

Postgraduate Diploma E-Commerce

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Postgraduate Diploma E-Commerce

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 27 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in commercial areas, sales, marketing and similar.

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-e-commerce

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 26

07

Our Students' Profiles

p. 34

08

Impact on Your Career

p. 38

09

Benefits for Your Company

p. 42

10

Certificate

p. 46

01 Welcome

New technologies have changed consumers' shopping habits, to the extent that they do not even need to leave their homes to access almost any product or service. With the emergence of e-commerce, many have seen this great business niche, setting up multinationals as powerful as Amazon. This program aims to educate business professionals in the opportunities presented by e-commerce, with special emphasis on the perspective of digital marketing. With this knowledge, the student will be able to significantly increase their professional growth opportunities in the e-commerce sector, accessing more advanced management positions.



Postgraduate Diploma in E-Commerce. TECH Global University



“

E-commerce is already the present for many businesses and companies that operate entirely online. Learn the marketing keys to lead this new wave by enrolling in this Postgraduate Diploma"

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 Technological 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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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 Technological University community.

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

04 Objectives

The objective of this program is to consolidate the student's skills in online marketing related to *e-commerce*, instructing them in aspects such as SEO, *inbound marketing* or online reputation. With these skills, the student will be prepared to run any type of online business.



“

Jeff Bezos famously said: "You can have the best technology, you can have the best business model, but if the storytelling isn't amazing, it won't matter. Nobody will watch." Learn how to tell the story your e-Commerce needs with this Postgraduate Diploma"

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

The Postgraduate Diploma in E-Commerce trains the student to:

01

Structure a business model around e-Commerce

02

Describe new digital tools to acquire customers and strengthen a brand

03

Develop techniques and strategies in the digital environment associated with marketing, sales and communication





04

Understand the new digital communication paradigm

05

Successfully lead partially or fully digitized marketing or sales teams

06

Establishing channels for attracting and retaining users

05

Structure and Content

TECH Global University's Postgraduate Diploma in E-Commerce covers the many facets of e-commerce, giving students a clearer vision of the fundamental pillars that have made companies such as Aliexpress and Ebay successful.

A program that takes place over 6 months during which the student will be laying the foundations for professional success in the field of e-commerce.



“

A bright future awaits you in charge of e-businesses that succeed with your entrepreneurial vision and professional know-how”

Syllabus

The content of the Postgraduate Diploma in E-Commerce is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 675 hours of training, the student analyzes a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with the digital world and the establishment of e-commerce in companies and is designed to provide a strong education for executives who understand digital marketing from a strategic, international and innovative perspective.

This Postgraduate Diploma takes place over 6 months and is divided into 5 modules:

- Module 1** Digital Marketing and e-Commerce
- Module 2** Search Engine Marketing
- Module 3** Digital Communication and Online Reputation
- Module 4** Performance and Inbound Marketing
- Module 5** Web Analytics and Marketing Analytics



Where, When and How is it Taught?

TECH offers you the possibility of taking this program 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. Digitale-Commerce Management

- 1.1.1. New e-Commerce Business Models
- 1.1.2. Planning and Developing an e-Commerce Strategic Plan.
- 1.1.3. Technological Structure in e-Commerce

1.2. e-Commerce Operations and Logistics

- 1.2.1. How to Manage Fulfillment?
- 1.2.2. Digital Point-of-Sale Management.
- 1.2.3. Contact Center Management
- 1.2.4. Automation in Management and Monitoring Processes

1.3. Implementing e-Commerce Techniques

- 1.3.1. Social Media and Integration in the E-Commerce Plan.
- 1.3.2. Multichannel Strategy
- 1.3.3. Personalizing Dashboards

1.4. Digital Pricing

- 1.4.1. Online Payment Methods and Payment Gateways
- 1.4.2. Electronic Promotions
- 1.4.3. Digital Price Timing
- 1.4.4. e-Auctions

1.5. From e-Commerce to m-Commerce and s-Commerce

- 1.5.1. e-Marketplace Business Models
- 1.5.2. s-Commerce and Brand Experience
- 1.5.3. Purchase via Mobile Devices

1.6. Customer Intelligence: from e-CRM to s-CRM

- 1.6.1. Integrating the Consumer in the Value Chain
- 1.6.2. Online Research and Loyalty Techniques
- 1.6.3. Planning a Customer Relationship Management Strategy

1.7. Digital Marketing Trade

- 1.7.1. Cross Merchandising
- 1.7.2. Designing and Managing Facebook Ads Campaigns
- 1.7.3. Designing and Managing Google Adwords Campaigns

1.8. Online Marketing for e-Commerce

- 1.8.1. Inbound marketing
- 1.8.2. Display and Programmatic Purchasing
- 1.8.3. Communication Plan

Module 2. Search Engine Marketing

2.1. How Search Engines Work

- 2.1.1. Indicators and Indexes
- 2.1.2. Algorithms
- 2.1.3. SEO and Corporate Branding

2.2. SEO Analysis

- 2.2.1. Determining KPIs
- 2.2.2. Generating Scripts and Alerts
- 2.2.3. Optimization of Images, Videos and Other Elements
- 2.2.4. Linkbuilding

2.3. Technical SEO

- 2.3.1. Web Performance Optimization
- 2.3.2. Real Time and Content
- 2.3.3. Relevant Tagging and Headers
- 2.3.4. Advanced WPO Techniques

2.4. SEO and e-Commerce

- 2.4.1. Conversion Rate Optimization
- 2.4.2. Google Search Console
- 2.4.3. Social Proof and Viralization
- 2.4.4. Navigation and Indexability

2.5. Keyword Hunting for SEM

- 2.5.1. Adwords Keyword Tool
- 2.5.2. Google Suggest
- 2.5.3. Insights for Search
- 2.5.4. GoogleTrends

2.6. SEM and Google Ads

- 2.6.1. Google Shopping
- 2.6.2. Google Display Network
- 2.6.3. Google Ads Mobile
- 2.6.4. YouTube Advertising

2.7. Facebook Ads

- 2.7.1. PPC/PPF (Pay-Per-Fan) Adverts
- 2.7.2. Creating Facebook Ads
- 2.7.3. Facebook Power Editor
- 2.7.4. Campaign Optimization

2.8. SEM Strategy and Measurement

- 2.8.1. Quality Score
- 2.8.2. Site Links
- 2.8.3. KPIs
- 2.8.4. Impressions, Clicks, Conversions. Revenue, ROI, CPA

Module 3. Digital Communication and Online Reputation

3.1. Web 2.0 or the Social Web

- 3.1.1. Organization in the Age of Conversation
- 3.1.2. Web 2.0 Is All About People
- 3.1.3. Digital Environment and New Communication Formats

3.2. Digital Communication and Reputation

- 3.2.1. Online Reputation Report
- 3.2.2. Netiquette and Good Practices on Social Media
- 3.2.3. Branding and Networking 2.0

3.3. Designing and Planning an Online Reputation Plan

- 3.3.1. Overview of the Main Social Media in Spain BORRAR
- 3.3.2. Brand Reputation Plan
- 3.3.3. General Metrics, ROI, and Social CRM
- 3.3.4. Online Crisis and Reputational SEO

3.4. General, Professional, and Microblogging Platforms

- 3.4.1. Facebook
- 3.4.2. LinkedIn
- 3.4.3. Twitter

3.5. Video, Image, and Mobility Platforms

- 3.5.1. YouTube
- 3.5.2. Instagram
- 3.5.3. Flickr
- 3.5.4. Vimeo
- 3.5.5. Pinterest

3.6. Content and *Storytelling* Strategy

- 3.6.1. Corporate Blogging
- 3.6.2. Content Marketing Strategy
- 3.6.3. Creating a Content Plan
- 3.6.4. Content Curation Strategy

3.7. Social Media Strategies

- 3.7.1. Corporate PR and Social Media
- 3.7.2. Defining the Strategy to Be Followed in Each Medium
- 3.7.3. Analysis and Evaluation of Results

3.8. Community Management

- 3.8.1. Functions, Duties, and Responsibilities of the Community Manager
- 3.8.2. Social Media Manager
- 3.8.3. Social Media Strategist

3.9. Social Media Plan

- 3.9.1. Designing a Social Media Plan
- 3.9.2. Schedule, Budget, Expectations and Follow-up
- 3.9.3. Contingency Protocol in Case of Crisis

3.10. Online Monitoring Tools

- 3.10.1. Management Tools and Desktop Applications
- 3.10.2. Monitoring and Research Tools

Module 4. Performance and Inbound Marketing

4.1. Permission Marketing

- 4.1.1. How to Obtain a User's Permission
- 4.1.2. Personalizing the Message
- 4.1.3. Mail Confirmation or Double Opt-in

4.2. Strategy and Performance Techniques

- 4.2.1. Performance Marketing: Results
- 4.2.2. Digital Media Mix
- 4.2.3. The Importance of the Funnel

4.3. Affiliate Campaign Development

- 4.3.1. Agencies and Affiliate Programs
- 4.3.2. Post View
- 4.3.3. Defining Affiliate Programs
- 4.3.4. Display and Campaign Optimization

4.4. Launching an Affiliate Program

- 4.4.1. Affiliation and Direct Affiliation Networks
- 4.4.2. Results Analysis and Monitoring
- 4.4.3. Fraud Control

4.5. Developing E-Mail Campaigns

- 4.5.1. Lists of Subscribers, Leads, and Customers
- 4.5.2. E-Mail Marketing Tools and Resources
- 4.5.3. Online Writing for E-Mail Marketing Campaigns

4.6. E-Mail Marketing Metrics

- 4.6.1. List Metrics
- 4.6.2. Newsletter Delivery Metrics
- 4.6.3. Conversion Metrics

4.7. Inbound Marketing

- 4.7.1. Effective Inbound Marketing
- 4.7.2. The Benefits of Inbound Marketing
- 4.7.3. Measuring the Success of Inbound Marketing

4.8. Target Research

- 4.8.1. Consumer Intent Modelling and Buyer Personas
- 4.8.2. Customer Journey Mapping
- 4.8.3. Content Strategy

4.9. Content Optimization

- 4.9.1. Content Optimization for Search Engines
- 4.9.2. Content Creation
- 4.9.3. Content Dynamization

4.10. Conversion

- 4.10.1. Lead Capturing and CRO
- 4.10.2. Lead Nurturing and Marketing Automation

Module 5. Web Analytics and Marketing Analytics

5.1. Web Analysis

- 5.1.1. The Fundamentals of Web Analytics
- 5.1.2. Classic Media vs Digital Media
- 5.1.3. The Web Analyst's Basic Methodology

5.2. Google Analytics

- 5.2.1. Configuring an Account
- 5.2.2. Javascript Tracking API
- 5.2.3. Customized Reports and Segments

5.3. Qualitative Analysis

- 5.3.1. Research Techniques Applied in Web Analytics
- 5.3.2. Customer journey
- 5.3.3. Purchase Funnel

5.4. Digital Metrics

- 5.4.1. Basic Metrics.
- 5.4.2. Ratios
- 5.4.3. Setting Objectives and KPIs

5.5. Strategy Analysis Areas

- 5.5.1. Web Traffic Acquisition
- 5.5.2. Activation
- 5.5.3. Conversion
- 5.5.4. Loyalty

5.6. Data Science and Big Data

- 5.6.1. Business Intelligence
- 5.6.2. Methodology and Analysis of Large Volumes of Data
- 5.6.3. Data Extraction, Processing, and Loading

5.7. Data Visualization

- 5.7.1. Viewing and Interpreting Dashboards
- 5.7.2. Converting Data into a Value
- 5.7.3. Integrating Sources
- 5.7.4. Presenting Reports

5.8. Web Analytics Tools

- 5.8.1. Technological Basis of WA Tool
- 5.8.2. Logs and Tags
- 5.8.3. Basic and Ad-hoc Labeling



06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

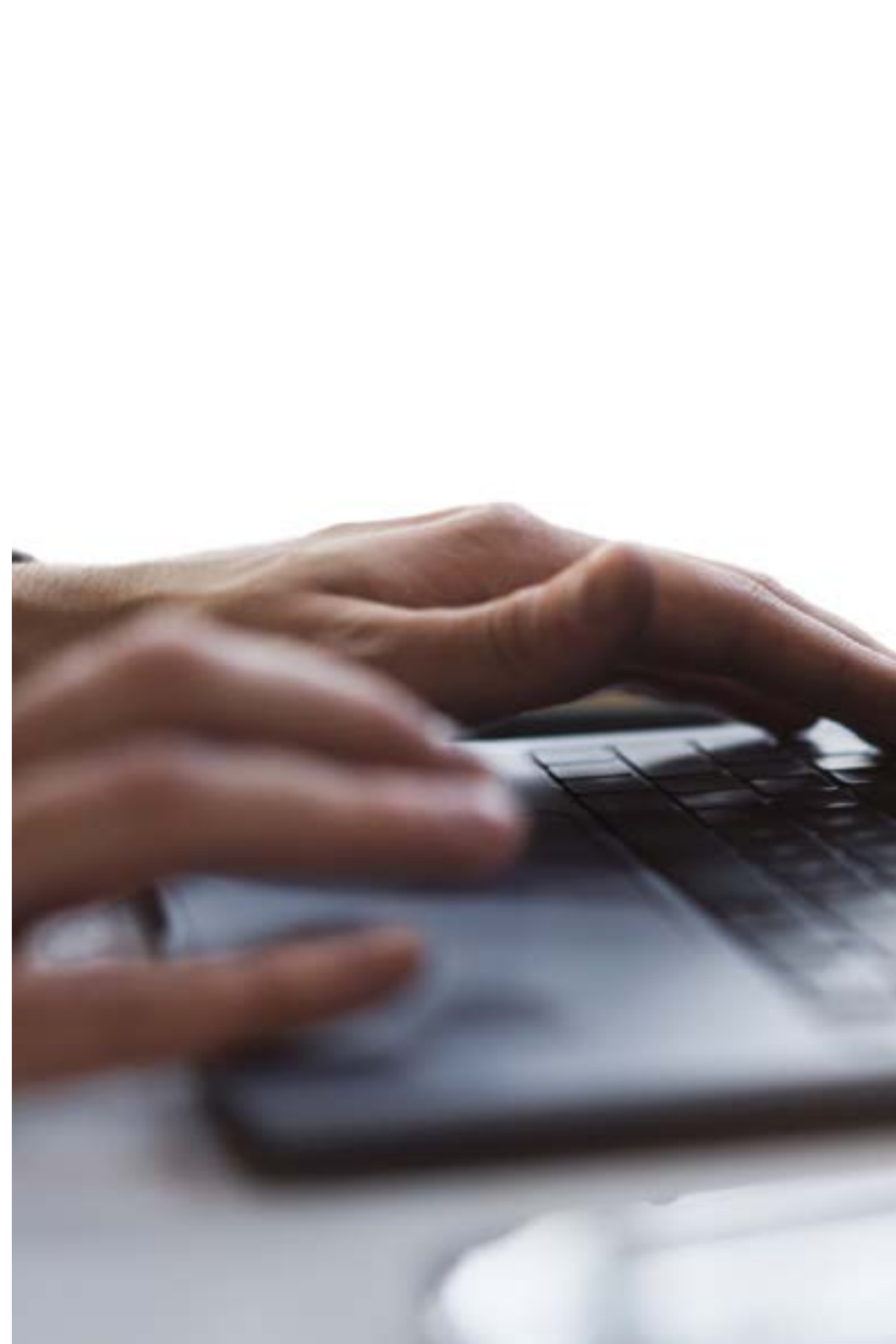
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

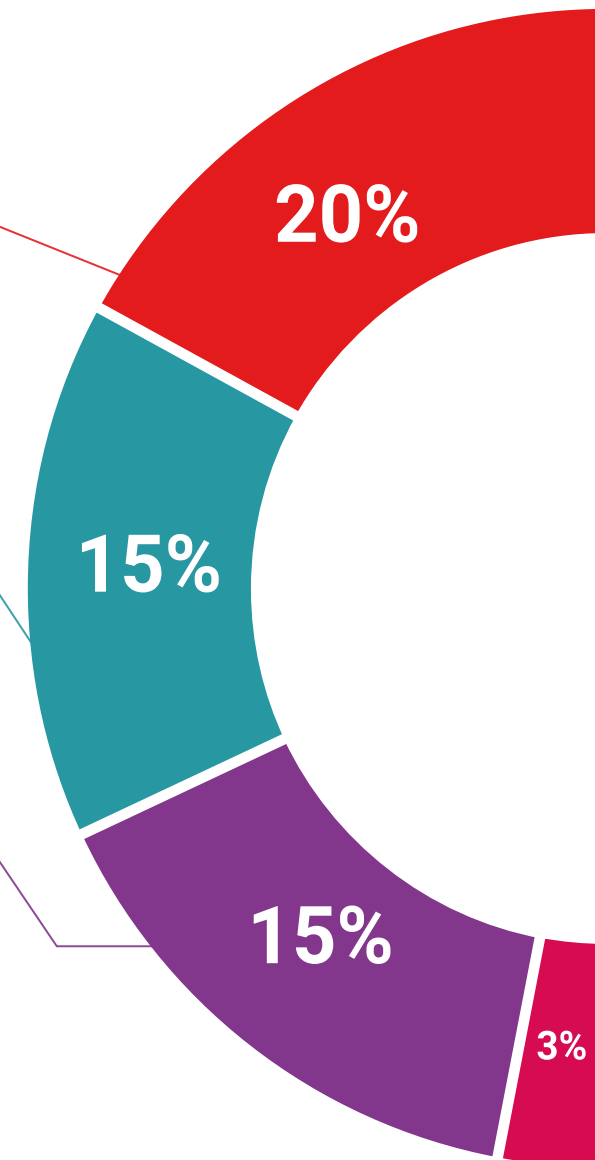
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

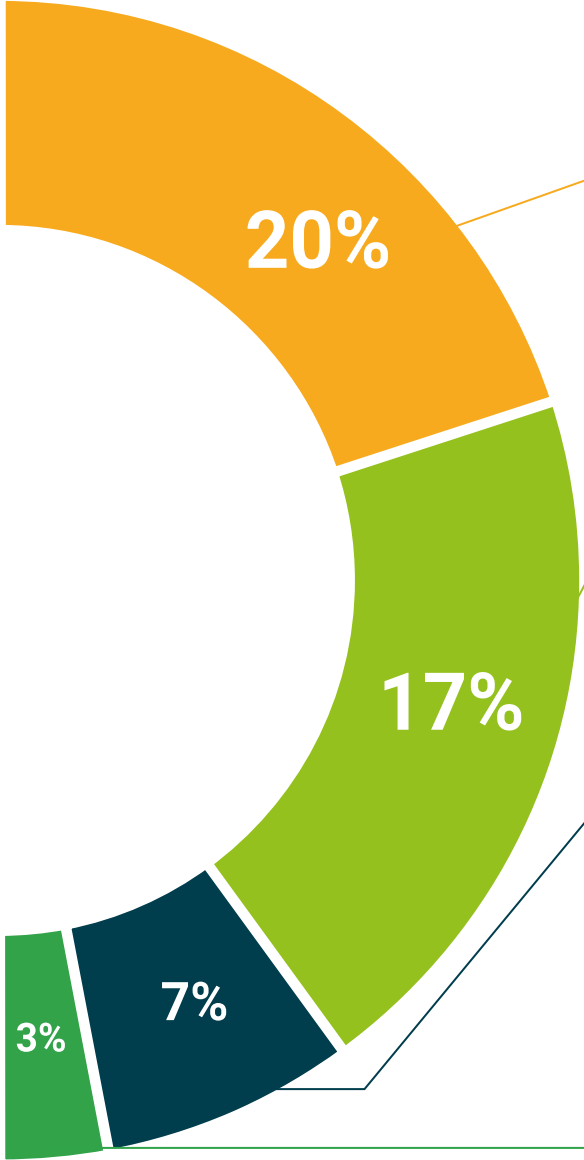
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Our Students' Profiles

Our Postgraduate Diploma in E-commerce is a program aimed at sales and marketing professionals who want to update their knowledge, discover new ways of understanding the digital market and develop techniques to build customer loyalty in online environments, as well as advance in their professional career.





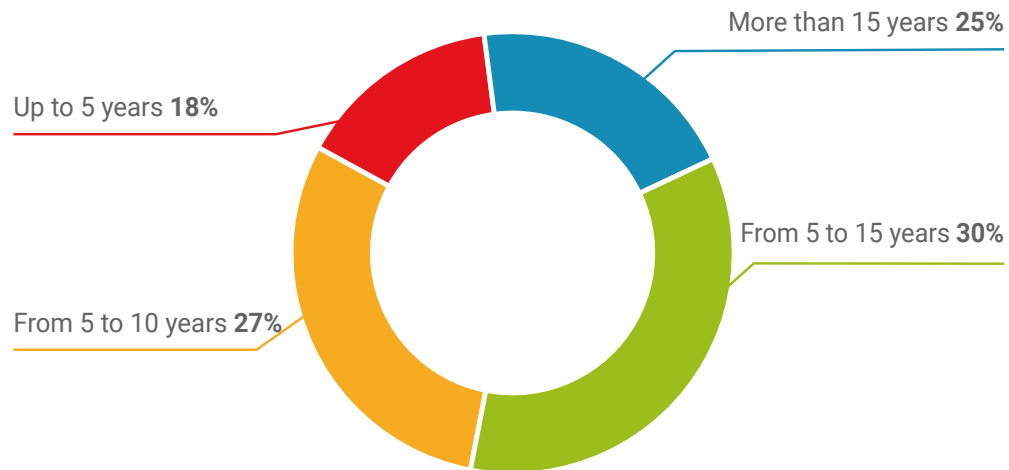
“

You will make a relevant quality leap in your professional career thanks to the knowledge that this Postgraduate Diploma will provide you with".

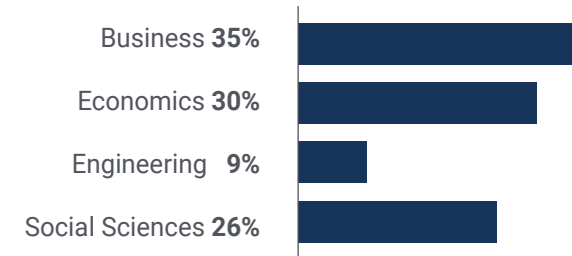
Average Age

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

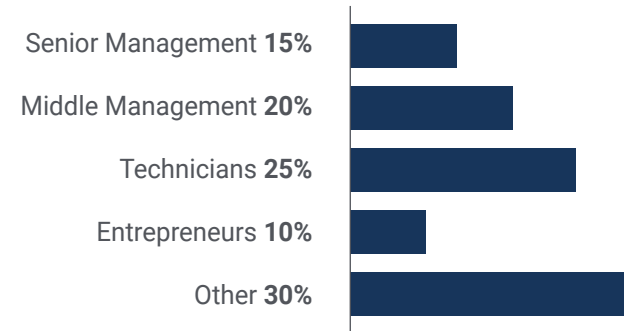
Years of Experience



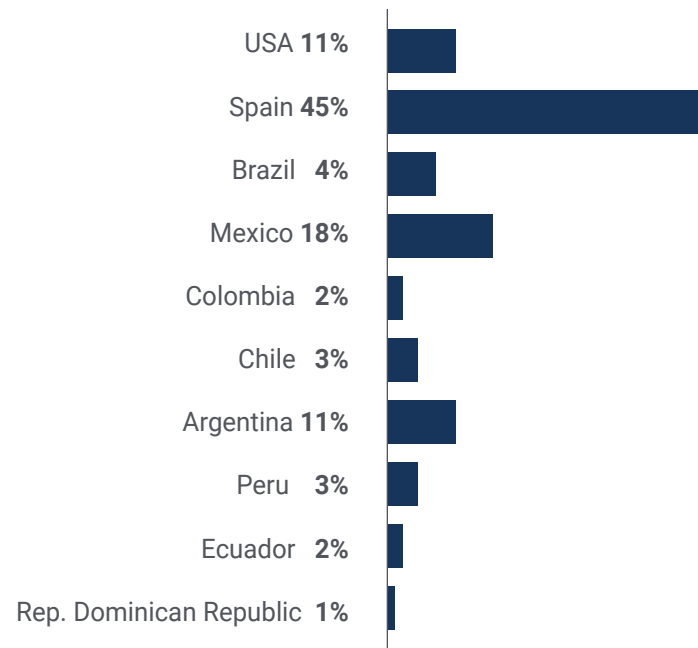
Training



Academic Profile



Geographical Distribution



Sara María Urquiza

Social Media and Content Manager

"It was clear to me that e-commerce was the branch of business I wanted to go into. Thanks to TECH and with what I learned in this Postgraduate Diploma, I was able to make the leap to direct the communication and online campaigns of many e-commerce companies. I would definitely recommend it to anyone looking to enhance their career"

08

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth. A lot of it...



“

You will see a noticeable change in your personal performance, which will undoubtedly lead you to bigger and better e-commerce-related jobs”

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

The Postgraduate Diploma in E-Commerce from TECH Global University is an intensive program that prepares you to face challenges and business decisions in the field of e-commerce. The main objective is to promote your personal and professional growth, helping you achieve success.

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

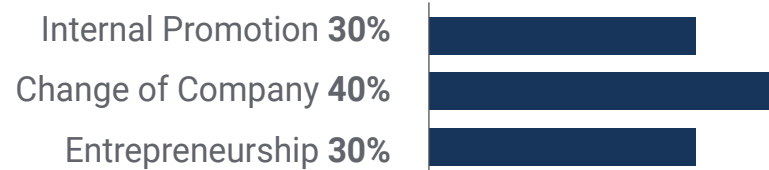
Don't miss the opportunity to specialize with us. You will find the most relevant information on this subject that will allow you to give a boost to your profession.

If you want to make a positive change in your profession, the Postgraduate Diploma in E-commerce will help you achieve it.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



09

Benefits for Your Company

The Postgraduate Diploma in E-commerce contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Communicate the virtues of all kinds of digital businesses and appreciate how they value you more highly by increasing their sales volume”

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

01

Intellectual Capital and Talent Growth

You 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

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 of the world economy.



05

Project Development

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

06

Increased competitiveness

This Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

10 Certificate

The Postgraduate Diploma in E-Commerce guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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

This private qualification will allow you to obtain a **Postgraduate Diploma in E-Commerce** 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** private qualification, 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 Diploma in E-Commerce**

Modality: **online**

Duration: **6 months**

Accreditation: **27 ECTS**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.



Postgraduate Diploma E-Commerce

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Accreditation: **27 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma E-Commerce

