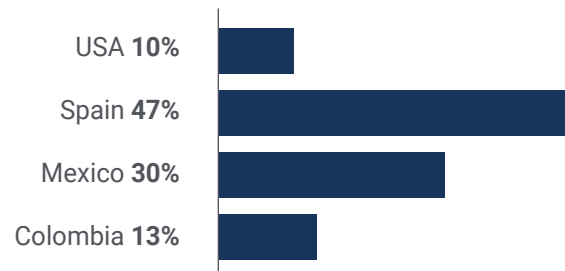
### Educational Profile

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## Geographical Distribution

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## Carlos Fernández Chacón

Community Manager of a Technology company

*"The Postgraduate Certificate in Marketing in the Metaverse at TECH Technological University has been a real before and after in my professional career. Thanks to it, I have been able to understand marketing in the metaverse from an innovative and strategic perspective, which has allowed me to make decisions with greater rigor in uncertain environments"*

08

# Course Management

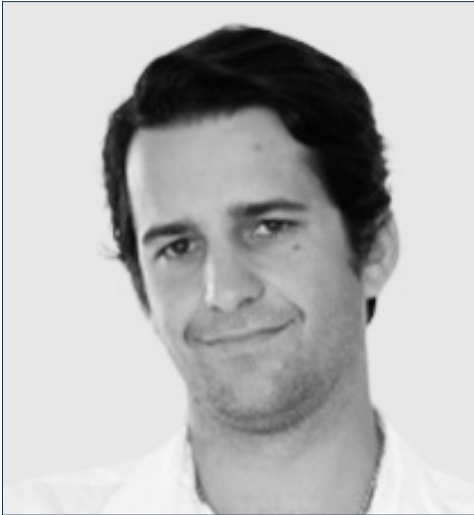
In order to ensure an immersive and highly profitable experience, TECH has selected an active teaching staff with several years of experience in digital marketing focused on new platforms such as the metaverse for the direction of this program. They are experts and specialists who have worked together to pour all their knowledge into the program's syllabus. This will guarantee the students an exclusive and rigorous experience of professional updating.



“

*The best professionals in the field ready to provide you with the keys to digital marketing to make products in the metaverse”*

## Management



### Mr. Cavestany Villegas, Íñigo

- ◆ Cloud Advisor at IBM Technology
- ◆ Co-Founder & Head of Ecosystem – Second World
- ◆ Web3 and Gaming Leader. IBM Cloud Specialist at IBM
- ◆ Advisor at Netspot OTN, Velca and Poly Cashback
- ◆ Graduate in Business Administration from IE Business School
- ◆ Master's Degree in Business Development. Autonomous University of Madrid
- ◆ IBM Cloud Specialist
- ◆ Bachelor in Business Administration from IE Business School
- ◆ Professional Certification in IBM Cloud Solution Advisor
- ◆ American Bachelor. TASIS England
- ◆ Teaching experience in numerous business schools such as IE Business School or IE Human Sciences and Technology

## Professors

### Mr. Fernández Ansorena, Nacho

- ◆ CMO and Co-founder of SecondWorld
- ◆ Co-Founder and Digital Strategy Manager at Polar Marketing
- ◆ Project Manager at PGS Comunicación
- ◆ Cofounder and Development Manager at weGroup Solutions
- ◆ Graduate in Business Administration and Management by ESIC



09

# Impact on Your Career

Studying this program in Marketing in the Metaverse has a great impact on the career of any professional, as it allows them to acquire skills and knowledge in an emerging field with great growth potential. Professionals who complete this Postgraduate Certificate will be able to lead marketing strategies in the metaverse, which will give them a competitive advantage in the labor market and open new professional opportunities in the digital world.





“

*You will acquire new skills that will lead you to position yourself as one of the best digital content creators in the metaverse”*

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

TECH's Postgraduate Certificate in Marketing in the Metaverse is an intensive program that prepares you to face challenges and business decisions in the field of metaverse marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

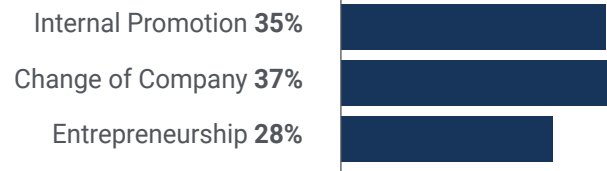
*Once you have graduated, it will be easier for you to access that job opportunity you've been waiting for.*

*You will learn through high-impact audiovisual resources, designed by experts and specialists with several years of experience.*

#### Time of Change



#### Type of Change



## Salary Increase

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The completion of this program represents a salary increase of more than **27.32%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Marketing in the Metaverse contributes to elevating the organization's talent to its maximum potential by educating high-level leaders. Participating in this Postgraduate Certificate is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Many digital companies are looking for professionals with a great command of marketing strategies. What are you waiting for? Enroll now!”*

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 Postgraduate Certificate in Marketing in the Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Certificate in Marketing in the Metavers** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Marketing in the Metavers**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





## Postgraduate Certificate Marketing in the Metaverse

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- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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