

Postgraduate Diploma Website Marketing



Postgraduate Diploma Website Marketing

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

Official N° of hours: 600 h.

Website: www.techtitute.com/in/engineering/postgraduate-diploma/postgraduate-diploma-website-marketing

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01

Introduction

Nowadays, it is unthinkable to establish a company without having an online presence. The Internet has changed everything, and a large part of business comes from it, so it is essential not only to have a proper website but, above all, to be able to market it effectively to extract the maximum benefits offered by the online environment. For this reason, this Postgraduate Diploma provides its students with the best tools to advance in such a lucrative profession with so much potential, transforming them into highly qualified and sought-after experts.





*Grow your clients' online businesses:
become an indispensable professional"*

Digital marketing has become a decisive aspect of business. The vast majority of companies that operate offline also operate online, due to the growth of Internet shopping that makes having a digital store, and website marketing options, extremely attractive.

However, establishing an online business and making a profit from that business are two different things. Many users and customers do not have the knowledge and tools to set up their own online store, much less to be able to market it properly. In other words, it tends to be put off by many companies. Therefore, qualified professionals are needed to carry out this task, with these hired experts putting strategies in place to help clients improve their sales margin.

This Postgraduate Diploma in Website Marketing provides the knowledge and qualification to turn students into specialists, so that they are able to advance professionally and be positively valued by their clients, in a field with increasing economic potential.

The contents of this program are focused on practical skills, so that students can directly apply their learning, without the need for further professional development. The contents have been specially designed by a faculty of experts in Internet marketing, who have prepared a complete and targeted syllabus, ready to provide all the solutions and tools that a professional needs.

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

- ♦ Comprehensive and targeted content that contains the keys to offering the best web marketing options
- ♦ A practical approach, which enables students to apply their new knowledge immediately
- ♦ Special attention to new developments in web marketing, so that students have the best possible tools at their disposal
- ♦ The use of modern teaching methodologies
- ♦ Flexibility and adaptation to the student, who will be able to learn in the way that best suits their professional and personal circumstances
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Marketing is a critical element for any new business, and you can be the professional it calls for"

“Provide your clients with the best digital marketing and sales solutions”

Become a specialist: specialization is the present and the future.

Marketing is a key concern on the Internet, so don't neglect your skills.

The teaching staff includes professionals from the sector who contribute their professional experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education designed to prepare them 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.



02 Objectives

This program has been designed to equip engineers and professionals who want to become true experts in digital marketing with the necessary tools to achieve it. To achieve this objective, TECH provides its students with the best resources, both human and material.





“

Help your customers to meet their sales objectives by improving their website marketing”



General Objectives

- ♦ Understand the importance marketing on the Internet
- ♦ Discover different forms of website marketing
- ♦ Learn how to use the best marketing tools in the digital environment
- ♦ Provide clients with solutions for the challenges that the Internet presents on a daily basis
- ♦ Possess specialist expertise
- ♦ Manage Internet sales across the board
- ♦ Develop a complete e-commerce store
- ♦ Examine successful marketing strategies



*Achieve your clients' objectives
and yours, enroll now!"*





Specific Objectives

Module 1. Website Marketing

- ♦ Determine the project business objectives
- ♦ Identify the target audience
- ♦ Interpret analytical data to make business decisions
- ♦ Apply different user-centric marketing methodologies and tools

Module 2. Website Engineering and Architecture

- ♦ Assess the origin of web architecture and its role in website development
- ♦ Examine the three pillars of web architecture to recognize the importance of each when designing and building web projects
- ♦ Develop the different types of web architecture, their advantages and suitability
- ♦ Evaluate the stages that make up the web architecture, the correlation between them and their development
- ♦ Optimize the relationship between web architecture and user experience and the relationship between web architecture and SEO
- ♦ Analyze browsing and content organization prior to the modeling phase

Module 3. Website Security Systems

- ♦ Analyze the OWASP Top 10 project
- ♦ Manage CMS Environment Security
- ♦ Check the differences between the different authentication methods
- ♦ Determine the most common vulnerabilities found in web applications
- ♦ Identify the different attacks and risks in APIs
- ♦ Analyze the different HTTP headers in terms of security
- ♦ Distinguish the different types of web audits that we can undertake
- ♦ Evaluate web vulnerabilities associated with communications

Module 4. e-Commerce Creation and Administration

- ♦ Develop the structure for the creation of an e-commerce store
- ♦ Assess the professional e-commerce market
- ♦ Analyze the different options that exist to develop an e-commerce business
- ♦ Set up an online store using the different CMSs currently available on the online market
- ♦ Analyze the logistic and functional system as well as virtual payment systems
- ♦ Carry out a comprehensive marketing strategy and roadmap
- ♦ Develop online promotions and create traffic to the store
- ♦ Manage sales and customers
- ♦ Seek full search engine optimization
- ♦ Build a complete store from the ground up to the first sales

03

Course Management

Always committed to the highest academic standards, TECH is a university that has the best teachers; experts in website marketing, who will transmit all their knowledge to students so that they can apply it directly to their professional environment, thanks to the application of practical and innovative methods.



“

*Learn from the best. Be the next
website marketing expert"*

Management



Mr. Gris Ramos, Alejandro

- ♦ Director of Persatrace, web development and digital marketing agency
- ♦ Director of Club de Talentos
- ♦ Computer Engineer UNED
- ♦ Master's Degree in Digital Teaching and Learning Tech Education
- ♦ Master's Degree in High Abilities and Inclusive Education
- ♦ Business Development Director at Alenda Golf
- ♦ Director of Web Applications Engineering Department at Brilogic
- ♦ Web programmer at Grupo Ibergest
- ♦ Software/web programmer at Reebok Spain

Professors

Mr. Méndez Martínez, Brandon

- ♦ Specialist in Web Services and Applications Development from the University of Alicante
- ♦ Web design and development - HIADIS Graduated in Multimedia Engineering, University of Alicante
- ♦ Natural Language Processing (NLP) - GPLSI (University of Alicante)
- ♦ Master's Degree in Web Services and Applications Development from the University of Alicante
- ♦ "Analysis of gamification techniques to learn complex subjects through collaborative applications" - Bulletin of the Technical Committee on Learning Technology
- ♦ "Gram: a web application for learning and generating creative language" - INTED Proceedings
- ♦ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

Mr. Vicente Miralles, David

- ♦ (CSO) Head of Expansion Strategies at 'ICU Medical Technologies'
- ♦ (CEO) Executive Director / Co-Founder at 'CE Informática'
- ♦ Professor / Trainer in private entities
- ♦ Postgraduate Certificate in Technical Computer Engineering from Miguel Hernández University of Elche
- ♦ Development Engineer at 'Computer Elche' (COO)
- ♦ (COO) Operations Manager at 'VinoTrade'

Mr. Del Moral García, Francisco José

- ♦ Security Analyst at Page Group
- ♦ Degree in Telecommunication Technologies Engineering, University of Granada Specialty: Telecommunication Systems
- ♦ Master's Degree in IT Security, International University of La Rioja
- ♦ Roca Sanitario (Cyber Security Analyst)
- ♦ Allianz Technology (Information Security Analyst)
- ♦ Clover Technologies (IT Security Airbus Defense and Space)
- ♦ EVERIS (Solutions Assistant)

Mr. Boix Tremiño, Jorge

- ♦ Founder of HostingTG, professional web hosting services company
- ♦ Founder of GrupoTG, a digital marketing and web design services company
- ♦ Co-Founder of TiendaWebOnline, a Digital Dropshipping business creation company
- ♦ Nortempo, trainer in the field of programming and marketing strategies
- ♦ Intergon2000, Graphic designer
- ♦ Ibertex, Graphic designer
- ♦ Xion Animation, information technology project manager
- ♦ Kingest, Sales and marketing director
- ♦ Computer Engineer at UNED
- ♦ Award for Business Excellence from the Institute for Professional Excellence in 2019
- ♦ European Medal of Merit in the Workplace for Professional Career Achievement from the European Association for Economics and Competitiveness
- ♦ Gold Star for Professional Excellence from the Institute for Professional Excellence in 2016

Mr. Alfaro, José

- ♦ *Team Leader* at Disneyland Paris
- ♦ Journalism Graduate
- ♦ Course in *Project Management Methodologies*

Mr. Herrero García, Diego

- ♦ Computer Applications Analyst, Manager and Developer
- ♦ Industrial Technical Engineer, University of La Rioja
- ♦ Industrial Engineer, University of La Rioja
- ♦ Postgraduate Diploma in Innovation Management, University of La Rioja



Our teaching team will share their knowledge so that you are up to date with the latest information on the subject"

04

Structure and Content

The program for this Postgraduate Diploma in Website Marketing is listed below. It is a comprehensive and in-depth program, covering all the challenges that website marketing may pose, so that the student will be able to face any eventuality and provide a great business service for their clients and employers.



Manufacturing
Supply chain
Product
Cargo
Customer
Delivery
Inventory
Management
Freight

“

TECH has analyzed the website marketing sector to give you all the essentials to be a valuable professional"

Module 1. Website Marketing

- 1.1. Website Commercialization
 - 1.1.1. Website Commercialization
 - 1.1.2. Website Development Cost
 - 1.1.3. Profitability Calculations
- 1.2. Invoicing and Taxation
 - 1.2.1. Freelance Invoicing
 - 1.2.2. Company Invoicing
 - 1.2.3. Taxation
- 1.3. Sales Funnels: Attraction Phase
 - 1.3.1. Organic Traffic
 - 1.3.1.1. SEO
 - 1.3.2. Payment Traffic
- 1.4. Sales Funnels: Interaction Phase
 - 1.4.1. Emailing
 - 1.4.2. Forms
 - 1.4.3. CTAs
- 1.5. Sales Funnels: Conversion Phase
 - 1.5.1. Offer
 - 1.5.2. Ideas to Close the Sale
 - 1.5.3. Customer Objections
- 1.6. Sales Funnels: Loyalty Phase
 - 1.6.1. Exceeding Customer Expectations
 - 1.6.2. Customer Service
 - 1.6.3. Affiliation Systems
 - 1.6.4. Surveys
- 1.7. Analytics
 - 1.7.1. Analysis
 - 1.7.2. KPIs
 - 1.7.3. *Emailing* Analytics
 - 1.7.4. Social Network Analytics

- 1.8. Analytics: Analyzing Websites Using Google Analytics
 - 1.8.1. Audience Analytics
 - 1.8.2. Purchase Analytics
 - 1.8.3. Behavior Analytics
 - 1.8.4. Conversion Analytics
- 1.9. Marketing *Automation*
 - 1.9.1. The Purpose of Automating
 - 1.9.2. Automation Software
 - 1.9.3. Workflows
 - 1.9.4. Scoring
- 1.10. Growth Hacking
 - 1.10.1. Growth Hacking
 - 1.10.2. Growth Hackers
 - 1.10.3. Techniques and Examples

Module 2. Website Engineering and Architecture

- 2.1. Website Engineering and Architecture
 - 2.1.1. Website Architecture
 - 2.1.2. Uses and Applications
- 2.2. The Pillars of Web Architecture
 - 2.2.1. Public
 - 2.2.2. Contents
 - 2.2.3. Context
- 2.3. Horizontal Web Architecture
 - 2.3.1. Advantages
 - 2.3.2. Examples:
- 2.4. Vertical Web Architecture
 - 2.4.1. Advantages
 - 2.4.2. Examples:
- 2.5. Web Architecture Phases
 - 2.5.1. Taxonomy
 - 2.5.2. Labelling
 - 2.5.3. Site Map

- 2.6. Web Architecture and Web Design
 - 2.6.1. Types of Pages
 - 2.6.2. Component Presence
 - 2.6.3. Linking Needs
- 2.7. Web Architecture and Web Browsing
 - 2.7.1. Structure
 - 2.7.2. Categorization
 - 2.7.3. Marking
 - 2.7.4. Usability
- 2.8. Web Architecture and SEO
 - 2.8.1. Benchmark
 - 2.8.2. Keyword Research
 - 2.8.3. URLs
 - 2.8.4. Internal Links
 - 2.8.5. Cannibalization
- 2.9. Web Architecture Tools
 - 2.9.1. Mindmeister Mind Maps
 - 2.9.2. Analyzing URLs Screaming Frog SEO Spider
 - 2.9.3. Analyzing Web Traffic Using Google Analytics
- 2.10. Google Search Console
 - 2.10.1. Keyword Analysis
 - 2.10.2. Opportunity Keywords
 - 2.10.3. Website Performance

Module 3. Website Security Systems

- 3.1. Perimeter Security
 - 3.1.1. Network Firewall
 - 3.1.2. Demilitarized Zone (DMZ)
 - 3.1.3. Load Balancers
 - 3.1.3.1. Content Delivery Network (CDN)
 - 3.1.4. Web Application Firewall (WAF)

- 3.2. Encrypted Web Communications
 - 3.2.1. SSL Certified
 - 3.2.2. Protocols
 - 3.2.3. Cipher Suit
 - 3.2.4. Vulnerabilities
 - 3.2.4.1. Poodle
 - 3.2.4.2. Ticketbleed
 - 3.2.4.3. Beast attack
 - 3.2.4.4. ROBOT
 - 3.2.4.5. Heartbleed
- 3.3. Vulnerability Analysis
 - 3.3.1. XXS (*Cross Site Scripting*)
 - 3.3.2. SQL Injection
 - 3.3.3. CSRF
 - 3.3.4. Code Injection
 - 3.3.5. DoS
 - 3.3.5.1. DDoS
- 3.4. Security Headers
 - 3.4.1. X-Frame Options
 - 3.4.2. X-XSS-Protection
 - 3.4.3. X-Content-Type-Options
 - 3.4.4. Referrer Policy
 - 3.4.5. HTTPS Strict Transport Security (HSTS)
- 3.5. Authentication and Authorization
 - 3.5.1. HTTP Authentication
 - 3.5.1.1. Basic
 - 3.5.1.2. Digest
 - 3.5.1.3. NTLM
 - 3.5.2. Protocols and Standards
 - 3.5.2.1. OAuth
 - 3.5.2.2. OpenID

- 3.6. Web Auditing
 - 3.6.1. Auditing Technique
 - 3.6.1.1. Black Box
 - 3.6.1.2. White Box
 - 3.6.1.3. Grey Box
 - 3.6.2. OWASP Methodology
 - 3.6.3. Bug Bounty
- 3.7. Application Programming Interface (API) Security
 - 3.7.1. Types of APIs
 - 3.7.1.1. REST
 - 3.7.1.2. SOAP
 - 3.7.1.3. Others
 - 3.7.2. Attacks and Risks
 - 3.7.3. Traffic Analysis
- 3.8. Content Management System (CMS) Security Management
 - 3.8.1. WordPress
 - 3.8.2. Joomla
 - 3.8.3. Drupal
 - 3.8.4. Magento
- 3.9. Secure Application Development
 - 3.9.1. Secure Software Development Life Cycle
 - 3.9.2. Risk Assessment
 - 3.9.3. Security Tests
 - 3.9.4. Good Practices
- 3.10. Crisis Management and Resilience
 - 3.10.1. Crisis Management and Incident Response
 - 3.10.2. Security Incident Response Process
 - 3.10.2.1. Preparation
 - 3.10.2.2. Identification
 - 3.10.2.3. Containment
 - 3.10.2.4. Eradication
 - 3.10.2.5. Recovery
 - 3.10.2.6. Lessons Learned
 - 3.10.3. Backup Copies

Module 4. e-Commerce Creation and Administration

- 4.1. e-Commerce Development
 - 4.1.1. Functions
 - 4.1.2. Advanced Functions
 - 4.1.3. Administration
 - 4.1.3.1. Payment Systems
 - 4.1.3.2. Customer Management
 - 4.1.3.3. Order Management
 - 4.1.4. Own Product/ *Dropshipping*
- 4.2. Database Programming and Structure
 - 4.2.1. Selecting Development Environment
 - 4.2.2. Web Structure for e-Commerce
 - 4.2.3. Database Structure
- 4.3. e-Commerce Design
 - 4.3.1. Main Screen
 - 4.3.2. Login and Register Areas
 - 4.3.3. Product Screen Structure
 - 4.3.4. Internal Pages about Shipping, Terms and Conditions, Legal Notices, etc.
- 4.4. In-house Development vs. CMS (*Content Management System*)
 - 4.4.1. Advantages and Disadvantages of Using CMS
 - 4.4.2. Selecting CMS According to Development Types
 - 4.4.3. Proprietary System or Online Cloud
 - 4.4.3.1. Wordpress + Woocommerce
 - 4.4.3.2. Prestashop
 - 4.4.3.3. Magento
 - 4.4.3.4. Shopify
- 4.5. Installing and Configuring the Work Environment
 - 4.5.1. Hosting and Domain
 - 4.5.1.1. SSL Activation and PHP Configuration
 - 4.5.2. Installing CMS
 - 4.5.2.1. Wordpress + Woocommerce Installation
 - 4.5.2.2. Prestashop Installation
 - 4.5.2.3. Magento Installation

- 4.5.3. Configuring and Launching CMS
 - 4.5.3.1. Configuring and Launching Wordpress + Woocommerce
 - 4.5.3.2. Configuring and Launching Prestashop
 - 4.5.3.3. Configuring and Launching Magneto
- 4.5.4. Selecting a Definitive Work Environment
- 4.6. UX (User eXperience)
 - 4.6.1. Design
 - 4.6.2. Functionality vs. Design
 - 4.6.3. Final Customer Optimization
 - 4.6.4. Visibility of Priority Parts
- 4.7. SEO (Search Engines)
 - 4.7.1. Keyword Search for Our Store
 - 4.7.2. Optimizing Pages, Meta Labels, Titles and Others
 - 4.7.3. Optimized Content
 - 4.7.4. Backlinks, Press Releases and Reviews
 - 4.7.5. Social Networks and Marketing
 - 4.7.5.1. Creating Promotions
 - 4.7.5.2. Optimizing Promotions and Buyer Persona
- 4.8. Payment and Logistics Systems
 - 4.8.1. Configuring Virtual and Physical Payment Systems
 - 4.8.1.1. PayPal
 - 4.8.1.2. Stripe
 - 4.8.1.3. Cash on Delivery
 - 4.8.1.4. POS Banking
 - 4.8.1.5. Installment Payment Systems
 - 4.8.2. Logistics
 - 4.8.2.1. Optimizing Shipment Channels
 - 4.8.2.2. Optimized Shipment Selector Configuration
 - 4.8.3. Delivery Automation
- 4.9. Marketing and Advertising
 - 4.9.1. Competitive Analysis
 - 4.9.2. Work Tools
 - 4.9.2.1. Analysis Tools
 - 4.9.2.2. Design Tools
 - 4.9.2.3. SEO Tools
 - 4.9.2.4. Optimization Tools
 - 4.9.3. Installing Tracking Pixels for Advanced Segmentation
 - 4.9.4. Creating Promotions
 - 4.9.4.1. Facebook Ads
 - 4.9.4.2. Twitter, TikTok, Pinterest and Other Massive Networks
 - 4.9.4.3. Google Ads
 - 4.9.4.4. Ad Optimization
- 4.10. Analysis, Data Measuring and Results
 - 4.10.1. Measuring Traffic
 - 4.10.2. Search Engine Analysis
 - 4.10.3. Sources and Sales Percentages
 - 4.10.4. Creating Promotional Landing Pages
 - 4.10.5. Selling on Marketplace
 - 4.10.5.1. Amazon
 - 4.10.5.2. eBay
 - 4.10.6. Problem Solving



Don't underestimate website marketing: it is key when conducting business on the Internet and becoming an expert can open many doors"

05 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.



A background image showing a close-up of a drafting table. A wooden ruler is positioned horizontally across the top. Below it, a metal compass is resting on a blue sheet of paper with white dashed lines. The image is partially obscured by a large white diagonal shape that contains the text.

“

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.



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

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 that you are presented with 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.

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.



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.

This methodology has 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, and financial markets and 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.



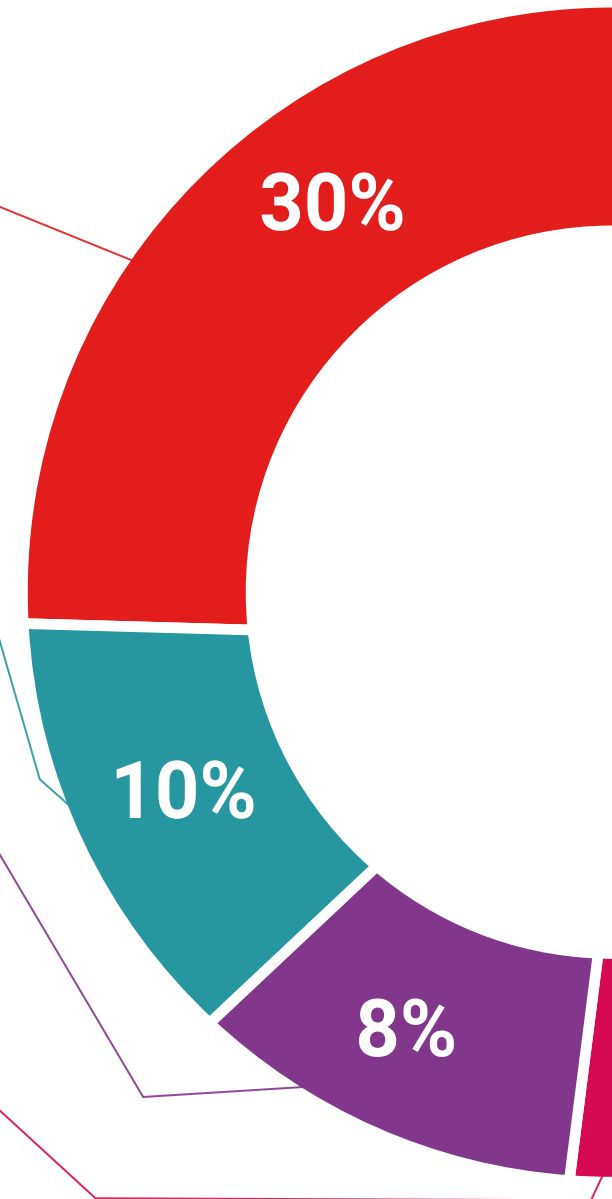
Practising Skills and Abilities

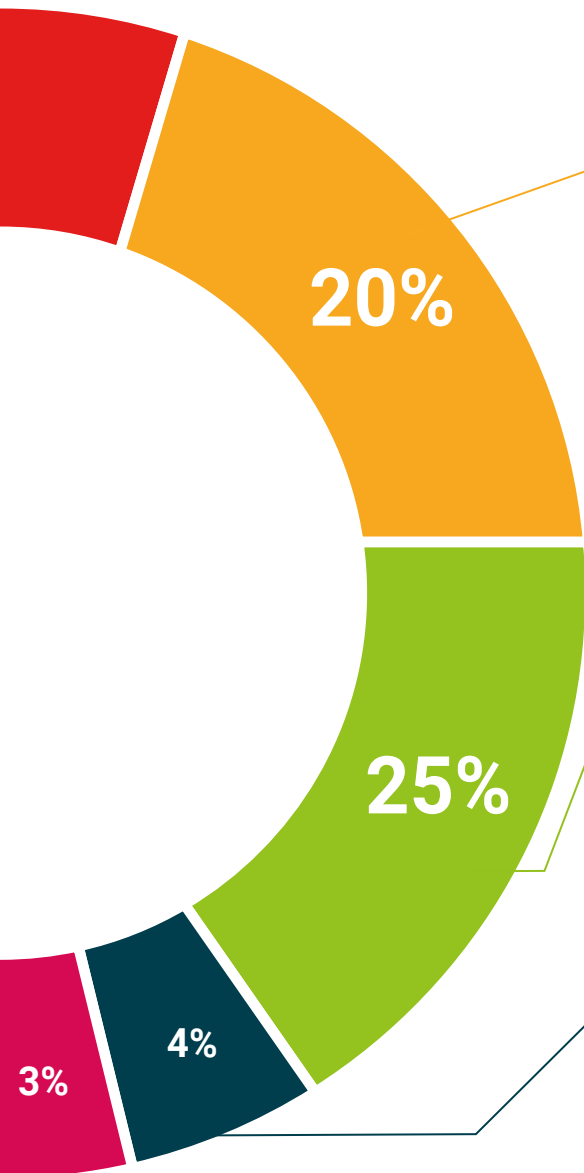
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



**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.



06 Certificate

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



“

Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”

This **Postgraduate Diploma in Website Marketing** contains the most complete and up-to-date program the market.

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

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

Title: **Postgraduate Diploma in Website Marketing**

Official N° of Hours: **600 h.**



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



tech technological university

Postgraduate Diploma
Website Marketing

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Postgraduate Diploma Website Marketing

