Postgraduate Certificate
Digital Marketing Strategy

tech technological university

Postgraduate Certificate
Digital Marketing Strategy

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

Website: **www.techtitute.com/in/design/postgraduate-certificate/digital-marketing-strategy**

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01
Introduction

It is impossible to understand the modern market without a good Marketing strategy, and it is even more unlikely that a company can be founded without a good foundation in Digital Marketing. Digital consumption is in full swing, with more and more people losing prejudices and fears when it comes to online buying, meaning that experts in Digital Marketing are in high demand. With this program, students are guaranteed to expand their knowledge of design and gain complementary digital skills, which will contribute towards an effective online marketing strategy.

You have so much talent; you just need to learn how to let the world know so they can appreciate it"

It is becoming more and more common for any type of purchase or transaction to be made over the Internet. The public is becoming more familiar with online sales platforms and the emergence of new Start-ups that streamline these processes has only accelerated the general acceptance of this more convenient and faster way of shopping.

In this context, many companies have tentatively started to build their online image and sales platforms, while many others see the need to update their platforms and adapt them to new technologies. This is where the role of the digital Marketing strategist comes into play, the person who guides companies in this task and helps them to develop an effective strategy with which to open up to the new digital environment.

After completing this Postgraduate Certificate in Digital Marketing Strategy, students will be able to identify target audiences; understand the analytics and metrics used in digital marketing; know about the different options for promoting a brand and assessing the effectiveness of actions taken, in addition to other tools and skills that are essential for all Digital Marketing experts.

They will gain a whole series of skills applicable to any sector of innovation and design, where good online planning that showcases the great talent and creativity of designers becomes even more crucial.

This **Postgraduate Certificate in Digital Marketing Strategy** contains the most complete and up-to-date program on the market. The most important features include:

- Provision of market research skills, strategic vision, digital and co-creation methodologies
- Provision of the necessary knowledge to effectively manage any online Marketing campaign or action
- Practical cases which show how to apply the acquired knowledge in a realistic setting
- Instruction on how to organize and plan tasks, taking advantage of available resources to tackle them in precise time frames
- Instruction on how to apply creativity to the world of Marketing to stand out from the competition
- Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today

Be the person in charge of developing online sales strategies for your company and learn how to reach the target audience"

" *Think about the great advertising campaigns you've seen on the internet that have inspired you. The time has come for you to start creating them"*

By applying all your creativity to the knowledge acquired on this Postgraduate Certificate you will become known throughout the design sector.

If you feel that your talent lacks an appropriate audience, with this Postgraduate Certificate TECH will teach you how to expand your reach and achieve the recognition you deserve.

The teaching staff is made up of professionals from the sector who bring their experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts
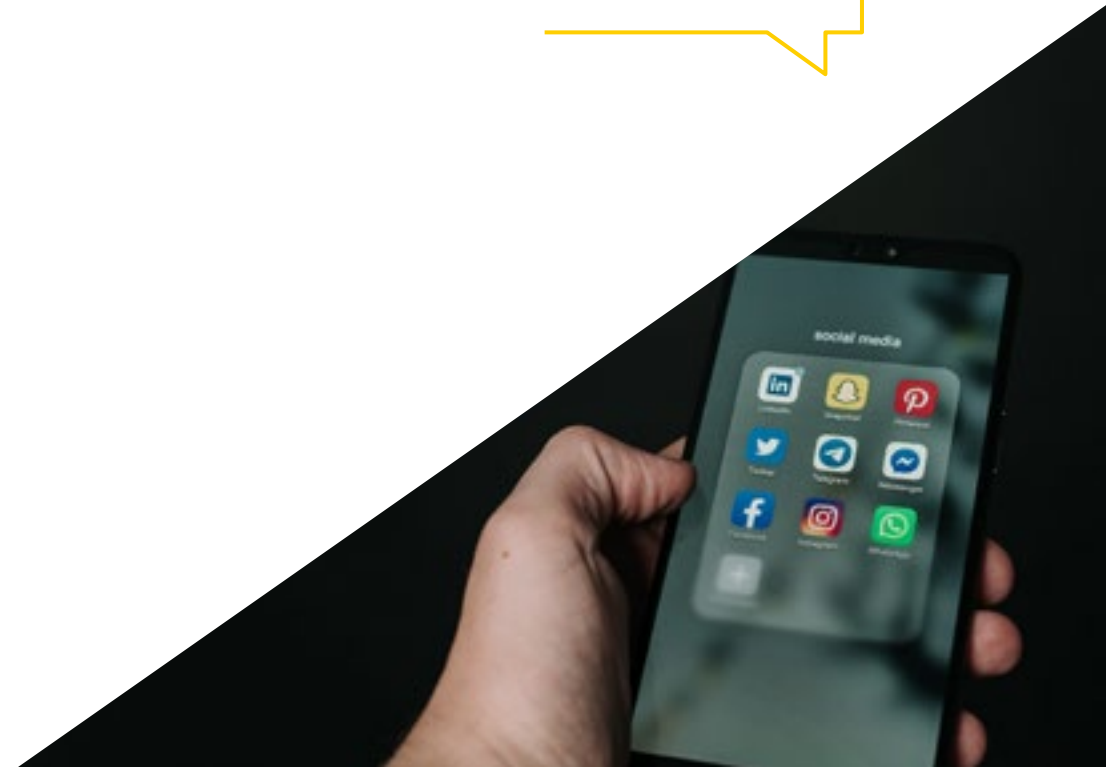
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Objectives

The objectives of this Postgraduate Certificate in Digital Marketing Strategy the skills and competencies that students will acquire upon completion. This set of capabilities ranges from target audience identification, measurement tools and analytics diagnostics to the final consumer experience process, Marketing automation and post-analysis of results.

Secure the best opportunities by knowing how to capture a network of online customers in a highly competitive industry"

General Objectives

- To offer useful knowledge for the training of students, providing them with skills for the development and application of original ideas in their personal and professional work

- Resolve problems in innovative environments and in interdisciplinary contexts within the ambit of creative business management in order to attract customers

- Acquire market research skills, strategic vision, digital and co-creation methodologies

- Gain specific know-how on the management of the digital sales plan of companies and organizations in the new context of the Creative Industries

- Appreciate the importance of creative processes in the development of a strategic Marketing plan

- Understand how creativity and innovation have become the drivers of the global economy and why they are important in the design industry

Specific Objectives

◆ Get to know the target audience using various tools and analytics, which will help to attract them as customers

◆ Study the new online sales platforms and understand the impact of e-commerce on the entertainment industry

◆ Understand the emergence of Influencers in digital Marketing strategies and how they can become powerful allies for our brand

◆ Manage the different data management tools which can be very useful for statistical analysis

Stand out by applying your creativity to a comprehensive digital marketing plan, knowing how to plan, execute and analyze all the steps"

03
Course Management

The teaching team behind this Postgraduate Certificate in Digital Marketing Strategy has vast experience in the field of digital marketing, so that students will feel supported by the best professionals in the sector. At the end of the course, students will be able to start applying all the expertise acquired during the program immediately.

"With the team of Digital Marketing experts that TECH has assembled, you are guaranteed to learn from the best"

Management

Dr. Velar, Marga

- Corporate Marketing Manager in SGN Group (Nueva York)
- Forefashion Lab Address
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Villanueva University Center, Complutense University
- PhD. in Communication from Universidad Carlos III de Madrid
- MBA in Fashion Business Management from ISEM Fashion Business School
- Professor at Villanueva University Center, at ISEM Fashion Business School and at the School of Communication at the University of Navarra

Professors

Mr. Sanjosé, Carlos

- Head of Digital in MURPH
- Degree in Advertising and Public Relations
- Content Creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others
- Specialist in digital Marketing and strategy, Social Media & Social Ads, E-commerce platforms and Email Marketing

Dr. San Miguel Arregui, Patricia

- Director and creator of the digital impact analysis observatory for Digital Fashion Brands
- Professor of Digital Marketing at ISEM Fashion Business School and the University of Navarra
- Degree in Advertising and Public Relations. PP. the Complutense University of Madrid
- PhD from the University of Navarra
- Executive Fashion MBA from ISEM
- Writer of the book Influencer Marketing

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Structure and Content

This Postgraduate Certificate in Digital Marketing Strategy is composed of a single module, which in turn contains 10 distinct topics, so that students can follow all the teaching material in an enjoyable and straightforward way. The content is adapted to the modern Digital Marketing environment, as well as to the latest trends in this sector, so the student is assured of learning the most innovative and up-to-date methodology available.
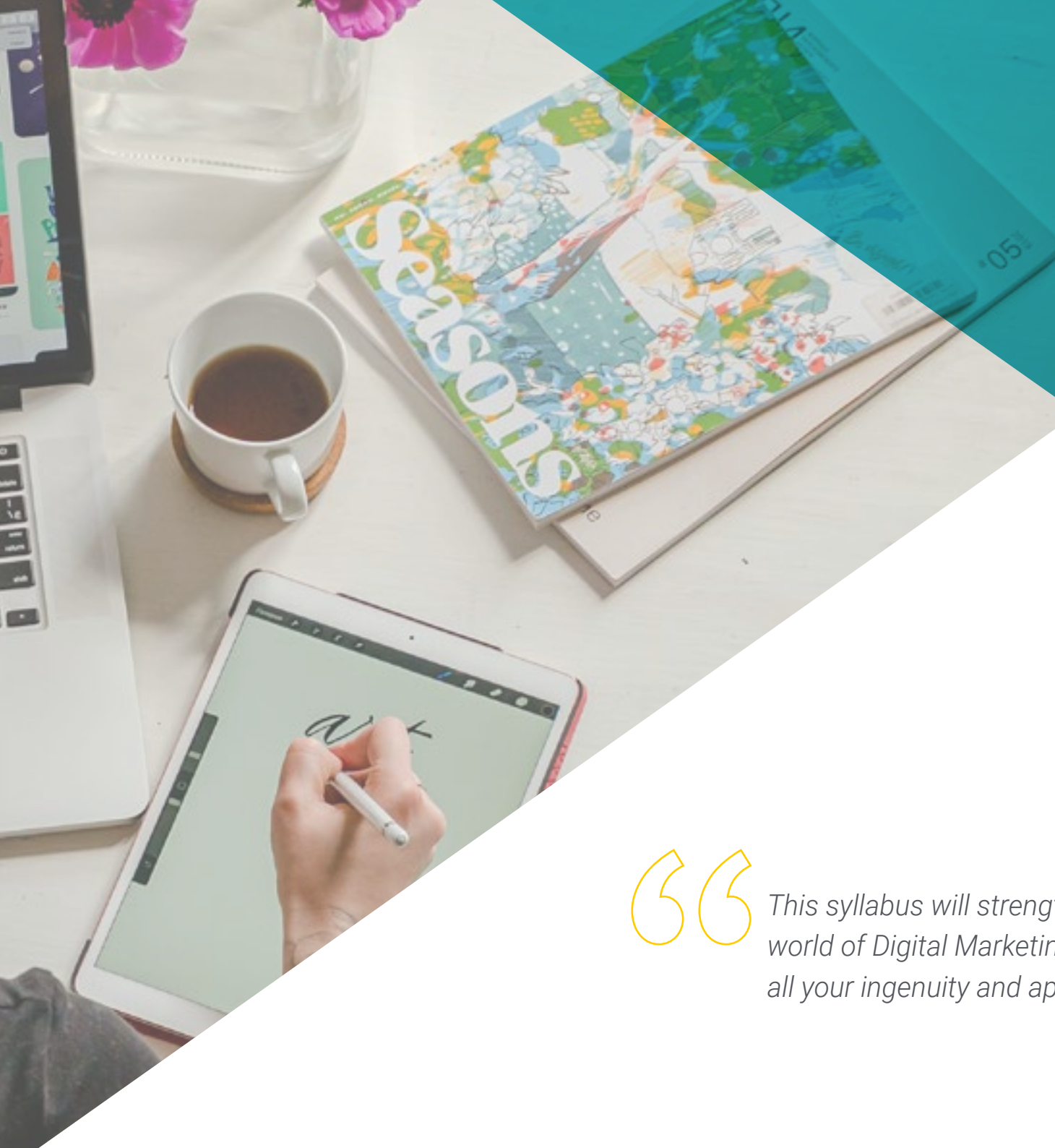
This syllabus will strengthen your knowledge on the world of Digital Marketing so that you can employ all your ingenuity and apply it to a sales plan"

Module 1. New Digital Marketing Strategy

1.1.   Technology and Audiences
    1.1.1.   Digital Strategy and Differences between User Types
    1.1.2.   Target Audience, Exclusionary Factors and Generations
    1.1.3.   The Ideal Costumer Profile (ICP) and the Buyer Persona
1.2.   Digital Analytics for Diagnostics
    1.2.1.   Analytics prior to the Digital Strategy
    1.2.2.   Moment 0
    1.2.3.   KPIs and Metrics, Typologies, Classification according to Methodologies
1.3.   E-entertainment: The Impact of e-Commerce in the Entertainment Industry
    1.3.1.   e-Commerce, Typologies and Platforms
    1.3.2.   The Importance of Web Design: UX and UI
    1.3.3.   Optimization of Online Space: Minimum Requirements
1.4.   Social Media and Influencer Marketing
    1.4.1.   Impact and Evolution of Network Marketing
    1.4.2.   Persuasion, Keys to Content and Viral Actions
    1.4.3.   Planning Social Marketing and Influencer Marketing Campaigns
1.5.   Mobile Marketing
    1.5.1.   Mobile User
    1.5.2.   Mobile Web and Apps
    1.5.3.   Mobile Marketing Actions
1.6.   Advertising in Online Environments
    1.6.1.   Advertising in Social Networks and Objectives of the Social Ads
    1.6.2.   The Conversion Funnel or Purchase Funnel: Categories
    1.6.3.   Social Ads Platforms
1.7.   The Inbound Marketing Methodology
    1.7.1.   Social Selling, Key Pillars and Strategy
    1.7.2.   The CRM Platform in a Digital Strategy
    1.7.3.   Inbound Marketing or Attraction Marketing: Actions and SEO

A syllabus enabling you to become a master of digital marketing and take your designs to uncharted territory"

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"

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"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

The case method is the most widely used learning system in the best faculties in the world. 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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

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%

20%

25%

4%

3%

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 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.

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Certificate

This Postgraduate Certificate in Digital Marketing Strategy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Digital Marketing Strategy** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Digital Marketing Strategy**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following

CERTIFICATE

to

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

POSTGRADUATE CERTIFICATE

in

Digital Marketing Strategy

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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