Postgraduate Diploma
Digital Marketing for Social Media

tech technological university

Postgraduate Diploma
Digital Marketing for Social Media

Language: **English**

Course Modality: **Online**

Duration: **6 months.**

Certificate: **TECH Technological University**

Official Nº of hours: **450 h.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-digital-marketing-social-media**

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01

Welcome

The internet dominates today's markets. The percentage of online shoppers continues to grow, even more so after the global pandemic situation where thousands of businesses went digital, and millions of users discovered this new way of shopping for the first time. Since most potential customers are on the networks, a good Digital Marketing strategy focused on social media is mandatory in order to attract this mass of people to our business. TECH aims to provide specialization in this program for professionals seeking to improve their knowledge of social media marketing and thereby broaden their prospects for more reputable and higher-paying employment.

Postgraduate Diploma in Digital Marketing for Social Media.
TECH Technological University

" *Analyze and optimize the use of new ways and communication strategies of digital media to raise your professional potential to the top"*

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

" 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:

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 studies in the academic community"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.

Economy of Scale

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

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 students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

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

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

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

This TECH qualification brings together the best strategies and guidelines for Marketing professionals who want to specialize in social media communication, with the knowledge to create extensive communication strategies with which to distinguish themselves in the *Community Managers collective*.

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Enroll now in this Postgraduate Diploma in Digital Marketing for Social Media and start achieving your greatest professional goals"

TECH makes the goals of their students their own goals too.
We work together in order to achieve them.

The **Postgraduate Diploma in Digital Marketing for Social Media** will enable students to:

01 Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases

02 Have the ability to analyze, process, interpret, elaborate and structure digital communication

03 Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

04 Know how to analyze, interpret and structure digital information

**05** Know how to develop a virtual communication style in a learning community specialized in the field of advertising and public relations

06 Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations

07 Know how to apply advertising communication research techniques

08 Organize the research and communication work in digital media

09 Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations

10 Know and understand the importance of the Internet in the research work in the field of advertising and public relations

11 Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

12 Understand the importance of social networks and e-mobiles as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

05
Structure and Content

The content of the Postgraduate Diploma in Digital Marketing for Social Media is designed to suit the student, with the most cutting-edge methodology in advertising communication in social networks. In addition, the flexibility that its 100% online format allows makes it a great option for any professional who wants to balance their daily work with an education that will bring benefits in the short term in their personal projects and in the long term in their job prospects.

Your expertise in social media management and advertising communication will be critical to your development as a future social media department manager"

Syllabus

Marketing strategies are related to communication, which has undergone many changes in the last 20 years due to the creation of a new digital system. This has altered the different modes of communication thanks to the possibilities opened up by technology. In this way, this environment generates different keys to social behavior, requires new languages, and modifies the relationships between senders and receivers of messages, involving new patterns of contextualization and interpretation of content. For all these reasons, it is important to know the role of communication in marketing processes.

Therefore, a program has been created to help develop all the skills the student needs to understand the importance of the Internet in the work of searching and managing information in the field of advertising and public relations. In this way, you will be able to organize an excellent research work and organize a work team to generate a positive change in your company.

Throughout 450 hours of specialization, the students will analyze a multitude of case studies through individual and teamwork. They will be able to understand the importance of social networks and *e-mobiles* as a support and commercial revolution and use these tools to achieve advertising and public relations objectives. The goal of this program is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	Fundamentals of Communication in the Digital Environment
Module 2	Research in Digital Media
Module 3	Social Media and Community Management

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Throughout the 6 months of specialization, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Fundamentals of Communication in the Digital Environment

1.1. Web 2.0 or the Social Web
1.1.1. Organization in the Age of Conversation
1.1.2. Web 2.0 Is All About People
1.1.3. Digital Environment and New Communication Formats

1.2. Digital Communication and Reputation
1.2.1. Online Reputation Report
1.2.2. Netiquette and Good Practices on Social Media
1.2.3. Branding and 2.0 Networks

1.3. Online Reputation Plan Design and Planning
1.3.1. Overview of the Main Social Media
1.3.2. Brand Reputation Plan
1.3.3. General metrics, ROI, and Social CRM
1.3.4. Online Crisis and Reputational SEO

1.4. General, Professional, and Microblogging Platforms
1.4.1. Facebook.
1.4.2. LinkedIn
1.4.3. Google+
1.4.4. Twitter

1.5. Video, Image, and Mobility Platforms
1.5.1. YouTube
1.5.2. Instagram
1.5.3. Flickr
1.5.4. Vimeo
1.5.5. Pinterest

1.6. Content and Storytelling Strategy
1.6.1. Corporate *Blogging*
1.6.2. Content Marketing Strategy
1.6.3. Creating a Content Plan
1.6.4. Content Curation Strategy

1.7. Social Media Strategies
1.7.1. Corporate PR and Social Media
1.7.2. Defining the Strategy to Be Followed in Each Medium
1.7.3. Analysis and Evaluation of Results

1.8. Community Administration
1.8.1. Roles, Tasks and Responsibilities of the Community Administration
1.8.2. Social Media Manager
1.8.3. Social Media Strategist

1.9. Social Media Plan
1.9.1. Designing a Social Media Plan
1.9.2. Schedule, Budget, Expectations and Follow-up
1.9.3. Contingency Protocol in Case of Crisis

1.10. Online Monitoring Tools
1.10.1. Management Tools and Desktop Applications
1.10.2. Monitoring and Research Tools

Module 2. Research in Digital Media

2.1. The Scientific Method and its Techniques
2.1.1. Introduction
2.1.2. The Scientific Method and its Techniques
2.1.3. Scientific Method and Methodological Techniques
2.1.4. Research Design and Phases
2.1.5. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
2.1.6. Research Approaches and Perspectives
2.1.7. Ethical and Deontological Rules

2.2. Methodology I
2.2.1. Introduction
2.2.2. Measurable Aspects: Quantitative Method
2.2.3. Quantitative Techniques
2.2.4. Types of Surveys
2.2.5. Questionnaire Preparation and Presentation of Results

2.3. II Methodology
2.3.1. Introduction
2.3.2. Measurable Aspects: Qualitative Method
2.3.3. Qualitative Techniques
2.3.4. Individual Interviews and their Typology
2.3.5. The Group Interview and its Variables: Discussion Groups or Focus Groups
2.3.6. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
2.3.7. Participatory–Action Research

2.4. III Methodology
2.4.1. Introduction
2.4.2. Revealing Communicative Behaviors and Interactions: Observation and its Variants
2.4.3. Observation as a Scientific Method
2.4.4. The Procedure: Planning Systematic Observation
2.4.5. Different Types of Observation
2.4.6. Online Observation: Virtual Ethnography

2.5. IV Methodology
2.5.1. Introduction
2.5.2. Uncovering the Content of Messages: Content and Discourse Analysis
2.5.3. Introduction to Quantitative Content Analysis
2.5.4. Sample Selection and Category Design
2.5.5. Data Processing
2.5.6. Critical Discourse Analysis
2.5.7. Other Techniques for the Analysis of Media Texts

2.6. Techniques for Collecting Digital Data
2.6.1. Introduction
2.6.2. Knowing the Reactions: Experimenting in Communication
2.6.3. Introduction to Experiments
2.6.4. What is an Experiment in Communication
2.6.5. Experimentation and its Types
2.6.6. The Practical Design of the Experiment

2.7. Techniques for Organizing Digital Data
2.7.1. Introduction
2.7.2. Digital Information
2.7.3. Problems and Methodological Proposals
2.7.4. Online Press: Characteristics and Approach to its Analysis

2.8. Participatory Instrumental Services
2.8.1. Introduction
2.8.2. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
2.8.3. Internet as an Object of Study
2.8.4. Criteria for Evaluating the Quality and Reliability of Content on the Internet

2.9. Internet Quality as a Source: Validation and Confirmation Strategies
2.9.1. Introduction
2.9.2. Research on the Internet and Digital Platforms
2.9.3. Searching and Browsing in the Online Environment
2.9.4. Approach to Research on Digital Formats: Blogs
2.9.5. Approach to Social Network Research Methods
2.9.6. Hyperlink Research

2.10. Diffusion of Research Activity
2.10.1. Introduction
2.10.2. Research Trends in Communication
2.10.3. Introduction to the Contemporary Environment of Research in Communication
2.10.4. The Readaptation of the Classic Objects of Communication Research
2.10.5. The Emergence of Classical Research Objects
2.10.6. Towards Interdisciplinarity and Methodological Hybridization

Module 3. Social Media and Community Management

3.1. Introduction and Typology of Social Media
3.1.1. Social Media Against Traditional Media
3.1.2. What is a Social Network?
3.1.3. Evolution of Social Networks on the Internet?
3.1.4. Social Media Today
3.1.5. Features of Social Media on the Internet
3.1.6. Social Media Typology

3.2. Functions of the Community Manager
3.2.1. The Figure of the Community Manager and their Function in the Company
3.2.2. Community Manager Guide
3.2.3. The Profile of the Community Manager

3.3. Social Media within the Structure of the Business
3.3.1. The Importance of Social Media in the Company
3.3.2. The Different Profiles that Work in Social Media
3.3.3. How to Choose the Best Structure for Social Media Management
3.3.4. Customer Care on Social Media
3.3.5. Relationship of the Social Media Team with Other Departments in the Company

3.4. Introduction to Digital Marketing for Social Media
3.4.1. The Internet: Making Marketing Infinite
3.4.2. Objectives of Marketing on the Internet
3.4.3. Key Concepts on the Internet
3.4.4. Operative Marketing on the Web
3.4.5. Search Engine Positioning
3.4.6. Social Media
3.4.7. Community Manager
3.4.8. E-Commerce

3.5. Social Media Strategic Plan and Social Media Plan
3.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
3.5.2. Previous Analysis
3.5.3. Objectives
3.5.4. Strategy
3.5.5. Actions
3.5.6. Budget
3.5.7. Schedules
3.5.8. Contingency Plan

3.6. Online Reputation

3.7. Main Social Media Outlets I
3.7.1. Facebook: Increase the Presence of Our Brand
    3.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    3.7.1.2. Main Elements in the Professional Field
    3.7.1.3. Content Promotion
    3.7.1.4. Analytics
3.7.2. Twitter: 140 Characters to Achieve the Objectives
    3.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    3.7.2.2. Main Elements
    3.7.2.3. Content Promotion
    3.7.2.4. Analytics
3.7.3. LinkedIn. The Professional Social Network for Excellence
    3.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    3.7.3.2. Main Elements
    3.7.3.3. Content Promotion

3.8. Main Social Media Outlets II
3.8.1. YouTube: The Second Most Important Search Engine on the Internet
3.8.2. Main Elements
3.8.3. Advertising
3.8.4. YouTube Analytics
3.8.5. Success Stories
3.8.6. Instagram and Pinterest. The Power of Image
3.8.7. Instagram
3.8.8. Success Stories
3.8.9. Pinterest

3.9. Blogs and Personal Branding
3.9.1. Definition
3.9.2. Typology

3.10. Tools for the Community Manager
3.10.1. Monitoring and Programming. Hootsuite
3.10.2. Specific Tools for Each Social Network
3.10.3. Active Listening Tools
3.10.4. URL Shortening Tools
3.10.5. Tools for the Generation of Content

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

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

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:
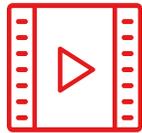
Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

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

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%
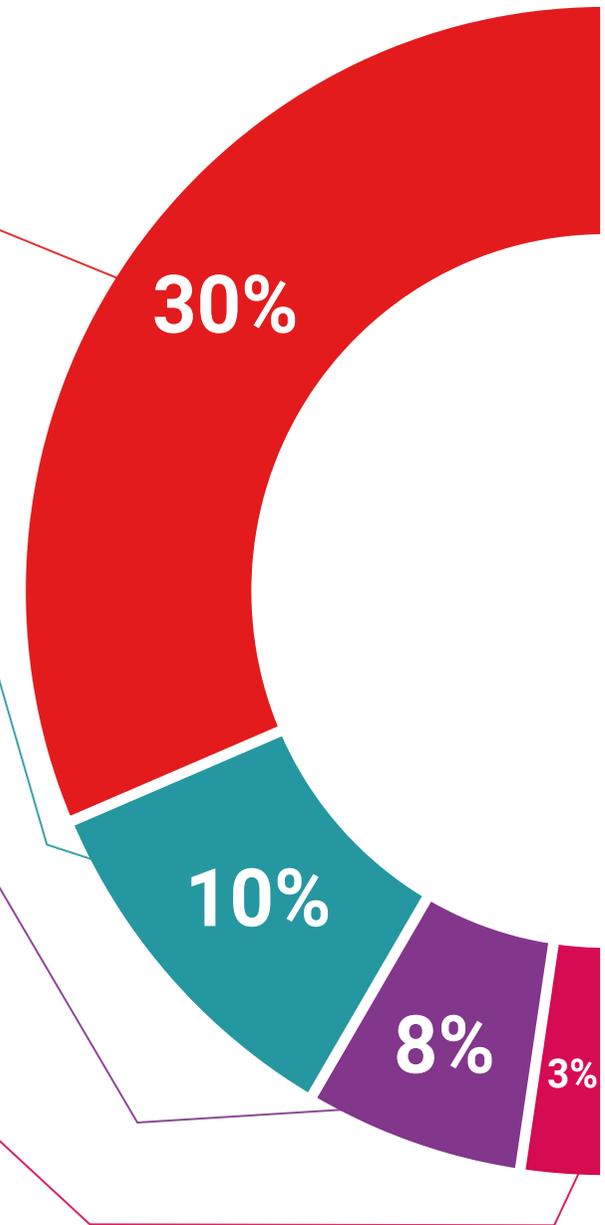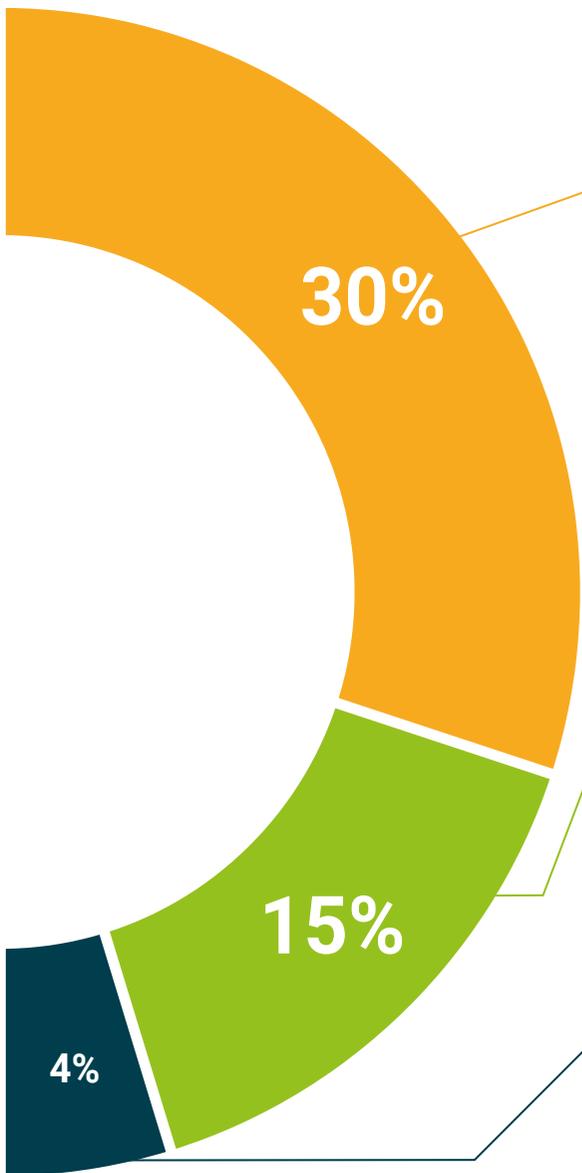
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Our Students' Profiles

The profile of the students who take this qualification is varied, but they all share the same objective of specializing in Digital Marketing for Social Media focused on social media. The diversity of the student profiles present in this Postgraduate Diploma demonstrates the versatility of the program itself, suitable for the most ambitious students seeking professional improvement through a marked academic distinction.

Enroll today in this Postgraduate Diploma and join a team of social media professionals that will help you achieve the success you are looking for"

Average Age

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

Years of Experience

More than 15 years **19%**

Up to 5 years **13%**

10 to 15 years **37%**

From 5 to 10 years **31%**

Training

Business **47%**

Economics **30%**

Design **15%**

Social Sciences **8%**

Academic Profile

Sales and Marketing **53%**

Operations **26%**

Entrepreneurs **11%**

Other **10%**
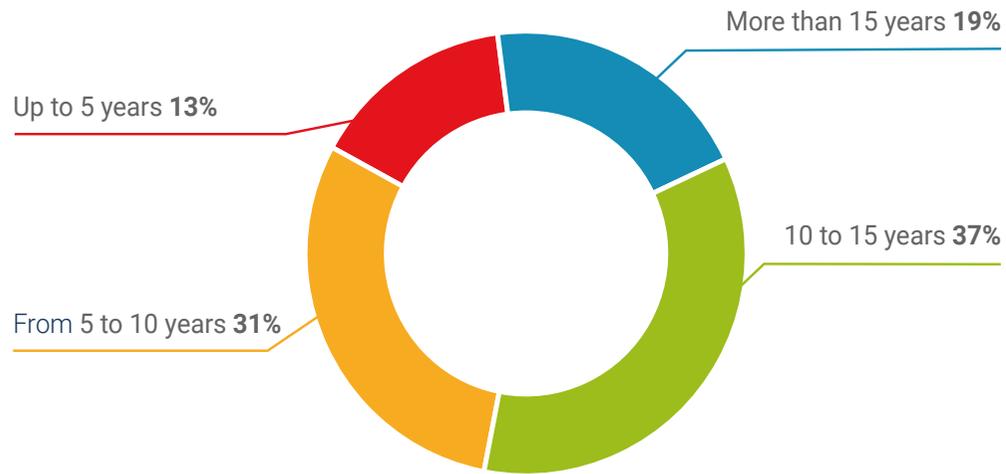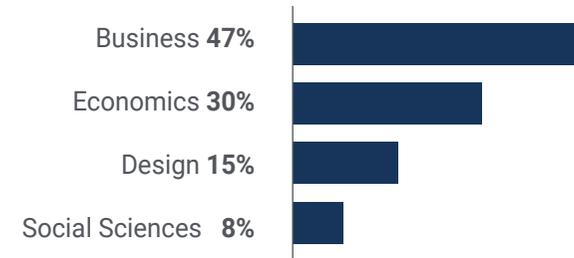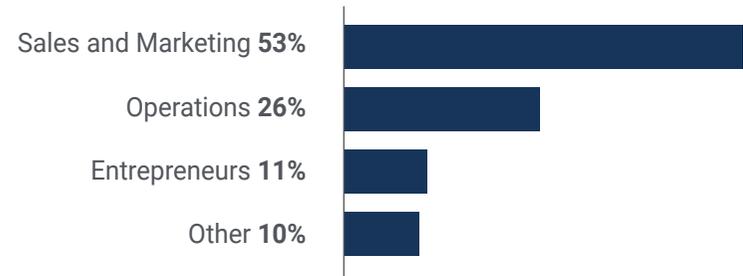
Geographical Distribution

Country	%
USA	5%
Spain	44%
Brazil	4%
Mexico	14%
Colombia	8%
Chile	4%
Argentina	7%
Peru	8%
Ecuador	4%
Rep. Dominican Republic	2%
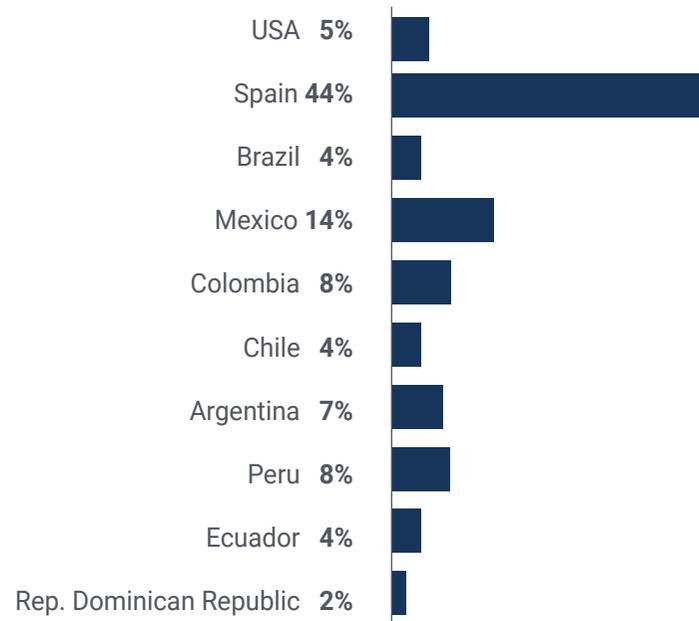
Ramon Ruiz

Copywriter and Social Media

"This program has helped me improve in my work, better managing campaigns in different social networks and creating messages through the use of assertive communication tools"

08
Impact on Your Career

The large investment that students have to make to study a qualification with these characteristics does not go unnoticed by TECH, which, being aware of this reality, puts all its efforts into guaranteeing quality teaching. Therefore, the student is guaranteed professional success, with an innovative methodological development in the use of social networks and their integration into Digital Marketing plans.
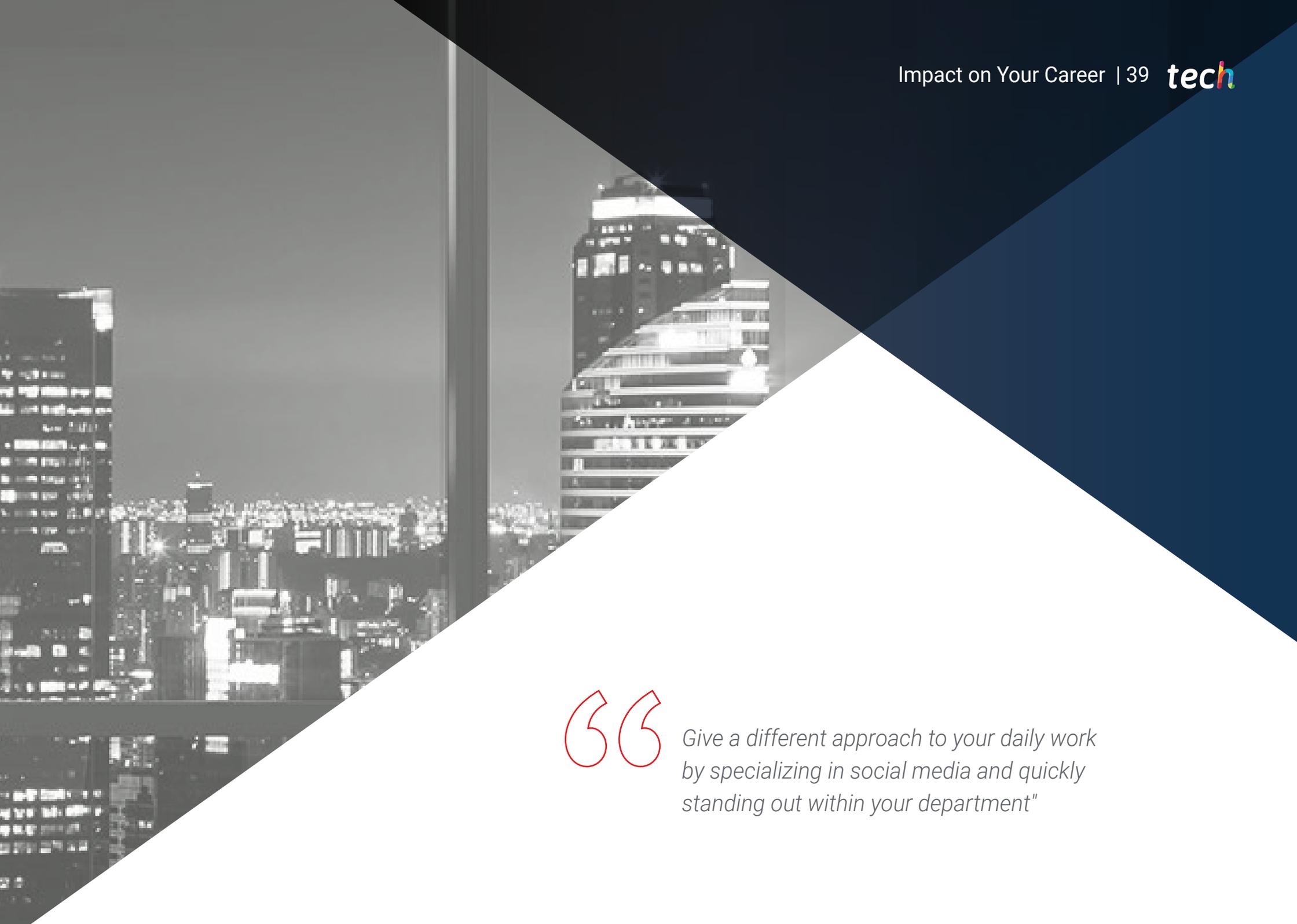
"
Give a different approach to your daily work by specializing in social media and quickly standing out within your department"

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

The TECH Postgraduate Diploma in Digital Marketing for Social Media prepares students for the main problems and cases that they encounter during their professional practice as social media managers. With high-value marketing methodologies, graduates of this qualification will significantly increase their job performance, which will inevitably lead them to the top of their respective departments.

A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.

Achieve the positive change you need to boost your career and profession with the Postgraduate Diploma in Digital Marketing for Social Media.

When the change occurs

During the program
13%

During the first year
62%

After 2 years
25%

Type of change

Internal Promotion **43%**

Change of Company **39%**

Entrepreneurship **18%**

Salary increase

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

Salary before	A salary increase of	Salary after
$59,800	**25.42%**	**$75,001**

Benefits for Your Company

This qualification is a great opportunity for all companies that want to raise the level of their employees or social media managers. Through highly successful programs, we are not only creating great social media professionals, but also innovative leaders who know how to deal with small crises that would otherwise be much more serious at the communication level.

"Get to know the fields of advertising and public relations, as well as the main skills required in your professional practice"

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 Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward

10

Certificate

The Postgraduate Diploma in Digital Marketing for Social Media guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate 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 **Postgraduate Diploma in Digital Marketing for Social Media** 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 Diploma issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Digital Marketing for Social Media**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Digital Marketing for Social Media

This is a qualification awarded by this University, equivalent to 450 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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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 Diploma
Digital Marketing
for Social Media

Language: **English**

Course Modality: **Online**

Duration: **6 months.**

Certificate: **TECH Technological University**

Official Nº of hours: **450 h.**

Postgraduate Diploma
Digital Marketing for Social Media

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