Postgraduate Diploma
Digital Marketing

P D M

tech. *technological university*

Postgraduate Diploma
Digital Marketing

Language: **English**

Course Modality: **Online**

Duration: **6 months.**

Accreditation: **TECH Technological University**

16 ECTS Credits

Teaching Hours: **400 hours**

Target Group: **Graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas.**

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

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01
Welcome

The digital revolution has opened the doors to businesses around the world so that buyers from anywhere in the world can access their products. This has led to increased competition on websites to attract this new niche of potential customers, with digital marketing campaigns becoming more elaborate and planned. This TECH degree, in addition to instructing students in basic digital marketing strategies, enables them to lead teams in online communication departments. Therefore, this is an excellent opportunity to broaden your career horizons and opportunities for advancement within the same organization.

Postgraduate Diploma in Digital Marketing
TECH Technological University

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

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite Business School, with a model of maximum academic standards. A world-class center for intensive managerial skills training.

TECH is a university at the forefront of technology, which puts all its resources at the student's disposal to help them achieve business 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.

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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 Harvard Business School case studies"

TECH strives for excellence and, to this end, it boasts a series of characteristics that make it a unique university:

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

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 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

The ultimate goal of this program is to provide students with the most advanced knowledge in the area of digital marketing. Thus, the graduate will even be able to apply for corporate management positions, endorsing their professionalism with the skills acquired during the program.

You will develop your full professional potential in this complete TECH degree in Digital Marketing"

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

The **Postgraduate Diploma in Digital Marketing** trains the student to:

01 Discover new digital tools to acquire customers and strengthen your brand

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

03 Understand the new digital communication paradigm

04 Successfully lead partially or fully digitized sales and marketing teams

05 Develop a solid and complete digital marketing plan for the business

06 Understand how the overall e-commerce process is carried out and through which platforms it is managed

Structure and Content

The contents of this degree have been written by a team of experts in digital marketing, who have made every effort to ensure that the teaching material is as up-to-date and useful as possible for the student. In addition, the online format of the degree makes it easy to combine it with other activities and responsibilities.

Enroll today in TECH to give your Digital Marketing career the ultimate boost and achieve the promotion you've been waiting for"

Syllabus

The curriculum of the Postgraduate Diploma in Digital Marketing contains the most innovative strategies in the world of online marketing, including inbound marketing, digital neuromarketing, blended marketing and other techniques used by the most prestigious firms.

With this, the student is not only gaining valuable professional knowledge with which to significantly improve their results, but is also incorporating into their portfolio of skills a series of tools that will surely be of great help to improve their job position.

The teaching is also supported by a large amount of audiovisual content to facilitate the study process. In addition to this, during the 400 hours of training, real case studies of different uses of digital marketing are studied in depth, so that the student learns contextually all the knowledge imparted.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Digital Marketing and E-Commerce
Module 2	Digital Marketing Strategy
Module 3	Inbound Marketing
Module 4	Entrepreneurship

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Digital Marketing completely online. Throughout the 6 months of training, 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. Digital Marketing and e-Commerce

1.1. Digital Marketing and e-Commerce
1.1.1. The Digital Economy and the *Sharing Economy*
1.1.2. Trends and Social Changes in Consumers
1.1.3. Digital Transformation of Traditional Companies
1.1.4. The Roles of the *Chief Digital Officer*

1.2. Digital Strategy
1.2.1. Segmentation and Positioning in the Competitive Context
1.2.2. New Marketing Strategies for Products and Services
1.2.3. *From Innovation to Cash Flow*

1.3. Technological Strategy
1.3.1. Basic Concepts of Web Development
1.3.2. Hosting and Cloud Computing
1.3.3. Content Management Systems (CMS)
1.3.4. Formats and Digital Media
1.3.5. E-commerce Technological Platforms

1.4. Digital Regulation
1.4.1. Privacy Policy and LOPD
1.4.2. Fake Profiles and Fake Followers
1.4.3. Legal Aspects of Marketing, Advertising and Digital Content

1.5. Online Market Research
1.5.1. Quantitative Research Tools for Online Markets
1.5.2. Dynamic Qualitative Customer Research Tools

1.6. Online Agencies, Media, and Channels
1.6.1. Integral, Creative, and Online Agencies
1.6.2. Traditional and New Media
1.6.3. Online Channels.
1.6.4. Other Digital Players

Module 2. *Digital* Marketing *Strategy*

2.1. Managing Digital Business
2.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
2.1.2. Designing and Creating a Digital Marketing Plan
2.1.3. Digital Media Planning and Contracting
2.1.4. ROI Analysis in a Digital Marketing Plan

2.2. Digital Marketing to Reinforce a Brand
2.2.1. *Branded Content and Storytelling*
2.2.2. Hyper-segmentation
2.2.3. Videomarketing
2.2.4. *Social Sales*

2.3. Defining the Digital Marketing Strategy
2.3.1. *Closed Loop* Marketing
2.3.2. *Continuous Loop* Marketing
2.3.3. Multichannel Marketing

2.4. Digital Marketing to Attract and Retain Customers
2.4.1. Hypersegmentation and Micro-localization
2.4.2. Loyalty and Engagement Strategies Using the Internet
2.4.3. *Visitor Relationship Management*

2.5. Digital Marketing Trends
2.5.1. *Remarketing*
2.5.2. *Digital Neuromarketing*
2.5.3. *Avatar* Marketing
2.5.4. *Bluecasting*

2.6. Managing Digital Campaigns
2.6.1. *Display Advertising and Rich Media*
2.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
2.6.3. Advertising on Digital Television

2.7. Online Marketing Plan
2.7.1. Online Research
2.7.2. Creating an Online Marketing Plan
2.7.3. Configuration and Activation
2.7.4. Launch and Management

2.8. *Blended* Marketing
2.8.1. Integrating On and Off Actions
2.8.2. Personalize and Segment
2.8.3. Improve the User Experience

Module 3. Inbound Marketing

3.1. Definition of Inbound Marketing
3.1.1. Effective *Inbound* Marketing
3.1.2. The Benefits of *Inbound* Marketing
3.1.3. Measuring the Success of *Inbound Marketing*

3.2. Target Research
3.2.1. *Consumer Intent Modelling and Buyer Personas*
3.2.2. *Customer Journey Mapping*
3.2.3. *Content Strategy*

3.3. Content Optimization
3.3.1. Content Optimization for Search Engines
3.3.2. Recycling and Content Improvement

3.4. Content Creation
3.4.1. *User and Brand Generated Content*
3.4.2. Opportunity *Blogging.*
3.4.3. Video and Other Formats

3.5. Content Dynamization
3.5.1. *Influencers*
3.5.2. *Blogger Outreach*
3.5.3. *Paid Content Seeding*

3.6. Conversions
3.6.1. *Lead Capturing and CRO*
3.6.2. *Lead Nurturing* and Marketing *Automation*

Module 4. Entrepreneurship

4.1. Innovation Methodology and Knowledge Society
4.1.1. *Design Thinking*
4.1.2. The Blue Ocean Strategy
4.1.3. Collaborative Innovation
4.1.4. *Open Innovation*

4.2. Strategic Innovation Intelligence
4.2.1. Technology Monitoring
4.2.2. Technology Foresight
4.2.3. *Coolhunting*

4.3. *Entrepreneurship and Innovation*
4.3.1. Strategies to Search for Business Opportunities
4.3.2. Assessing the Feasibility of New Projects
4.3.3. *Innovation Management Systems*
4.3.4. Entrepreneur Soft Skills

4.4. *Project Management*
4.4.1. *Agile Software Development*
4.4.2. *Lean Management and Start-Ups*
4.4.3. *Project Tracking and Project Steering*

4.5. Business Plan
4.5.1. Business Plan in the Digital Era
4.5.2. *Value Proposition Model*

4.6. Financing Start-ups
4.6.1. Seed Phase: Financial Funds and Subsidies
4.6.2. *Start-up* Phase: *Business Angels*
4.6.3. *Growth* Phase: *Venture Capital*
4.6.4. Consolidation Phase IPO

Methodology

This training program offers a different way of learning. Our methodology uses a cyclical learning approach: *Re-learning*.

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 Re-learning, 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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a way of learning 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.

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 strive for success, that is why TECH uses Harvard *case studies*, with which we have a strategic agreement that allows us to provide our students with material from the best university 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.

In a given situation, what would a professional do? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the students will be presented with multiple real cases. They must integrate all their knowledge, do 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.

Re-learning 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: Re-learning.

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 Re-learning.

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.

Re-learning 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 the teaching materials are specifically created for the course, by specialists who teach on the course, so the teaching content is highly specific and precise.

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

30%

Classes

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

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

10%

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practical and dynamic activities 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.

8%

3%

Additional Reading

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

30%

15%

4%

Case Studies

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 multimedia content presentation training Exclusive system 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 your goals.

Our Students' Profiles

Students who decide to pursue this qualification in Digital Marketing seek to increase their own professional capacity, as well as a path of knowledge with which to stand out in their field and differentiate themselves when it comes to applying for management positions. By discovering new ways of understanding the online market, they can develop better communication strategies and, therefore, improve the results of their projects.

This is the perfect program to combine your daily work in online communication with an educational investment that will make you grow personally and professionally"

Average Age

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

Training

Business **45%**
Economics **35%**
Engineering **5%**
Social Sciences **15%**

Years of Experience

5 to 10 years **25%**
More than 15 years **15%**
10 to 15 years **33%**
Up to 5 years **27%**

Academic Profile

Executives **25%**
Middle Management **20 %**
Entrepreneurs **10 %**
Other **45 %**
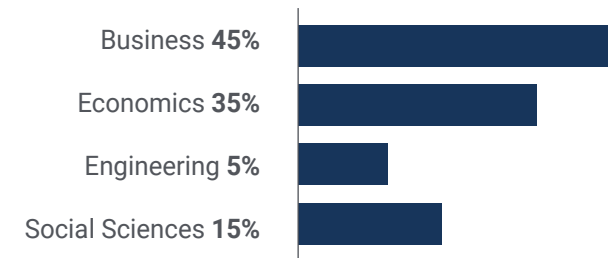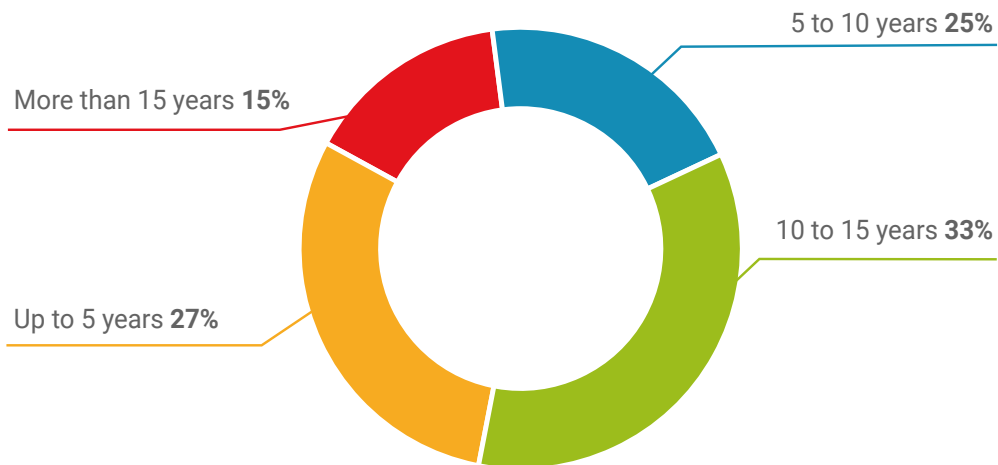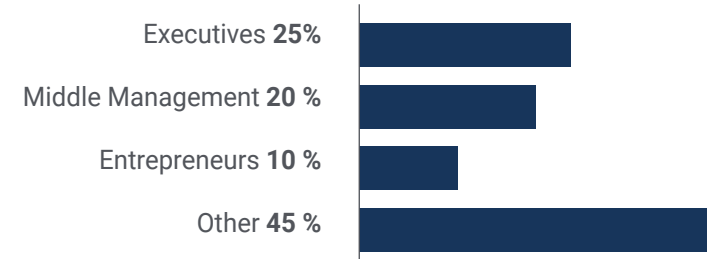
Geographical Distribution

Country	%
USA	9%
Spain	49%
Brazil	5%
Mexico	16%
Colombia	3%
Chile	3%
Ecuador	2%
Argentina	10%
Peru	2%
Rep. Dominican Republic	1%
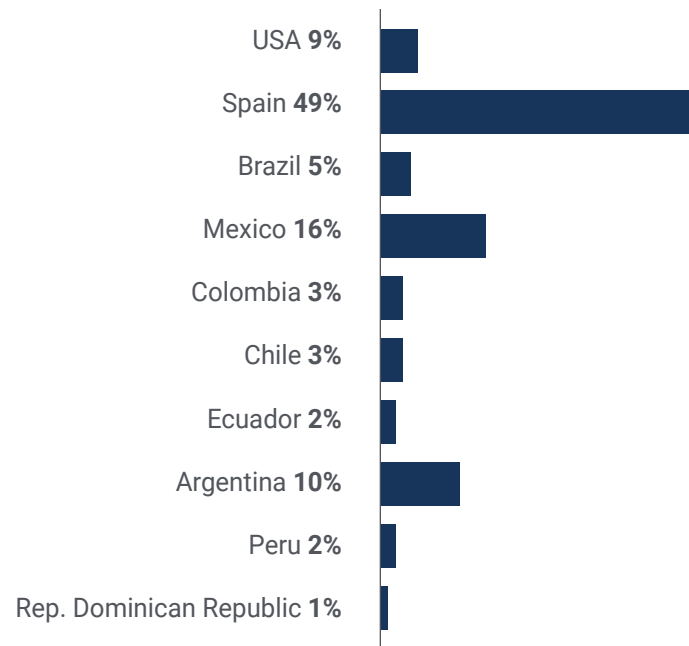
Miriam Díaz

Social Media and Content Manager

"From this Postgraduate Diploma I would like to emphasize the teachers' ability to transmit and share knowledge in a simple, precise, and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools to apply in their day-to-day work. It's definitely an investment with great short-term returns".

08
Course Management

The professors of this Postgraduate Diploma in Digital Marketing have extensive experience in the sector, both in teaching and research. These are people who understand the need to create high quality programs to improve the qualification of students and, therefore, do not hesitate to put all their efforts to design first class programs, updated with the latest developments in the sector.

The best teaching team has come together to help you achieve success in Digital Marketing in companies"

Management

Mr. Galán, José

- Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging fields.
- Director of e-marketing at TECH Technological University
- Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing).
- Director of Corporate Marketing in Médica Panamericana
- Degree in Advertising and Public Relations. Complutense University of Madrid
- European Higher Program in Digital Marketing. ESIC.

Impact on Your Career

TECH seeks the greatest positive impact on students' professional careers. Therefore, its efforts are focused on providing high quality educational material, incorporating not only the latest trends in digital marketing, but also the most innovative educational methodology to ensure the best possible learning.

"

You will grow in the Digital Marketing industry with the best teaching staff and the best university you can trust. Don't hesitate and enrol now"

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

TECH's Postgraduate Diploma in Digital Marketing prepares its students for all kinds of challenges at the head of an online communication department, with differentiating tools that will help them overcome any possible obstacle quickly and effectively.

Do not miss the opportunity to train with us and you will find the improvement you were looking for.

If you want to make a positive change in your profession, our academic program will help you achieve it.

When the change occurs

During the program	During the first year	After 2 years
15%	**53%**	**32%**

Type of change

Internal Promotion **32%**

Change of Company **37%**

Entrepreneurship **31%**
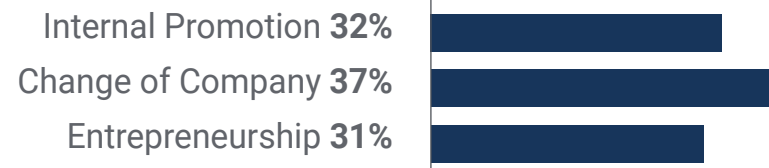
Salary increase

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

Salary before	A salary increase of	Salary after
$32,900	**25.22%**	**$41,200**

10
Benefits for Your Company

Companies benefit from a proactive attitude and an excellent ability to solve problems by incorporating professionals with the knowledge in Digital Marketing taught in this course in their management ranks. The professional teaching provided by TECH is unique in the market and serves to guide its students in real business cases and the development of online communication campaigns.

In a new era where digital communication reigns, professionals who graduate from this program will have all the tools to succeed and get the best jobs"

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

01 **Intellectual Capital and Talent Growth**
The executive 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 executive and opens new avenues for professional growth within the company.

03 **Building agents of change**
The manager 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 manager can work on a real project or develop new projects.

06 Increased Competitiveness

This program will equip students with the skills to take on new challenges and drive the organization.

11
Certificate

The Postgraduate Diploma in Digital Marketing guarantees, in addition to the most rigorous and up-to-date training, access to a Postgraduate Diploma qualification issued by TECH Technological University.

Successfully complete this training program and receive your university certificate without travel or laborious paperwork"

This **Postgraduate Diploma in Digital 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

The certificate 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**

ECTS: **16**

Official Nº of Hours: **400 hours.**

tech technological university

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

POSTGRADUATE DIPLOMA
in
Digital Marketing

This is a qualification awarded by this University, with 16 ECTS credits and equivalent to 400 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 certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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