Postgraduate Diploma
New Digital Markets

tech global university

Postgraduate Diploma
New Digital Markets

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Global University**
- » Credits: **18 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target group: **Graduates who want to specialize and acquire specific knowledge and latest trends in cultural diversity, innovation leadership and the latest technologies offered for digital transformation in their organization or to improve their professional projection.**

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01
Welcome

In order to adapt to trends, face current challenges and remain competitive, it is necessary to identify the new digital markets, and to know what a company needs to do to digitally transform itself. For this, TECH offers students the opportunity to acquire specialized knowledge, with practical cases on applications in real organizations, from different markets in Latin America and Europe that managed to take a step towards continuous improvement for the gestation of new successful business models, as well as cases of digital ventures that make use of innovation from its roots. A comprehensive program that will enable students to position themselves as leaders of 4.0 companies.

Postgraduate Diploma in New Digital Markets
TECH Global 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, practicing 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 based on the highest academic standards. A world-class centre for intensive managerial skills training.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

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

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 studies in the academic community"

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

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07 Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

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

04
Objectives

The main objective of this program is to provide students with an overview of the new digital markets. In this way, they will understand why many of today's companies are transforming to take advantage of internet opportunities to improve their productivity and market awareness. Undoubtedly, a program that will mark a before and after in the training of business professionals.

Get an overview of new market trends and apply them to your daily work"

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

The **Postgraduate Diploma in New Digital Markets** will enable students to:

01 Acquire a strategic vision to lead the change processes of innovation management and digital transformation

04 Analyze what digital skills are needed to carry out a digital transformation plan

02 Study the need for change, knowing the advantages, challenges and consequences of creating a digital transformation plan

03 Develop an IT plan identifying the organization's data and have the ability to make strategic decisions

05 Create a digital transformation team, understanding which areas of the company and profiles should be involved
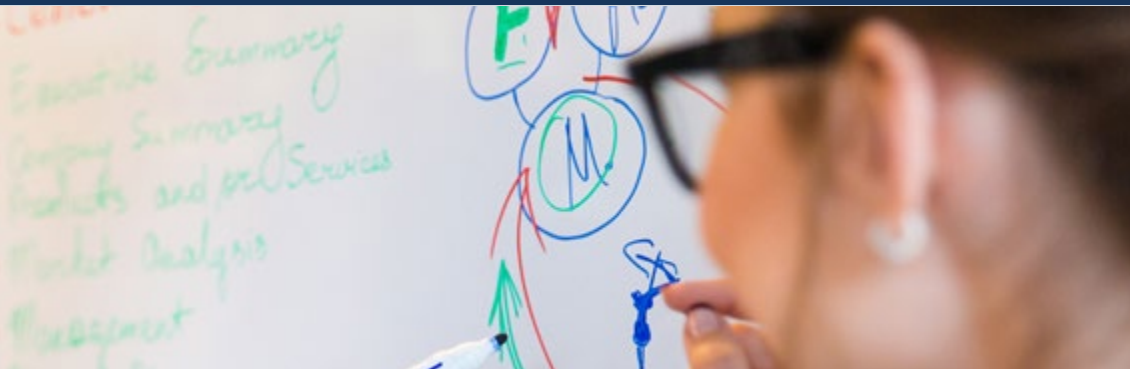
06 Apply what methodologies are being used by digital native companies or Startups to be competitive

08 Obtain a global vision of new trends that will provide us with new professional skills and competencies

09 Analyze the business impact of the use of current technologies

07 Study new technologies that allow us to manage organizations more efficiently

10 Master the methodologies and knowledge that provide a basis or opportunity to be innovative in the development of ideas

11 Lead the changes that are transforming organizational processes

12 Develop the vision and strategic capacity to define a marketing plan, as well as the tools that are currently being used

13 Lead and manage the digital marketing area at the enterprise level

14 Manage the digital channel that are currently being used

15 Develop a Marketing Plan

16 Make strategic decisions that improve the competitiveness of businesses

Structure and Content

The Postgraduate Diploma in New Digital Markets is a program designed to offer business professionals all the necessary knowledge to implement digital transformation processes in their company. For this, a very complete syllabus is proposed, ranging from IoT to online marketing tools; fundamental issues that can be applied in their daily practice, giving a twist to the 4.0 trends.

The new digital markets are the present and the future, so you can't be left behind. This specialization will allow you to get up to date with the main online tools for companies"

Syllabus

The digitization of companies is being experienced dramatically. Nowadays, whoever is not on social networks seems not to exist and, therefore, companies are looking for new markets and channels through which to distribute their products. Additionally, the change in purchasing habits, with a consumer profile that is increasingly better informed and more specialized, forces companies to differentiate themselves through their online publications.

But not only that, many of the processes and procedures have already been computerized, achieving greater efficiency and agility, which also brings significant benefits to companies.

For all these reasons, more and more business professionals are looking for a higher specialization in the new digital markets, which will provide them with the necessary skills to apply more competitive strategies that will result in improvements for the company.

With this program, the students will be able to make a theoretical-practical journey through all the specialized knowledge about the digital transformation of the company, which will mean a competitive improvement for their professional profile. And, best of all, they will be able to do it online, choosing themselves where and when to study, without having to put aside the rest of their daily obligations.

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

Module 1	Digital Transformation in the Company
Module 2	The New Digital Era: *Internet of Things (IoT)*
Module 3	Marketing Channels in the Digital Era

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 6-month course, students will be able to access all the contents at any time, which will allow them to self-manage their study time.

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

Module 1. Digital Transformation in the Company

1.1. Digital and Business Transformation
1.1.1. Digitization vs. Digital Transformation
1.1.2. Social Business: Platforms, Processes and People
1.1.3. Organizational Models

1.2. *Smart Company* or Company 4.0
1.2.1. Difference between Smart Company, Digital Company and Traditional Company
1.2.2. Keys to Management in Digital Native Companies
1.2.3. Design, Manufacturing, Logistics and Distribution of the Company 4.0

1.3. Digital Transformation
1.3.1. Challenges of Digital Transformation
1.3.2. Advantages of Digital Transformation
1.3.3. Barriers of Digital Transformation

1.4. Typology of Digital Transformation
1.4.1. Digital Transformation by Type of Business
1.4.2. Digital Transformation by Models of business
1.4.3. Digital Transformation by User Profile

1.5. Profiles Leading the Digital Transformation by Area
1.5.1. Technology
1.5.2. Marketing and Growth
1.5.3. Human Resources
1.5.4. Management

1.6. TI/ IS Strategic Planning
1.6.1. The IT/IS Plan
1.6.2. Structure of an IT/IS Plan
1.6.3. Phases of an IT/IS Plan

1.7. Information Systems Project Management
1.7.1. Functional and Non-Functional Requirements
1.7.2. Typology of Information Systems
1.7.3. Entity-relationship Model

1.8. Differences Between Methodologies
1.8.1. Differences between Design Thinking, Lean Startup, Agile, Growth Hacking
1.8.2. Delving into the Methodology of Growth Hacking
1.8.3. Other Methodologies Design Sprint, Kanban and Six Sigma

1.9. Digital Competencies
1.9.1. Strategic, Communicative and Agile Vision
1.9.2. Data Analytics
1.9.3. Creativity Management
1.9.4. Security/Safety

1.10. Consequences of Digital Transformation
1.10.1. Digitization of Society
1.10.2. Digital Division
1.10.3. Flexible Work, Work by Objectives and Teleworking

Module 2. The New Digital Era: *Internet of Things* (IoT)

2.1. Internet Of Things
2.1.1. Analysis of Internet of Things
2.1.2. Scope and Evolution
2.1.3. Transformation Implications for Companies

2.2. Big Data
2.2.1. Big Data and Small Data
2.2.2. The 4 V´s of Big Data
2.2.3. Predictive Analytics
2.2.4. Focus Data Driven

2.3. Cloud Productivity
2.3.1. Features
2.3.2. Implementation models
2.3.3. Levels or Layers

2.4. Technology Blockchain
2.4.1. Blockchain
2.4.2. Benefits of Blockchain
2.4.3. Blockchain Applications in the Business World

2.5. Artificial Intelligence (AI)
2.5.1. Artificial Intelligence
2.5.2. Types of Artificial Intelligences
2.5.3. Applications of Artificial Intelligences
2.5.4. Machine Learning vs. Artificial Intelligence

2.6. Extended Reality (XR)
2.6.1. Extended Reality
2.6.2. Virtual Reality (VR)
2.6.3. Augmented Reality (AR)
2.6.4. Mixed Reality (MR)

2.7. Augmented Humans or Human 2.0
2.7.1. Human Enhancement Technologies (HET)
2.7.2. Biohacking
2.7.3. Accelerated Learning

2.8. 3D Printing
2.8.1. Evolution and Scope of 3D Printing
2.8.2. Types of 3D Printing
2.8.3. Applications of 3D Printing

2.9. Localization-Based Services (LBS)
2.9.1. Bluetooth Low Energy (BLE): Beacons
2.9.2. GPS Location
2.9.3. Wireless Location: Geofending and Geotagging (RFID and NFC, Barcodes, QR Scanners)

2.10. 5G Technology
2.10.1. Connectivity
2.10.2. Advantages of 5G
2.10.3. Applications

Module 3. Marketing Channels in the Digital Era

3.1. Social Networks
3.1.1. Relationship
3.1.2. Entertainment
3.1.3. Professional
3.1.4. Niche

3.2. Influencer Marketing
3.2.1. Classification of Influencers
3.2.2. Design of Campaign with Influencers
3.2.3. Types of Campaign with Influencers

3.3. e-Mail Marketing
3.3.1. Objectives of e-Mail Marketing
3.3.2. Key Factors in e-Mail Marketing
3.3.3. E-mail Automation

3.4. Website and SEO
3.4.1. Web Page
3.4.2. SEO On Page
3.4.3. SEO Off Page

3.5. Mobile Applications and ASO
3.5.1. Types of Applications
3.5.2. Key Concepts
3.5.3. ASO Positioning

3.6. Paid Campaigns
3.6.1. Paid-Media Strategies
3.6.2. Google Ads
3.6.3. Facebook Ads

3.7. Affiliate Marketing
3.7.1. Affiliate Marketing Analysis
3.7.2. Affiliate Marketing Types
3.7.3. Key Aspects

3.8. Programmed Advertising
3.8.1. Programmed Advertising
3.8.2. Fundamental Actors
3.8.3. Benefits of Programmed Advertising
3.8.4. Real Time Bidding (RTB)

3.9. Loyalty Programs
3.9.1. Loyalty Programs
3.9.2. Importance of Gamification
3.9.3. Types of Loyalty Programs

3.10. Co-Branding vs.
3.10.1. Co-Branding Campaign
3.10.2. Co-Branding Types
3.10.3. Co-Branding vs. Co-Marketing

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

Our Students' Profiles

This program is aimed at graduates who want to specialize and acquire specific knowledge in cultural diversity, leadership in innovation and the latest technologies for digital transformation in their organization or to improve their professional projection.
It can also be very useful for professionals seeking to make a successful impact on innovation processes in their organizations, functional managers who are going through digital transformation processes and want to create new business models and optimize their current operations; or entrepreneurs of technology Startups with an innovative vocation.
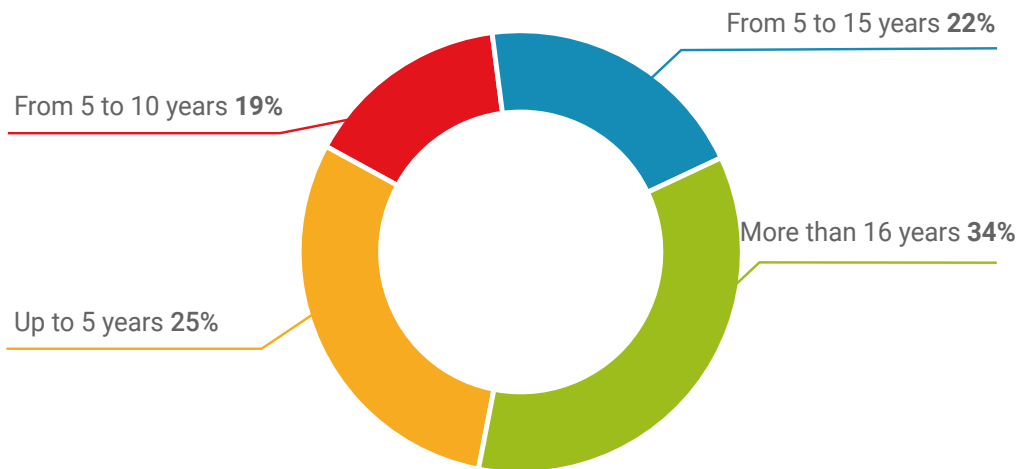
" *Improve the competitiveness of your business by applying the new tools offered by the network"*

Average Age

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

Years of Experience

From 5 to 15 years **22%**

From 5 to 10 years **19%**

More than 16 years **34%**

Up to 5 years **25%**

Training

Marketing **22%**

Economics and Business **32 %**

MBA **15%**

Engineering **31%**

Academic Profile

Entrepreneurs **15%**

Heads of Department **22%**

Heads of Marketing **31 %**
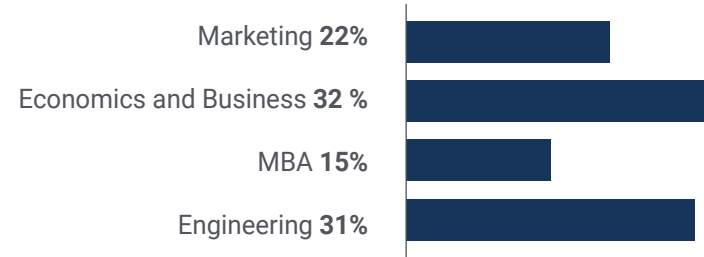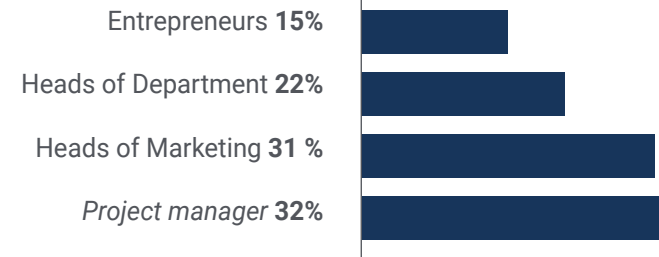
Project manager **32%**

Geographical Distribution

USA **18%**	
Spain **41%**	
Mexico **25%**	
Colombia **16%**	
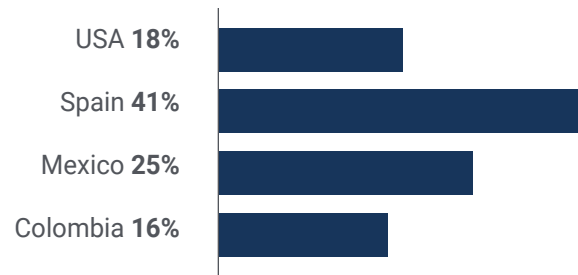
Ricardo Rodio

Project Manager

"This program has been fundamental for me to be able to actively participate in the digital transformation process of my company. In this way, I have developed the necessary skills to implement a new working method: more efficient, more competitive and more adapted to current trends"

Course Management

In our university we have professionals specialized in each area of knowledge, who bring their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.

"

Our teaching team, experts in New Digital Markets, will help you achieve professional success"

Management

Barrientos, Giancarlo

- Information Systems Engineer
- Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latan America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet Gmbh and Grupo Clarín
- Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- He is currently IT Manager at Assist-365

Mr. Nieto-Sandoval González- Nicolás, David

- Industrial Technical Engineer by the E.U.P of Málaga
- Industrial Engineer by the E.T.S.I.I. of Ciudad Real
- Data Protection Officer (DPO), Antonio Nebrija University
- Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels
- Writer of technological training content for both public and private entities
- Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

Professors

Ms. García Salvador, Laura

- Degree in Public Relations, Administration and Business Management
- Master's Degree in Digital Marketing in ESIC (Spain)
- Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

Impact on Your Career

The completion of this program will mean a competitive improvement for business professionals, as they will be better able to face the digital transformation processes of their companies. In this way, they will obtain specialized knowledge that will practically turn them into digital natives, contributing all this knowledge to their daily practice. Undoubtedly, a first-class program for professionals seeking excellence.

" TECH's main challenge is to help you achieve employment success"

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

The Postgraduate Diploma in New Digital Markets of TECH Global University is an intensive program that prepares students to face challenges and business decisions in the field of digital transformation. The main objective is to promote personal and professional growth. Helping students achieve success.

Companies need to be on the network and, therefore, they look for professionals like you for their digitalization processes.

Open the doors to a highly competitive job market.

Professional change for our students

During the program	During the first year	After 2 years
25%	**40%**	**35%**

Type of change

Internal Promotion **33%**
Change of Company **39%**
Entrepreneurship **28%**
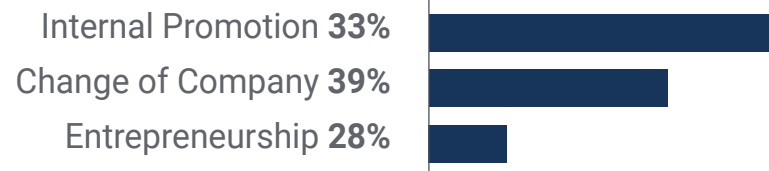
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10
Benefits for Your Company

The completion of the Postgraduate Diploma in New Digital Markets of TECH is a unique opportunity for students, as they will be able to understand, first hand, how the digitization process of companies should be carried out. But also, for the companies that hire the students, since they will be able to put into practice everything they have learned in a safe and efficient way. In short, a program that will lead students and their companies to success.

Your specific knowledge in digital markets will allow you to implement a new, more efficient and dynamic way of working"

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

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

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company

06 Increased competitiveness

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

11
Certificate

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

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

This program will allow you to obtain your **Postgraduate Diploma in New Digital Markets** endorsed by **TECH Global University**, the world's largest online university.

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

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

Title: **Postgraduate Diploma in New Digital Markets**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in New Digital Markets

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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