

# Executive Master's Degree MBA in Digital Marketing

**M B A D M**



## Executive Master's Degree MBA in Digital Marketing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/executive-master-degree/master-mba-digital-marketing](http://www.techtute.com/us/school-of-business/executive-master-degree/master-mba-digital-marketing)

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# 01 Welcome

The digital world has brought about major changes in the economy and in the way business is viewed and managed, along with the exponential growth of e-commerce. Companies and organizations are calling for more and more digital marketing specialists, a professional profile with the knowledge, skills, and abilities to manage and direct online strategies successfully. Therefore this MBA in Digital Marketing will prepare students to face challenges and business decisions in the field of e-commerce and marketing management in digital environments. In addition, it will offer a unique set of multimedia resources, in the form of 10 Masterclasses. These additional lessons, led by a leading international Digital Marketing expert, will give the entrepreneur the essential skills to achieve outstanding academic results and professional success.



MBA in Digital Marketing  
TECH Global University



“

*Reach the top of your business career with TECH!  
You will have access to 10 exclusive Masterclasses,  
designed by an internationally recognized Digital  
Marketing expert”*

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 Global 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

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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

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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

---

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 program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*Develop specific skills to manage your company's digital marketing and e-commerce strategically”*

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

The **MBA in Digital Marketing** will enable the student to:

01

Structure a business model around e-commerce

04

Know how to use quantitative and qualitative research tools to operate in digital environments

02

Understand the marketing strategies that a company must implement to operate in a competitive environment

03

Discover new digital tools to acquire customers and strengthen a brand

05

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





06

Carry out inbound marketing campaigns that help optimize the content directed towards our market

08

Acquire an innovative mindset to develop strategies adapted to the needs of the 21st century

09

Successfully lead partially or fully digitized sales and marketing teams

07

Understand the new digital communication paradigm

10

Manage digital suppliers optimally with the ability to choose, control, and demand efficiently



11

Develop a solid and complete digital marketing plan for the organization

12

Develop e-mail campaigns

13

Apply SEM and SEO strategies in marketing strategies





14

Use social media as an asset in marketing campaigns

15

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

16

Know the main trends for using e-commerce through cell phones

# 05 Skills

After passing the assessments on the MBA in Digital Marketing, the professional will have acquired the necessary skills for quality and up-to-date practice based on the most innovative teaching methodology.



“

*By completing this program, you will be equipped with the necessary skills to develop successfully in the field of digital marketing and e-commerce”*

01

Know in depth the changes in consumer tastes and purchasing methods and adapt the business to their needs

02

Design a complete digital marketing plan

03

Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors

04

Apply quantitative and qualitative market research tools

05

Know the trends in digital marketing and keep up to date with the main developments in this field



06

Apply inbound marketing tools and strategies

08

Perform web analytics, understand the results and use them to drive the company's online campaign



09

Define and design a social media marketing and communication plan

07

Use social networks as essential tools for brand awareness

10

In-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector

# 06

# Structure and Content

The MBA in Digital Marketing is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

The program takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a digital marketing manager and/or e-Commerce manager.







“

*The skills and abilities that you acquire by completing a program like this are fundamental to your personal and professional development"*

## Syllabus

The MBA in Digital Marketing from TECH Global University is an intensive program that prepares you to face challenges and business decisions in e-commerce and marketing management in digital environments.

The content of the MBA in Digital Marketing is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 2,700 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals with the digital world, marketing in this environment, as well as implementing e-commerce in companies, and is designed to specialize executives to understand digital marketing and e-commerce from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing

you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Executive Master's Degree takes place over 12 months and is divided into 4 large blocks:

<b>Module 1</b>	Digital Marketing and e-Commerce
<b>Module 2</b>	Digital Marketing Strategy
<b>Module 3</b>	Inbound Marketing
<b>Module 4</b>	Entrepreneurship
<b>Module 5</b>	Performance Marketing
<b>Module 6</b>	Search Engine Marketing and Search Engine Optimization (SEO)
<b>Module 7</b>	Search Engine Marketing (SEM)
<b>Module 8</b>	Conversion Optimization
<b>Module 9</b>	Social Media and Community Management
<b>Module 10</b>	e-Commerce Platforms
<b>Module 11</b>	Marketing Analysis
<b>Module 12</b>	Digital Marketing and e-Commerce
<b>Module 13</b>	Mobile e-Commerce
<b>Module 14</b>	Data Trading
<b>Module 15</b>	Leadership, Ethics and Social Responsibility in Companies
<b>Module 16</b>	People and Talent Management
<b>Module 17</b>	Economic and Financial Management
<b>Module 18</b>	Executive Management



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

TECH offers the possibility to study this MBA in Digital Marketing completely online. During the 12 months of training, the student will be able to access all the contents of this program 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 Marketing and E-Commerce**

**1.1. Digital Marketing and e-Commerce**

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

**1.2. Digital Strategy**

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

**1.3. Technology Strategy**

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

**1.4. Digital Regulation**

- 1.4.1. Privacy Policy and Personal Data Protection Act
- 1.4.2. Fake Profiles and Fake Followers
- 1.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

**1.5. Online Market Research**

- 1.5.1. Quantitative Research Tools in Online Markets
- 1.5.2. Dynamic Qualitative Customer Research Tools

**1.6. Online Agencies, Media and Channels**

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

**Module 2. Digital Marketing Strategy**

**2.1. Managing Digital Business**

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

**2.2. Digital Marketing to Reinforce a Brand**

- 2.2.1. Branded Content and Storytelling
- 2.2.2. Hypersegmentation
- 2.2.3. Videomarketing
- 2.2.4. Social Sales

**2.3. Defining the Digital Marketing Strategy**

- 2.3.1. Closed Loop Marketing
- 2.3.2. Continuous Loop Marketing
- 2.3.3. Multichannel Marketing

**2.4. Digital Marketing to Attract and Retain Customers**

- 2.4.1. Hypersegmentation and Micro-Localization
- 2.4.2. Loyalty and Engagement Strategies using the Internet
- 2.4.3. Visitor Relationship Management

**2.5. Digital Marketing Trends**

- 2.5.1. Remarketing
- 2.5.2. Digital Neuromarketing
- 2.5.3. Avatar Marketing
- 2.5.4. Bluecasting

**2.6. Digital Campaign Management**

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

**2.7. Online Marketing Plan**

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

**2.8. Blended Marketing**

- 2.8.1. Integrating On and Off Actions
- 2.8.2. Personalize and Segment
- 2.8.3. Improve the User Experience

**Module 3. Inbound Marketing****3.1. The Definition of Inbound Marketing**

- 3.1.1. Effective Inbound Marketing
- 3.1.2. The Benefits of Inbound Marketing
- 3.1.3. Measuring the Success of Inbound Marketing

**3.2. Target Research**

- 3.2.1. Consumer Intent Modelling and Buyer Personas
- 3.2.2. Customer Journey Mapping
- 3.2.3. Content Strategy

**3.3. Content Optimization**

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

**3.4. Content Creation**

- 3.4.1. User and Brand Generated Content
- 3.4.2. Opportunity Blogging
- 3.4.3. Video and Other Formats

**3.5. Content Dynamization**

- 3.5.1. Influencers
- 3.5.2. Blogger Outreach
- 3.5.3. Paid Content Seeding

**3.6. Conversion**

- 3.6.1. Lead Capturing and CRO
- 3.6.2. Lead Nurturing and Marketing Automation

**Module 4. Entrepreneurship****4.1. Innovation Methodology and Knowledge Society**

- 4.1.1. Design Thinking
- 4.1.2. The Blue Ocean Strategy
- 4.1.3. Collaborative Innovation
- 4.1.4. Open Innovation

**4.2. Strategic Innovation Intelligence**

- 4.2.1. Technology Monitoring
- 4.2.2. Technology Foresight
- 4.2.3. Coolhunting

**4.3. Entrepreneurship and Innovation**

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

**4.4. Project Management**

- 4.4.1. Agile Development
- 4.4.2. Lean Management in Startups
- 4.4.3. Project Tracking and Project Steering

**4.5. Business Plan**

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

**4.6. Financing Startups**

- 4.6.1. Seed Phase: Financial Funds and Subsidies
- 4.6.2. StartupPhase: Business Angels
- 4.6.3. Growth Phase: Venture Capital
- 4.6.4. Consolidation Phase. IPO

**Module 5. Performance Marketing**

**5.1. Permission Marketing**

- 5.1.1. How to Obtain a User's Permission
- 5.1.2. Personalizing the Message
- 5.1.3. Mail Confirmation or Double Opt-in

**5.2. Strategy and Performance Techniques**

- 5.2.1. Performance Marketing: Results
- 5.2.2. Digital Media Mix
- 5.2.3. The Importance of the Funnel

**5.3. Programmatic Marketing and RTB**

- 5.3.1. RTB: Real-Time Planning and Purchasing.
- 5.3.2. Programmatic Purchasing Ecosystem
- 5.3.3. How to Integrate RTB into the Media Mix?
- 5.3.4. Keys to RTB on Different Devices

**5.4. Affiliate Campaign Development**

- 5.4.1. Agencies and Affiliate Programs
- 5.4.2. Postview
- 5.4.3. Designing Affiliate Programs

**5.5. Launching an Affiliate Program**

- 5.5.1. Affiliation and Direct Affiliation Networks
- 5.5.2. Results Analysis and Monitoring
- 5.5.3. Fraud Control

**5.6. Developing E-Mail Campaigns**

- 5.6.1. Designing E-Mail Marketing Campaigns
- 5.6.2. E-mail Marketing
- 5.6.3. Lists of Subscribers, Leads, and Customers

**5.7. E-Mail Marketing Tools and Resources**

- 5.7.1. Acumbamail
- 5.7.2. Mailchimp
- 5.7.3. Templates
- 5.7.4. Inbox Inspection

**5.8. Online Writing for E-Mail Marketing Campaigns**

- 5.8.1. How to Create Good Headlines
- 5.8.2. Writing Content for Newsletters
- 5.8.3. Calls to Action in Newsletters

**5.9. Display and Campaign Optimization**

- 5.9.1. Advertising, Persuasive Communication
- 5.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
- 5.9.3. Affiliation
- 5.9.4. Campaign Preparation

**5.10. E-Mail Marketing Metrics**

- 5.10.1. List Metrics
- 5.10.2. Newsletter Delivery Metrics
- 5.10.3. Conversion Metrics

**Module 6. Search Engine Marketing and Search Engine Optimization (SEO)**

**6.1. How Search Engines Work**

- 6.1.1. Indicators and Indexes
- 6.1.2. Algorithms
- 6.1.3. SEO and Corporate Branding

**6.2. Fundamental Variables of SEO**

- 6.2.1. Indexability
- 6.2.2. Content
- 6.2.3. Popularity

**6.3. SEO Analysis**

- 6.3.1. Determining KPIs
- 6.3.2. Generating Scripts and Alerts
- 6.3.3. Optimization of Images, Videos and Other Elements

**6.4. Linkbuilding**

- 6.4.1. Ways of Carrying Out Effective Linkbuilding
- 6.4.2. Link Baiting
- 6.4.3. Link Audits
- 6.4.4. Penalties

**6.5. App Store Optimization**

- 6.5.1. App Indexing
- 6.5.2. App Visibility on Search Engines
- 6.5.3. Measuring the Visibility of Search Engine Apps

**6.6. Technical SEO**

- 6.6.1. Web Performance Optimization
- 6.6.2. Real Time and Content
- 6.6.3. Relevant Tagging and Headers
- 6.6.4. Advanced WPO Techniques

**6.7. SEO and e-Commerce**

- 6.7.1. Conversion Rate Optimization
- 6.7.2. Google Webmaster Tools
- 6.7.3. Social Proof and Viralization
- 6.7.4. Navigation and Indexability

**6.8. Integration in an Online Marketing Plan**

- 6.8.1. Metrics and Impact
- 6.8.2. Web Analytics
- 6.8.3. Other Monitoring Tools

## Module 7. Search Engine Marketing (SEM)

### 7.1. Keyword Hunting for SEM

- 7.1.1. Adwords Keyword Tool
- 7.1.2. Google Suggest
- 7.1.3. Insights for Search
- 7.1.4. Google Trends

### 7.2. SEM and Google Adwords

- 7.2.1. Google Shopping
- 7.2.2. Google Display Network
- 7.2.3. Google AdWords Mobile
- 7.2.4. YouTube Advertising

### 7.3. Google Products

- 7.3.1. Google Products Integrated in Adwords
- 7.3.2. Product Extensions vs. Product Ads
- 7.3.3. Google Shopping and Local
- 7.3.4. Google Merchant

### 7.4. Pay-Per-Click and SEM

- 7.4.1. Search and Display
- 7.4.2. Creating PPC Campaigns
- 7.4.3. Tracking Conversions

### 7.5. Facebook Ads

- 7.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 7.5.2. Creating Facebook Ads
- 7.5.3. Facebook Power Editor
- 7.5.4. Campaign Optimization

### 7.6. Other PPC Platforms.

- 7.6.1. Twitter Ads
- 7.6.2. LinkedIn
- 7.6.3. Baldu
- 7.6.4. Yandex

### 7.7. Strategy in SEM

- 7.7.1. Quality Score
- 7.7.2. CPC Bidding
- 7.7.3. Site Links

### 7.8. Measurement in SEM

- 7.8.1. KPIs
- 7.8.2. Impressions, Clicks and Conversions
- 7.8.3. Revenue, ROI, CPA

## Module 8. Conversion Optimization

### 8.1. Introduction to Conversion Rate Optimization

- 8.1.1. Purchase Cycle and Elements of Online Behavior
- 8.1.2. Fundamentals of Neuromarketing
- 8.1.3. Usability vs. Persuasion

### 8.2. CRO Methodology

- 8.2.1. Scientific Method
- 8.2.2. Conversion Pyramid
- 8.2.3. The CRO Process

### 8.3. Web Analytics and CRO

- 8.3.1. Qualitative Analysis
- 8.3.2. Behavior Analysis
- 8.3.3. Business and User Objectives

### 8.4. User Experience y Conversion Rate Optimization

- 8.4.1. Lean and User Experience
- 8.4.2. Wireframing
- 8.4.3. Persuasive Copy

### 8.5. CRO and Psychology

- 8.5.1. Neuromarketing
- 8.5.2. Web Design and Neuromarketing
- 8.5.3. Learning, Memory, and Emotions

### 8.6. Behavioral Economics

- 8.6.1. Decision Factors
- 8.6.2. Motivation and Anchoring
- 8.6.3. The Role of the Unconscious

### 8.7. Experimentation in CRO

- 8.7.1. A/B vs. Multivariates
- 8.7.2. Testing Tools
- 8.7.3. Implementation and Execution

### 8.8. CRO in e-Commerce

- 8.8.1. E-Commerce and CRO
- 8.8.2. The e-Commerce Funnel
- 8.8.3. Processes to Optimize

**Module 9. Social Media and Community Management**

**9.1. Web 2.0 or the Social Web**

- 9.1.1. Organization in the Age of Conversation
- 9.1.2. Web 2.0 Is All About People
- 9.1.3. New Environments, New Content

**9.2. Digital Communication and Reputation**

- 9.2.1. Crisis Management and Online Corporate Reputation
- 9.2.2. Online Reputation Report
- 9.2.3. Netiquette and Good Practices on Social Media
- 9.2.4. Branding and Networking 2.0

**9.3. General, Professional, and Microblogging Platforms**

- 9.3.1. Facebook
- 9.3.2. LinkedIn
- 9.3.3. Twitter

**9.4. Video, Image, and Mobility Platforms**

- 9.4.1. YouTube
- 9.4.2. Instagram
- 9.4.3. Flickr
- 9.4.4. Vimeo
- 9.4.5. Pinterest

**9.5. Corporate Blogging**

- 9.5.1. How to Create a Blog?
- 9.5.2. Content Marketing Strategy
- 9.5.3. How to Create a Content Plan for Your Blog?
- 9.5.4. Content Curation Strategy

**9.6. Social Media Strategies**

- 9.6.1. Corporate Communication Plan 2.0
- 9.6.2. Corporate PR and Social Media
- 9.6.3. Analysis and Evaluation of Results

**9.7. Community Management**

- 9.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 9.7.2. Social Media Manager
- 9.7.3. Social Media Strategist

**9.8. Social Media Plan**

- 9.8.1. Designing a Social Media Plan
- 9.8.2. Defining the Strategy to Be Followed in Each Medium
- 9.8.3. Contingency Protocol in Case of Crisis

**Module 10. e-Commerce Platforms**

**10.1. Digital e-Commerce Management**

- 10.1.1. New e-Commerce Business Models
- 10.1.2. Planning and Developing an e-Commerce Strategic Plan
- 10.1.3. Technological Structure in e-Commerce

**10.2. e-Commerce Operations and Logistics**

- 10.2.1. How to Manage Fulfillment?
- 10.2.2. Digital Point-of-Sale Management
- 10.2.3. Contact Center Management
- 10.2.4. Automation in Management and Monitoring Processes

**10.3. Implementing e-Commerce Techniques**

- 10.3.1. Social Media and Integration in the E-Commerce Plan
- 10.3.2. Multichannel Strategy
- 10.3.3. Personalizing Dashboards

**10.4. Digital Pricing**

- 10.4.1. Online Payment Methods and Payment Gateways
- 10.4.2. Electronic Promotions
- 10.4.3. Digital Price Timing
- 10.4.4. e-Auctions

**10.5. From e-Commerce to m-Commerce and s-Commerce**

- 10.5.1. e-Marketplace Business Models
- 10.5.2. s-Commerce and Brand Experience
- 10.5.3. Purchase via Mobile Devices

**10.6. Customer Intelligence: From e-CRM to s-CRM**

- 10.6.1. Integrating the Consumer in the Value Chain
- 10.6.2. Online Research and Loyalty Techniques
- 10.6.3. Planning a Customer Relationship Management Strategy

**10.7. Digital Marketing Trade**

- 10.7.1. Cross Merchandising
- 10.7.2. Designing and Managing Facebook Ads Campaigns
- 10.7.3. Designing and Managing Google Adwords Campaigns

**10.8. Online Marketing for e-Commerce**

- 10.8.1. Inbound Marketing
- 10.8.2. Display and Programmatic Purchasing
- 10.8.3. Communication Plan



**Module 11. Marketing Analysis****11.1. Web Analysis**

- 11.1.1. The Fundamentals of Web Analytics
- 11.1.2. Classic Media vs Digital Media
- 11.1.3. The Web Analyst's Basic Methodology

**11.2. Google Analytics**

- 11.2.1. Configuring an Account
- 11.2.2. Javascript Tracking API
- 11.2.3. Customized Reports and Segments

**11.3. Qualitative Analysis**

- 11.3.1. Research Techniques Applied in Web Analytics
- 11.3.2. Customer Journey
- 11.3.3. Purchase Funnel

**11.4. Digital Metrics**

- 11.4.1. Basic Metrics
- 11.4.2. Ratios
- 11.4.3. Setting Objectives and KPIs

**11.5. Acquisition and Marketing Analytics**

- 11.5.1. ROI
- 11.5.2. ROAS
- 11.5.3. CLV

**11.6. Strategy Analysis Areas**

- 11.6.1. Web Traffic Acquisition
- 11.6.2. Activation
- 11.6.3. Conversion
- 11.6.4. Loyalty

**11.7. Data Science and Big Data**

- 11.7.1. Business Intelligence
- 11.7.2. Methodology and Analysis of Large Volumes of Data
- 11.7.3. Data Extraction, Processing, and Loading

**11.8. Application Programming Interface (API)**

- 11.8.1. APIs and Google Analytics
- 11.8.2. Query Explorer
- 11.8.3. Supermetrics Functions

**11.9. Data Visualization**

- 11.9.1. Viewing and Interpreting Dashboards
- 11.9.2. Converting Data into a Value
- 11.9.3. Integrating Sources
- 11.9.4. Presenting Reports

**11.10. Web Analytics Tools**

- 11.10.1. Technological Basis of WA Tool
- 11.10.2. Logs and Tags
- 11.10.3. Basic and Ad-hoc Labeling

**Module 12. Digital Marketing and e-Commerce****12.1. UX Design**

- 12.1.1. Information Architecture
- 12.1.2. SEO and Analytics for UX
- 12.1.3. Landing Pages

**12.2. Technical Terms in UX Design**

- 12.2.1. Wireframe and Components
- 12.2.2. Interaction Pattern and Navigation Flow
- 12.2.3. User Profile
- 12.2.4. Process and Process Funnel

**12.3. Research**

- 12.3.1. Research in Interface Design Projects
- 12.3.2. Qualitative and Quantitative Approach
- 12.3.3. Announce the Results of the Research

**12.4. Digital Design**

- 12.4.1. Digital Prototype
- 12.4.2. Axure and Responsive
- 12.4.3. Interaction Design and Visual Design

**12.5. User Experience**

- 12.5.1. User Focused Design Methodology
- 12.5.2. User Research Techniques
- 12.5.3. Involve the Customer in the Process
- 12.5.4. Shopping Experience Management

**12.6. Designing the User Experience Strategy**

- 12.6.1. Content Trees
- 12.6.2. High-Fidelity Wireframes
- 12.6.3. Component Maps
- 12.6.4. Usability Guides

**12.7. Usability Evaluation**

- 12.7.1. Usability Evaluation Techniques
- 12.7.2. Data Visualization
- 12.7.3. Presenting Data

**12.8. Customer Value and Customer Experience Management**

- 12.8.1. Use of Narratives and Storytelling
- 12.8.2. Co-Marketing as a Strategy
- 12.8.3. Content Marketing Management
- 12.8.4. The ROI of Customer Experience Management

**Module 13. Mobile e-Commerce**

**13.1. Mobile Marketing**

- 13.1.1. New Consumption and Mobility Habits
- 13.1.2. The SoLoMo Model
- 13.1.3. The 4 Ps of the Marketing Mix in Mobility

**13.2. Mobile Technology**

- 13.2.1. Mobile Operators
- 13.2.2. Mobile Devices and Operating Systems
- 13.2.3. Mobile Apps and Web Apps
- 13.2.4. Sensors and Integration with the Physical World

**13.3. Trends in Mobile Marketing**

- 13.3.1. Mobile Publishing
- 13.3.2. Advergaming and Gamification
- 13.3.3. Mobile Geolocalization
- 13.3.4. Augmented Reality

**13.4. Mobile User Behavior**

- 13.4.1. New Search Habits on Mobile Devices
- 13.4.2. Multi-Screen
- 13.4.3. Mobile as a Purchasing Driver
- 13.4.4. ASO, Mobile User Acquisition and Loyalty

**13.5. User Interface and Shopping Experience**

- 13.5.1. m-Commerce Rules and Platforms
- 13.5.2. Omnichannel
- 13.5.3. Mobile & Proximity Marketing
- 13.5.4. Gap between Consumer and Advertiser
- 13.5.5. Mobile Commerce Content Managers

**13.6. Apps and Purchases**

- 13.6.1. Designing Mobile Commerce Apps
- 13.6.2. App Stores
- 13.6.3. App Marketing for Customer Loyalty
- 13.6.4. App Marketing for eCommerce

**13.7. Mobile Payments**

- 13.7.1. Value Chain and Business Models of Mobile Payment Methods
- 13.7.2. Keys to Improve UX in Mobile Payment
- 13.7.3. Positioning Strategies in the Mobile Payments Market
- 13.7.4. Fraud Management

**13.8. Mobile Analytics**

- 13.8.1. Mobile Measurement and Analysis Methodologies
- 13.8.2. Mobile Metrics: Main KPIs
- 13.8.3. Profitability Analysis
- 13.8.4. Mobile Analytics

**13.9. Mobile Commerce**

- 13.9.1. Services
- 13.9.2. Applications
- 13.9.3. Mobile Social Shopping

**13.10. Mobile Social Media Applications**

- 13.10.1. Integrating Cell Phones into Social Networks
- 13.10.2. Mobility, Relationship, Ubiquity and Publicity
- 13.10.3. Facebook Places
- 13.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

**Module 14. Data Trading**

**14.1. Data Science and Big Data**

- 14.1.1. Impact of Big Data and Data Science on Business Strategy
- 14.1.2. Introduction to Command Line
- 14.1.3. Data Science Problems and Solutions

**14.2. Data Hacking Languages**

- 14.2.1. SQL Databases
- 14.2.2. Introduction to Python
- 14.2.3. R Programming

**14.3. Statistics**

- 14.3.1. Introduction to Statistics
- 14.3.2. Linear and Logistic Regression
- 14.3.3. PCA and Clustering

**14.4. Machine Learning**

- 14.4.1. Model Selection and Regularization
- 14.4.2. Random Trees and Forests
- 14.4.3. Processing Natural Language

**14.5. Big Data**

- 14.5.1. Hadoop
- 14.5.2. Spark
- 14.5.3. Collaborative Recommendation and Filtering Systems

**14.6. Data Science Success Stories**

- 14.6.1. Customer Segmentation Using the RFM Model
- 14.6.2. Experiment Design Application
- 14.6.3. Supply Chain Value: Forecasting
- 14.6.4. Business Intelligence

**14.7. Hybrid Architectures in Big Data**

- 14.7.1. Lambda Architecture
- 14.7.2. Kappa Architecture
- 14.7.3. Apache Flink and Practical Implementations
- 14.7.4. Amazon Web Services

**14.8. Big Data in the Cloud**

- 14.8.1. AWS: Kinesis
- 14.8.2. AWS: DynamoSDB
- 14.8.3. Google Cloud Computing
- 14.8.4. Google BigQuery

**Module 15. Leadership, Ethics and Social Responsibility in Companies**
**15.1. Globalization and Governance**

- 15.1.1. Governance and Corporate Governance
- 15.1.2. The Fundamentals of Corporate Governance in Companies
- 15.1.3. The Role of the Board of Directors in the Corporate Governance Framework

**15.2. Leadership**

- 15.2.1. Leadership. A Conceptual Approach
- 15.2.2. Leadership in Companies
- 15.2.3. The Importance of Leaders in Business Management

**15.3. Cross-Cultural Management**

- 15.3.1. Concept of Cross-Cultural Management
- 15.3.2. Contributions to the Knowledge of National Cultures
- 15.3.3. Diversity Management

**15.4. Management and Leadership Development**

- 15.4.1. Concept of Management Development
- 15.4.2. Concept of Leadership
- 15.4.3. Leadership Theories
- 15.4.4. Leadership Styles
- 15.4.5. Intelligence in Leadership
- 15.4.6. The Challenges of Today's Leader

**15.5. Business Ethics**

- 15.5.1. Ethics and Morality
- 15.5.2. Business Ethics
- 15.5.3. Leadership and Ethics in Companies

**15.6. Sustainability**

- 15.6.1. Sustainability and Sustainable Development
- 15.6.2. The 2030 Agenda
- 15.6.3. Sustainable Companies

**15.7. Corporate Social Responsibility**

- 15.7.1. International Dimensions of Corporate Social Responsibility
- 15.7.2. Implementing Corporate Social Responsibility
- 15.7.3. The Impact and Measurement of Corporate Social Responsibility

**15.8. Responsible Management Systems and Tools**

- 15.8.1. CSR: Corporate Social Responsibility
- 15.8.2. Essential Aspects for Implementing a Responsible Management Strategy
- 15.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
- 15.8.4. Tools and Standards of CSR

**15.9. Multinationals and Human Rights**

- 15.9.1. Globalization, Multinational Corporations and Human Rights
- 15.9.2. Multinational Corporations and International Law
- 15.9.3. Legal Instruments for Multinationals in the Field of Human Rights

**15.10. Legal Environment and Corporate Governance**

- 15.10.1. International Rules on Importation and Exportation
- 15.10.2. Intellectual and Industrial Property
- 15.10.3. International Labor Law

**Module 16. People and Talent Management**
**16.1. Strategic People Management**

- 16.1.1. Strategic Human Resources Management
- 16.1.2. Strategic People Management

**16.2. Human Resources Management by Competencies**

- 16.2.1. Analysis of the Potential
- 16.2.2. Remuneration Policy
- 16.2.3. Career/Succession Planning

**16.3. Performance Evaluation and Compliance Management**

- 16.3.1. Performance Management
- 16.3.2. Performance Management: Objectives and Process

**16.4. Innovation in Talent and People Management**

- 16.4.1. Strategic Talent Management Models
- 16.4.2. Talent Identification, Training and Development
- 16.4.3. Loyalty and Retention
- 16.4.4. Proactivity and Innovation

**16.5. Motivation**

- 16.5.1. The Nature of Motivation
- 16.5.2. Expectations Theory
- 16.5.3. Needs Theory
- 16.5.4. Motivation and Financial Compensation

**16.6. Developing High Performance Teams**

- 16.6.1. High-Performance Teams: Self-Managing Teams
- 16.6.2. Methodologies for Managing High Performance Self-Managed Teams

**16.7. Change Management**

- 16.7.1. Change Management
- 16.7.2. Types of Change Management Processes
- 16.7.3. Stages or Phases in Change Management

**16.8. Negotiation and Conflict Management**

- 16.8.1. Negotiation
- 16.8.2. Conflict Management
- 16.8.3. Crisis Management

**16.9. Executive Communication**

- 16.9.1. Internal and External Communication in the Business Environment
- 16.9.2. Communication Departments
- 16.9.3. The Head of Communication of the Company. The Profile of the Dircom

**16.10. Productivity, Attraction, Retention and Activation of Talent**

- 16.10.1. Productivity
- 16.10.2. Talent Attraction and Retention Levers

**Module 17. Economic and Financial Management**

**17.1. Economic Environment**

- 17.1.1. Macroeconomic Environment and the National Financial System
- 17.1.2. Financial Institutions
- 17.1.3. Financial Markets
- 17.1.4. Financial Assets
- 17.1.5. Other Financial Sector Entities

**17.2. Executive Accounting**

- 17.2.1. Basic Concepts
- 17.2.2. The Company's Assets
- 17.2.3. The Company's Liabilities
- 17.2.4. The Company's Net Worth
- 17.2.5. The Income Statement

**17.3. Information Systems and Business Intelligence**

- 17.3.1. Fundamentals and Classification
- 17.3.2. Cost Allocation Phases and Methods
- 17.3.3. Choice of Cost Center and Impact

**17.4. Budget and Management Control**

- 17.4.1. The Budgetary Model
- 17.4.2. The Capital Budget
- 17.4.3. The Operating Budget
- 17.4.5. The Cash Budget
- 17.4.6. Budget Monitoring

**17.5. Financial Management**

- 17.5.1. The Company's Financial Decisions
- 17.5.2. The Financial Department
- 17.5.3. Cash Surpluses
- 17.5.4. Risks Associated with Financial Management
- 17.5.5. Risk Management of the Financial Management

**17.6. Financial Planning**

- 17.6.1. Definition of Financial Planning
- 17.6.2. Actions to Be Taken in Financial Planning
- 17.6.3. Creation and Establishment of the Business Strategy
- 17.6.4. The Cash Flow Chart
- 17.6.5. The Working Capital Chart

**17.7. Corporate Financial Strategy**

- 17.7.1. Corporate Strategy and Sources of Financing
- 17.7.2. Corporate Financing Financial Products

**17.8. Strategic Financing**

- 17.8.1. Self-financing
- 17.8.2. Increase in Shareholder's Equity
- 17.8.3. Hybrid Resources
- 17.8.4. Financing through Intermediaries

**17.9. Financial Analysis and Planning**

- 17.9.1. Analysis of the Balance Sheet
- 17.9.2. Analysis of the Income Statement
- 17.9.3. Profitability Analysis

**17.10. Analyzing and Solving Cases/ Problems**

- 17.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

**Module 18. Executive Management****18.1. General Management**

- 18.1.1. The Concept of General Management
- 18.1.2. The Role of the CEO
- 18.1.3. The CEO and their Responsibilities
- 18.1.4. Transforming the Work of Management

**18.2. Manager Functions:  
Organizational Culture and  
Approaches**

- 18.2.1. Manager Functions: Organizational Culture and Approaches

**18.3. Operations Management**

- 18.3.1. The Importance of Management
- 18.3.2. Value Chain
- 18.3.3. Quality Management

**18.4. Public Speaking and Spokesperson  
Education**

- 18.4.1. Interpersonal Communication
- 18.4.2. Communication Skills and Influence
- 18.4.3. Communication Barriers

**18.5. Personal and Organizational  
Communication Tools**

- 18.5.1. Interpersonal Communication
- 18.5.2. Interpersonal Communication Tools
- 18.5.3. Communication in the Organization
- 18.5.4. Tools in the Organization

**18.6. Communication in Crisis Situations**

- 18.6.1. Crisis
- 18.6.2. Phases of the Crisis
- 18.6.3. Messages: Contents and Moments

**18.7. Preparation of a Crisis Plan**

- 18.7.1. Analysis of Possible Problems
- 18.7.2. Planning
- 18.7.3. Adequacy of Personnel

**18.8. Emotional Intelligence**

- 18.8.1. Emotional Intelligence and Communication
- 18.8.2. Assertiveness, Empathy, and Active Listening
- 18.8.3. Self- Esteem and Emotional Communication

**18.9. Personal Branding**

- 18.9.1. Strategies for Personal Brand Development
- 18.9.2. Personal Branding Laws
- 18.9.3. Tools for Creating Personal Brands

**18.10. Leadership and Team  
Management**

- 18.10.1. Leadership and Leadership Styles
- 18.10.2. Leadership Skills and Challenges
- 18.10.3. Managing Change Processes
- 18.10.4. Managing Multicultural Teams

07

# Methodology

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

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





“

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

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

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

“

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



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





## A learning method that is different and innovative

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

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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.



08

# Our Students' Profiles

The MBA in Digital Marketing is a program aimed at sales and marketing professionals who want to update their knowledge, discover new ways of selling, understand the digital market, develop techniques to build customer loyalty, and lead sales teams in online environments, as well as advance in their professional career.



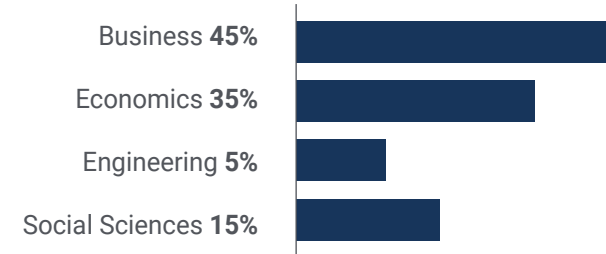
“

*If you have experience in marketing and e-commerce, and want to continue specializing in this field, do not hesitate and join TECH”*

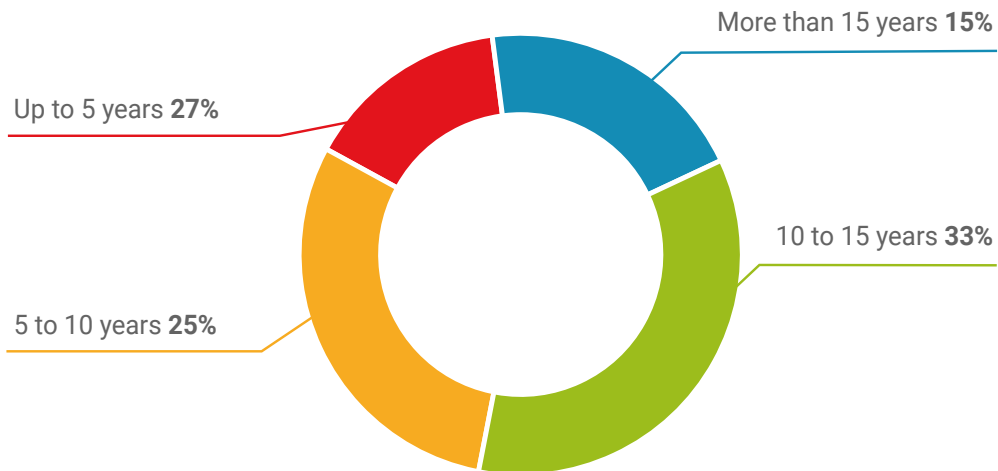
### Average Age

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

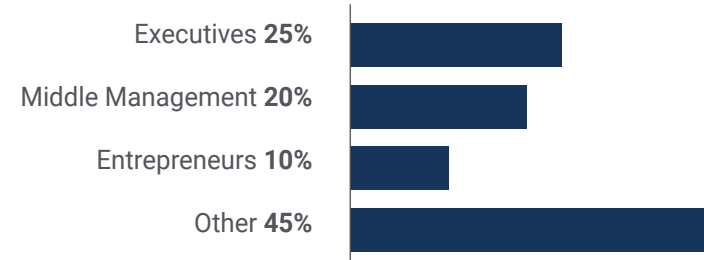
### Training



### Years of Experience



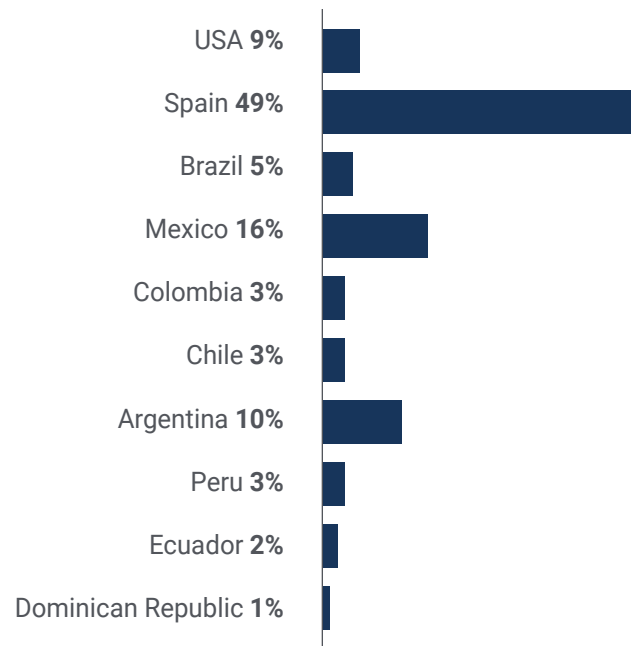
### Educational Profile





## Geographical Distribution

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## Miriam Díaz

Social Media and Content Manager

*"From this Executive Master's Degree I would like to emphasize the teacher's ability to transmit and share knowledge in a simple, precise and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools to apply in their day-to-day work. Without a doubt, it is an economic investment in education that helps you obtain great benefits in the short term"*

09

# Course Management

All teachers chosen by TECH for this program have extensive experience in the Marketing industry, and are kept up to date with the latest trends in the sector. To this is added a network of contacts and collaborations in some of the most successful companies in the market that implement cutting-edge resources and disruptive digital methodologies in their strategies. Therefore, managers who graduate from this program will have the skills and knowledge essential to face challenges and apply the main innovations in this field in their daily leadership.



“

*Don't miss this academic opportunity to expand your leadership skills with the best executives in Digital Marketing"*

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50 companies** such as **NBC Universal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR managers** to meet operational and strategic hiring objectives. In particular, she aims to build **diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying** Mastercard's **employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

“

*Thanks to TECH you will be able to learn with the best professionals in the world"*

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## Mr. Gauthier, Rick

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- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers and the digital world**.

The strategies designed by Arman have a real impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

He has also nurtured and led **high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting “cost-effective decarbonization”** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.





## Mr. Arman, Romi

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- Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- Global Head of eCommerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- Graduate of the University of Leeds
- Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- Executive Digital Transformation Course by IMD



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## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **Global Procurement Manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as **Eaton**, **Airbus** and **Siemens**, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field"*

## International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and **execute concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity** and **adaptation to fast-paced work rhythms**. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development and marketing** of **different collections**. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning** of **different brands** and redefine their key performance indicators (KPI).



## Mr. La Sala, Andrea

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- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, entered on the impulse of data and its infinite possibilities.



## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*

## International Guest Director

Scott Stevenson is a distinguished **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics and creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials and trailers**.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication and storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence in business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing and Digital Media**.





## Mr. Stevenson, Scott

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- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

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*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process”*

## International Guest Director

Eric Nyquist is an outstanding professional in the international sports field, who has built an impressive career, standing out for his strategic leadership and his ability to drive change and innovation in top-level sports organizations.

In fact, he has held senior roles such as Director of Communications and Impact at NASCAR, based in Florida, USA. With many years of experience behind him at NASCAR, Nyquist has also held several leadership positions, including Senior Vice President of Strategic Development and General Manager of Business Affairs managing more than a dozen disciplines ranging from strategic development to entertainment marketing.

Nyquist has also made a significant mark on Chicago's top sport's franchises. As Executive Vice President of the Chicago Bulls and the Chicago White Sox franchises, he has demonstrated his ability to drive business and strategic success in the world of professional sports.

Finally, it is worth noting that he began his career in sports while working in New York as senior strategic analyst for Roger Goodell in the National Football League (NFL) and, prior to that, as a Legal Intern for the United States Soccer Federation.



## Mr. Nyquist, Eric

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- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Law Degree from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



*Thanks to this 100% online university degree, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!"*

## Management



### Mr. Galán, José

- ♦ Specialist in Online Marketing
- ♦ Director of E-Marketing at TECH Global University
- ♦ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ European Higher Program in Digital Marketing by ESIC



10

# 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. And, with us, you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH has to offer you to specialize with the best team in this highly demanded professional field.



“

*Our challenge is to generate a positive change in your professional career, and we are fully committed to helping you achieve it"*

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

TECH's MBA in Digital Marketing is an intensive program that prepares you to face challenges and business decisions in the field of e-commerce and marketing management in digital environments. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

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

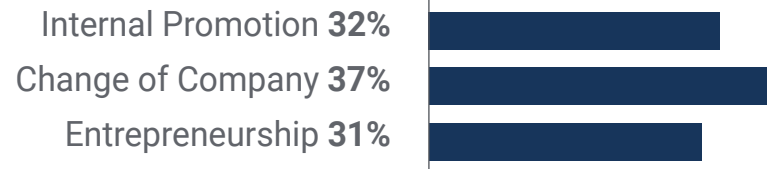
*If you want to make a positive change in your profession, our academic program will help you achieve it.*

### Generating Positive Change

#### When the change occurs



#### Time of Change





### Salary increase

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



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# Benefits for Your Company

The MBA in Digital Marketing helps raise the organization's talent to its maximum potential by training high-level leaders.

Participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*After completing this Executive Master's Degree, you will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization”*

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.

---

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.

# 12 Certificate

The MBA in Digital Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to an Executive Master's Degree Certificate issued by TECH Global University.



“

*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 an **MBA in Digital Marketing** 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.

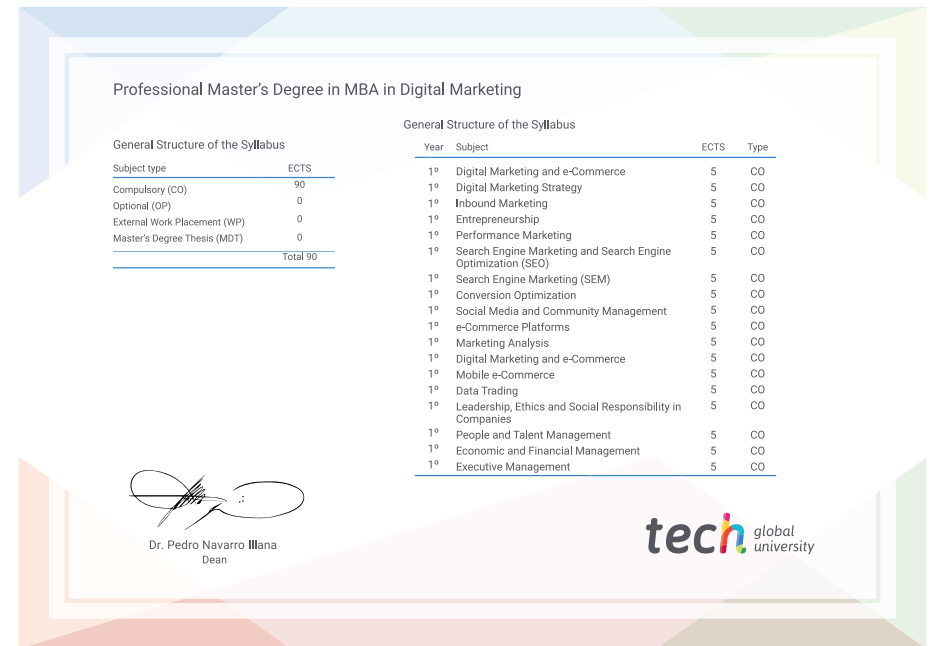
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in MBA in Digital Marketing**

Modality: **online**

Duration: **12 months**

Accreditation: **90 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.





## Executive Master's Degree

### MBA in Digital Marketing

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **90 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Master's Degree MBA in Digital Marketing



SEARCH ENGINE  
MARKETING

The image shows a laptop screen with a blue background. In the center, the words "SEARCH ENGINE MARKETING" are written in large, white, bold, sans-serif capital letters. Surrounding this central text are several circular icons connected by thin white lines, forming a network. The icons include: a magnifying glass labeled "SEARCH", a star labeled "RANKING", a globe labeled "WEB", a group of three people labeled "TARGET GROUP", a chain link labeled "BACKLINKS", and a gauge labeled "PERFORMANCE MEASUREMENT". The laptop is shown from a low angle, with the keyboard and trackpad visible in the foreground. The background is a blurred office setting.