

# Postgraduate Diploma Employee Experience





## Postgraduate Diploma Employee Experience

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-employee-experience](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-employee-experience)

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# 01 Welcome

The Employee Experience is a set of strategies used within the company to encourage the well-being of employees in their daily lives. Through its application, companies increase the motivation of their employees, boost their performance and avoid talent drain. Given the benefits offered, more and more organizations need leaders with high capabilities in this area to optimize their corporate operations. As a result, TECH has designed this program, which will allow the student to manage the implementation phases of the employee experience and learn in depth about the technological tools that enable its development. In this way, you will increase your managerial competencies and boost your professional growth 100% online and without leaving your home.



Postgraduate Diploma in Employee Experience.  
TECH Technological University



“

*Master the protocols and phases to implement the Employee Experience in the business environment and become a first level manager and manager of human teams"*

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

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to 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

This Postgraduate Diploma has been designed to provide the student with the most advanced Employee Experience knowledge and skills in just 6 months. In this line, he will delve into the role played by the PR team. The company will also identify the technologies that make it possible to implement this structure within the company. This learning will be ensured by following the objectives that TECH has set for this program.



“

*Boost your growth in the Employee Experience area through the achievement of the objectives TECH has designed for this program”*

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

This Postgraduate Diploma in Employee Experience will train the student to:

01

Justify the importance of an Employee Experience system as a lever for exponential improvement of the CX

04

Generate a comprehensive corporate listening system to have a 360-degree view of employees

02

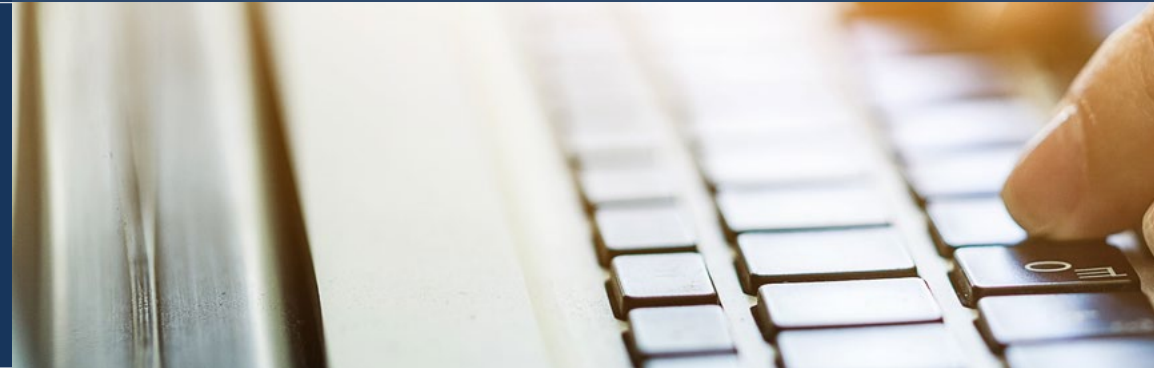
Identify the type of corporate culture a company has in order to establish a starting point for the Employee Experience diagnosis

03

Establish the solid foundations of a Human Resources Department as the driving force behind the development of an employee-centric culture

05

Identify key indicators and tools for measuring and monitoring the employee experience



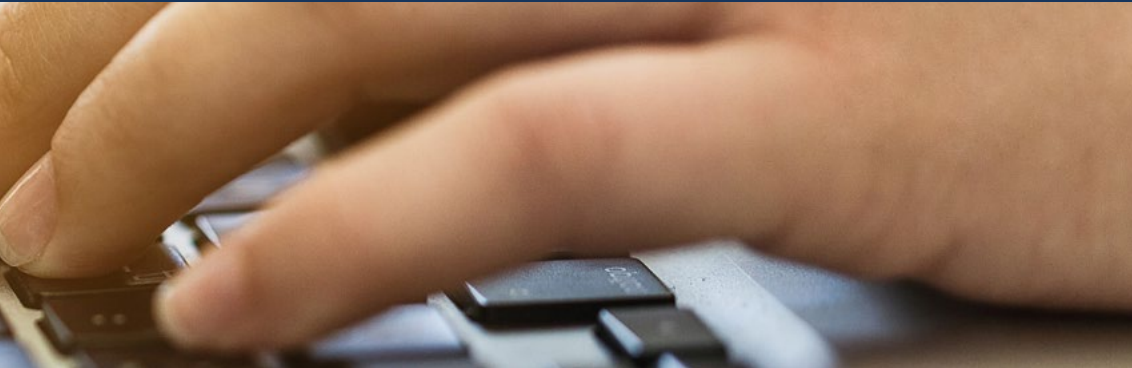


06

Compile the most advanced tools that help to enhance the Employee Experience

08

Identify the keys to the implementation and development of a robust employee experience system



09

Develop a technological diagnosis as a starting point for the orchestration of customer information

07

Examine the key roles and responsibilities for a successful employee experience program

10

Detail the different typologies of customer feedback sources

11

Identify the key elements for the establishment and development of a robust CRM

12

Define the added value of a Customer Experience Management (CEM) platform





13

Analyze the usefulness of using a Customer Data Platform (CDP) and the processes and systems that help to feed customer information

14

Concretize the key elements for a secure and lawful use of customer data under the scope of the GDPR

05

# Structure and Content

The Postgraduate Diploma in Employee Experience is a program that, given its 100% online delivery, will allow students to adapt their study schedules to their own personal needs. During 6 intensive months of teaching, you will gain a range of knowledge that will lay the foundation for your professional development.



“

*This Postgraduate Diploma has a 100% online methodology that will enable you to learn without depending on pre-established schedules”*

## Syllabus

This program has been designed with the idea of preparing the student to perform competently in the Employee Experience field, making decisions that help to promote a good work environment and productivity.

Its didactic contents, distributed in 3 very complete modules and available in state-of-the-art multimedia formats, will offer you a global vision of this field in a pleasant and decisive way, adapted to your study preferences.

During 450 hours of teaching, the student will analyze real situations typical of the business environment and will obtain competencies that will allow him/her to face these cases in his/her experiences with maximum efficiency.

The Postgraduate Diploma in Employee Experience addresses in depth the organizational structure based on the employee experience, going into the phases for its implementation, the tools to carry it out and the technologies that make its development possible.

This curriculum, therefore, is an excellent tool to enhance the student's managerial abilities and leadership skills, in order to encourage the motivation and performance of workers in the business environment. In addition, you will enjoy first class contents, designed by the best experts in the Employee Experience area, who will provide you with knowledge with full professional applicability.

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

### Module 1

Customer Centric Organization

### Module 2

Employee Experience

### Module 3

Technology and advanced tools for Customer Experience. Customer Department Platform (CDP)



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

TECH offers the possibility of developing this Postgraduate Diploma in Employee Experience completely online. Throughout the 6 months of the educational program, 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. Customer Centric Organization**

<p><b>1.1. Organizational Culture in Customer Experience</b></p> <p>1.1.1. Effect of corporate culture on customer perception of the brand</p> <p>1.1.2. Differentiating the company from the competition through organizational culture</p> <p>1.1.3. Influence of corporate culture on customer loyalty</p>	<p><b>1.2. Development of values and principles in an Organizational Culture focused on Customer Experience</b></p> <p>1.2.1. Definition of values and principles oriented to Customer Experience</p> <p>1.2.2. Promotion of values and principles throughout the organization</p> <p>1.2.3. Incorporation of values and principles into business strategy</p>	<p><b>1.3. Evaluation of the organization's internal structure and processes to achieve a corporate culture that prioritizes the customer experience</b></p> <p>1.3.1. Evaluation of the organizational structure. Aspects for Improvement</p> <p>1.3.2. Evaluation of Writing Processes</p> <p>1.3.3. Involving employees in the improvement of internal processes to achieve a Customer Experience oriented corporate culture</p>	<p><b>1.4. Fostering of a culture of feedback and improvement in the organization to adapt to customer needs and expectations</b></p> <p>1.4.1. Promotion of the feedback culture in the Organization</p> <p>1.4.2. Managing and using feedback to improve customer experience</p> <p>1.4.3. Development of a continuous improvement strategy based on feedback received</p>
<p><b>1.5. Measurement and Evaluation of organizational culture focused on Customer Experience</b></p> <p>1.5.1. Definition of key indicators. Measurement</p> <p>1.5.2. Evaluation of indicators and analysis of results</p> <p>1.5.3. Management of results as aspects for improvement</p>	<p><b>1.6. Promotion of a collaborative and empathetic culture in the organization to improve the customer experience</b></p> <p>1.6.1. Encouraging collaboration between the different departments of the organization</p> <p>1.6.2. Development of a culture of empathy and customer service throughout the organization</p> <p>1.6.3. Promoting the active participation of all employees in improving the customer experience</p>	<p><b>1.7. Commitment at all levels of the organization to foster a corporate culture focused on Customer Experience</b></p> <p>1.7.1. Involvement of senior management in the promotion of a corporate culture focused on Customer Experience</p> <p>1.7.2. Fostering employee commitment to a Customer Experience-centric corporate culture</p> <p>1.7.3. Establishment of an incentive system to encourage commitment to a corporate culture focused on Customer Experience</p>	<p><b>1.8. Identifying and Addressing Customer Pain Points through Organizational Culture Adaptation</b></p> <p>1.8.1. Identification of the customer's pain points through the feedback received</p> <p>1.8.2. Assessment of the organization's ability to solve customer pain points</p> <p>1.8.3. Developing a strategy to address customer pain points and adapt organizational culture</p>
<p><b>1.9. Establishment of a leadership culture to drive an organizational culture focused on Customer Experience</b></p> <p>1.9.1. Development of leadership skills focused on Customer Experience</p> <p>1.9.2. Design of a leadership model to promote an organizational culture focused on Customer Experience</p> <p>1.9.3. Involvement of leaders in the promotion of organizational culture focused on Customer Experience</p>	<p><b>1.10. Alignment of the organization's objectives and goals with a business culture focused on Customer Experience</b></p> <p>1.10.1. Definition of the organization's strategy focused on Customer Experience</p> <p>1.10.2. Establishment of long-term objectives and specific targets</p> <p>1.10.3. Integration of the corporate culture focused on Customer Experience in the overall organizational strategy the overall strategy of the organization</p>		



**Module 2. Employee Experience**
**2.1. Employee Experience The Importance of a Solid System**

- 2.1.1. Employee Experience as a lever to drive CX
- 2.1.2. Developmental Phases
- 2.1.3. Advantages of a robust EX system
- 2.1.4. The BANI context. Current trends for an EX system

**2.2. Corporate Culture, the basis of the Employee Experience system**

- 2.2.1. Corporate culture
- 2.2.2. Employee Experience Enabler Roles
- 2.2.3. Types of organizations and Cultures
- 2.2.4. Roles and responsibilities of key EX stakeholders

**2.3. The role of a Human Resources department with a Customer-Centric Vision**

- 2.3.1. HR Department HH as facilitate of EX
- 2.3.2. Strategic elements to boost EX
- 2.3.3. Internal diagram of a customer-centric culture
- 2.3.4. Practical Applications

**2.4. Employee Listening Systems I: base ecosystem for EX**

- 2.4.1. The 360° employee listening system
- 2.4.2. Employee Listening Map
- 2.4.3. Proactive listening tools
- 2.4.4. Mechanisms for continuous monitoring of the EX
- 2.4.5. Practical Applications

**2.5. Employee Listening Systems II: key indicators in EX**

- 2.5.1. Sources of employee data. Application of results
- 2.5.2. EX monitoring and measurement indicators
- 2.5.3. Do and don't in the establishment of CX indicators linked to employees

**2.6. Employee Experience I tools: mapping the customer and employee experience ecosystem**

- 2.6.1. Linking the Customer Journey with the organization's internal processes. Purpose
- 2.6.2. Building a CX Ecosystem and Employee Ecosystem Map
- 2.6.3. Practical Applications

**2.7. Employee Experience Tools II: Employee Archetype**

- 2.7.1. The Employee Archetype
- 2.7.2. Building an Employee Archetype
- 2.7.3. Use of Employee Archetypes
- 2.7.4. Practical Applications

**2.8. Employee Experience tools III: Employee Journey**

- 2.8.1. The Employee Journey
- 2.8.2. Building an Employee Journey
- 2.8.3. Use of Employee Journey
- 2.8.4. Practical Applications

**2.9. Responsible for establishing, maintaining and building a good Employee Experience**

- 2.9.1. Roles and responsibilities of the EX
- 2.9.2. Impact of social changes and trends on the Employee Experience
- 2.9.3. Continuous employee and market listening for competitive advantage
- 2.9.4. Case Study

**2.10. Keys to an employee-centric culture**

- 2.10.1. Importance of an employee experience system
- 2.10.2. Benefits of an EX system for exponential improvement of CX
- 2.10.3. Five keys to avoid failure in the implementation of an employee-centric system

**Module 3.** Technology and advanced tools for Customer Experience. Customer Department Platform (CDP)

**3.1. Technology as an enabler of customer experience**

- 3.1.1. Keys to a technology-supported CX system
- 3.1.2. Technology linked to CX
- 3.1.3. Technology at the service of people
- 3.1.4. Practical Applications

**3.2. Initial technology diagnosis to enhance customer experience**

- 3.2.1. Conducting a diagnosis in innovation and technology
- 3.2.2. Types of companies according to their technological maturity
- 3.2.3. Phases for effective technology implementation

**3.3. Customer information gathering systems**

- 3.3.1. Customer feedback as the basis for actionable CX
- 3.3.2. Sources of direct information gathering
- 3.3.3. Sources of indirect information gathering
- 3.3.4. Innovative sources of customer acquisition
- 3.3.5. Practical Applications

**3.4. Customer information collection and storage systems: Customer Relationship Management (CRM)**

- 3.4.1. The CRM Relevance
- 3.4.2. Practical applications of CRM in a company
- 3.4.3. Integrations as an essential element to nurture and optimize CRM usage
- 3.4.4. Key elements for the establishment and maintenance of CRM information

**3.5. Systems for analysis and obtaining customer Insights**

- 3.5.1. 360° customer vision
- 3.5.2. Differences between CRM and CEM
- 3.5.3. Keys to establishment of a system. Useful CEM
- 3.5.4. Practical Applications

**3.6. Systems to feed Customer Profiles**

- 3.6.1. Managing CRM information to increase customer knowledge
- 3.6.2. Platforms that facilitate a holistic view of customers
- 3.6.3. Practical Applications

**3.7. Systems to drive and personalize the customer experience: CDP**

- 3.7.1. CustomerData Platform (CDP)
- 3.7.2. CDP to improve CX
- 3.7.3. CustomerIntelligence Platform (CIP), a step beyond CDP

**3.8. Market research systems**

- 3.8.1. The importance of involving the current and potential customer
- 3.8.2. CX Research to integrate the customer into our strategic decisions
- 3.8.3. Platforms for tracking market insights and trends
- 3.8.4. Practical Applications

**3.9. GDPR, secure framework for customer data processing**

- 3.9.1. GDPR Who does it apply to?
- 3.9.2. Key elements of GDPR compliance
- 3.9.3. GDPR non-compliance. Consequences

**3.10. The technological ecosystem to enhance the CX strategy**

- 3.10.1. Importance of robust technology for excellent CX
- 3.10.2. Diagrams to Management Systems Integration
- 3.10.3. Keys to ensure that technology does not turn against CX



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*Enjoy learning adapted to your study preferences, choosing the multimedia didactic formats that best suit your academic needs”*

# 06

# Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

## A learning method that is different and innovative

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

“

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

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

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

## Relearning Methodology

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

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

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

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

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





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Diploma is aimed at graduates and university graduates who have previously completed any program in the fields of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nations makes up the multidisciplinary approach of this program.

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of human resources management in the business environment.





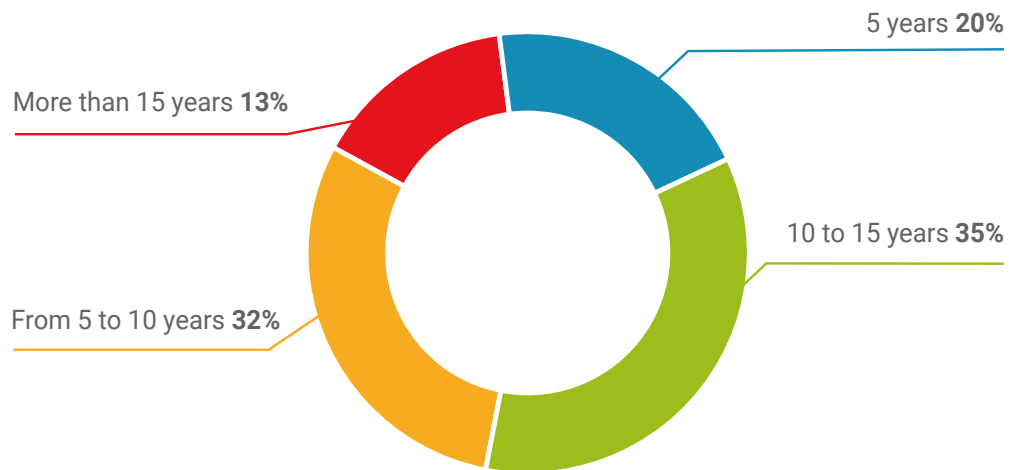
“

*Boost your career prospects in  
the Employee Experience field  
while pursuing your profession”*

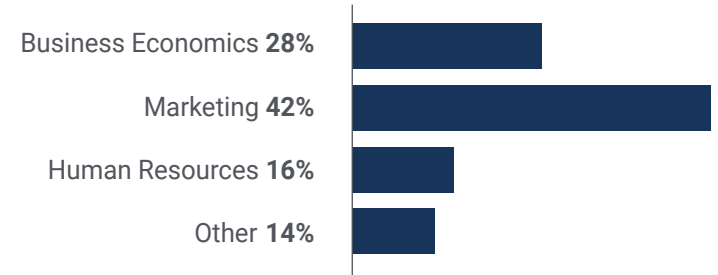
### Average Age

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

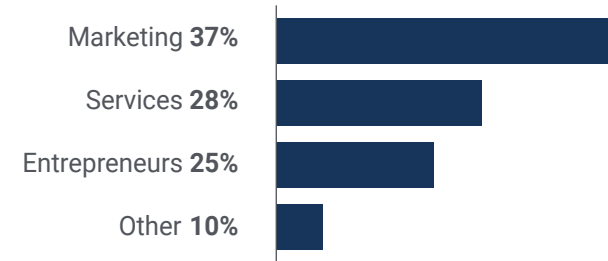
### Years of Experience



### Training

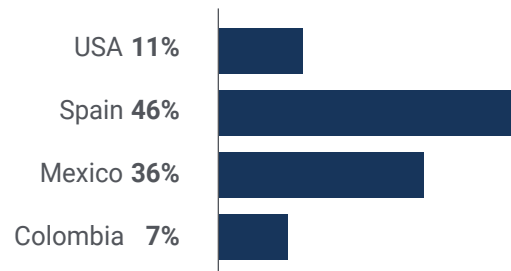


### Educational Profile



## Geographical Distribution

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## Mario González Díaz

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Employee Experience Manager

*"This academic experience has been quite satisfying for me. Not only have I been able to expand my knowledge in Employee Experience, but I have been able to do it at my own pace and without having to put aside my professional projects. Without any doubt, I would repeat"*

08

# Course Management

With the idea in mind of preserving intact the high educational level typical of TECH programs, this program has a teaching staff made up of active professionals in the field of Marketing and Business Innovation. These experts are responsible for preparing all the didactic materials that students will have at their disposal throughout this Postgraduate Diploma. Therefore, all the knowledge you will assimilate about Employee Experience will be completely up to date.





A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that covers the top right and bottom right portions of the page.

“

*The best experts in Marketing and Employee Experience will provide you with the knowledge with the greatest job applicability in this field"*

## Management



### Ms. Yépez Molina, Pilar

- ♦ Marketing consultant and trainer for companies under the brand La Digitalista
- ♦ Executive creative director and founding partner creating and developing on and off-line marketing campaigns at ÚbicaBelow
- ♦ Executive creative director creating and developing promotional and relational marketing campaigns for on and off-line clients at Sidecar SGM
- ♦ Online creative manager and executive creative at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Lecturer of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher at EUNCET
- ♦ Postgraduate in Relationship Marketing by ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville



## Professors

### Mr. Maestro Miguel, Daniel

- Corporate Marketing Director and Country manager Spain Genepro DX
- Corporate Marketing Director and partner of SonoMedical
- ISDIN's Corporate Director of Digital Marketing
- Director of Digital Business at RocaSalvatella
- Marketing Director of FHIOS Smart Knowledge
- Digital Marketing teacher at Cibervoluntario of the Cibervoluntarios Foundation
- Lecturer of Digital and Cultural Transformation of Organizations at Pompeu Fabra University
- Digital Marketing Teacher in BES LaSalle
- Postgraduate degree in strategies and interactive creativity from the Autonomous University of Barcelona (UAB)
- Postgraduate in Social Media, SEM, SEO, Mobile Marketing and Crisis Management on the Internet by IEBS School
- Master's Degree in Business Administration (MBA) from the School of Business Administration (EAE)
- Degree in Business Administration (BBA) from the School of Business Administration (EAE)

09

# Impact on Your Career

TECH is aware that taking this program demands a high economic, personal and professional effort, having to combine learning with daily obligations. However, the ultimate goal is to provide professional growth that will reward the student's dedication.





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*TECH's goal is to help you grow professionally  
in the business environment"*

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

TECH's Postgraduate Diploma in Employee Experience is an intensive program that prepares students to face challenges and business decisions in the field of labor management. Its main objective is to promote personal and professional growth, helping to achieve success.

If the professional wants to improve himself/herself, achieve a positive change at a professional level and interact with the best, this is the place.

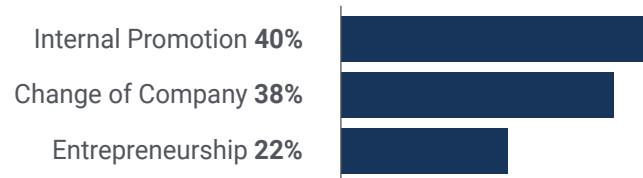
*Take this Postgraduate Diploma program and significantly increase your salary prospects.*

*Obtain your desired professional promotion through this program that TECH puts within your reach.*

#### Time of Change



#### Type of Change



## Salary Increase

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This program represents a salary increase of more than **27%** for our students



10

# Benefits for Your Company

The Postgraduate Diploma in Employee Experience contributes to elevate the organization's talent to its maximum potential through the instruction of high-level leaders. Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.







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*In the world of work, the Postgraduate Diploma in Employee Experience plays a key role in retaining talent and motivating employees within the company"*

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

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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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.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

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

11

# Certificate

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



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

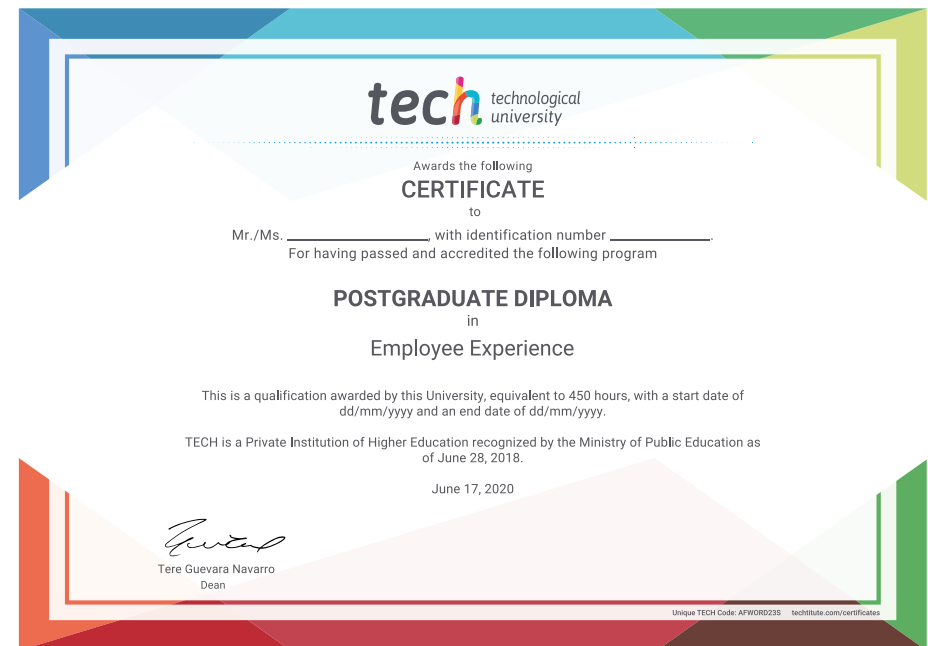
This **Postgraduate Diploma in Employee Experience** contains the most complete and up-to-date program on the market.

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 Employee Experience**

Official N° of Hours: **450 h.**



\*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 Employee Experience

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Employee Experience