

Postgraduate Diploma Metaverse Marketing



Postgraduate Diploma Metaverse Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/information-technology/postgraduate-diploma/postgraduate-diploma-metaverse-marketing

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01

Introduction

Multinational conglomerates such as Gucci, Louis Vuitton and even Coca-Cola have already joined the digital Metaverse trend. These brands have marketed digital products on the network, launched their own non fungible tokens (NFT) and have been incorporated into video game scenarios. This is a paradigm where Marketing is developing with great opportunities, offering a more profitable, fast and modern management. In order to offer experiences that surpass the satisfaction that material products produce in users, companies need professionals who master the most ambitious work in cyberspace. Thanks to this program developed by TECH, the specialists will know about the commercial ecosystem that encompasses the Metaverse and uses advertising efficiently with innovative tools. A program with a 100% online format, so that students can immerse themselves in the multiverse with all the guarantees of success.



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With this Postgraduate Diploma you will enhance your knowledge about virtual marketing and sales channels in Metaverse in just 6 months”

The Metaverse has revolutionized the Internet in recent years and, in turn, has influenced the economic actions of humans and their daily lives. Virtual reality has become an environment where financial operations are decentralized, giving the possibility to develop through the free market. In this way, and as has been reflected with the "boom" of this technology, a digital product can reach incalculable values, whatever the buyer is willing to pay. An example of this is the GIF of the well-known "cosmic cat", which was sold for 500,000 dollars.

Far from being an isolated event, this virtual macroeconomy only shows signs of growth. Video games have already incorporated it into their methodologies, since to unlock new scenarios it is necessary to buy with . This is just one small piece of the larger picture facing the trade as it has been known up to now. Thus, specialists who are working in this field or who wish to join it, must master to perfection each new technique that appears and intervenes in this virtual paradigm.

For this reason, TECH has designed a program for IT graduates and other professionals interested in Metaverse Marketing. By taking this program, students will learn about new platforms for the consumption of advertising content, monetization in the virtual context, Web 3.0 communities and immersive experiences. All this, thanks to a 100% virtual mode that allows students to combine their studies with other areas of life, with the help of specialists and a teaching team carefully selected to certify the students' learning. All this, with theoretical and practical content and a focus on future trends in the multiverse.

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

- ♦ Case studies presented by experts in cryptocurrencies, Blockchain and Web 3.0
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



The Megaverse hides a multitude of undiscovered possibilities, do you want to be the one responsible for promoting new avenues of personalized sales? Get it by mastering the Metaverse Funnel with TECH



KPIs give you the ability to measure the effect of your advertising in the multiverse. Join now to discover an immersive space in full economic growth"

Study wherever you wish with just one click, thanks to this 100% online program and all the facilities that TECH offers you to combine your studies with your personal and professional life.

Do you want to get started in Metaverse Marketing? Achieve it with the case simulation that will prepare you for your professional future.

The program's teaching staff includes professionals from the field who contribute their work 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 programmed to learn in 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 students will be assisted by an innovative interactive video system created by renowned and experienced experts.



02

Objectives

The main objective of this Postgraduate Diploma in Metaverse Marketing is to expand and update the technical knowledge of specialists who are already in the Meta field or who wish to join it. It is a program that encompasses the virtual environment and all the elements that make possible the viability of a potential marketing within this digital paradigm. By taking this program, students will be able to analyze the keys to business success in the Metaverse and master the ins and outs of NFT consumption, among many other skills. All this, through a theoretical and practical qualification with which they will achieve their professional goals.



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Carry out effective marketing strategies that are adapted to the demands of your company's target audience, thanks to the techniques that you will acquire with this Postgraduate Diploma”



General Objectives

- ♦ Generate specialized knowledge on Web 3.0
- ♦ Examine each of the components that make up a Metaverse
- ♦ Develop a Metaverse from the available tools and components
- ♦ Analyze the importance of Blockchain as a data governance model
- ♦ Justify the connection of Blockchain with the present and future of the Metaverse
- ♦ Discover case studies and the impact of decentralized finance in our present and future world
- ♦ Analyze the video game industry's evolution and the first primitive examples of Metaverses
- ♦ Delve into classic business models, the general state of the industry and the creation of the GameFi concept
- ♦ Establish synergies between e-Sport and other gaming industry ecosystems with respect to the current Metaverses
- ♦ Develop new skills that allow students to identify business opportunities in the different media of the metaverse
- ♦ Identify and promote all possible monetization avenues within the Metaverse
- ♦ Delve into the Metaverse experience from a different perspective, being able to understand how all this potential development affects us and answer all the questions of its application in the medium to long term
- ♦ Make the Metaverse part of our daily life to Power get the most out of it in all its areas
- ♦ Prepare ourselves for all the changes that the Metaverse poses for the future, and know how it can affect daily life, business and how we interact with others





Specific Objectives

Module 1. The Metaverse

- ♦ Establish Web 3.0 as the main component for the creation of a Metaverse
- ♦ Determine the barriers and potential for VR and AI
- ♦ Examine the legislation underlying the Metaverses
- ♦ Analyze the different types of digital identity that support a Metaverse
- ♦ Establish the relevance of avatars as a starting point in a Metaverse
- ♦ Specify why three key aspects of the Metaverse can turn it into a multi-activity scenario
- ♦ Develop the Metaverse components in real case studies

Module 2. Metaverse Marketing

- ♦ Structure a marketing plan in a new universe
- ♦ Develop marketing strategies in the Metaverse
- ♦ Locate benefits of the metaverse and immersive marketing for businesses
- ♦ Determine how to exploit the NFT as a bridge to advertising in the Metaverse
- ♦ Monetize the Metaverse
- ♦ Develop new disruptive capabilities
- ♦ Manage multidisciplinary production teams in Metaverses

Module 3. Metaverse Ecosystem and Key Players

- ♦ Analyze the impact of Opensource on the development of the Metaverse ecosystem
- ♦ Examine the role of communities in the ecosystem's evolution
- ♦ Discuss the new social context of the exponential era
- ♦ Organize the participants of the ecosystem and understand their role
- ♦ Further study projects by developing Metaverses together with an ecosystem
- ♦ Explore business opportunities enabled by ecosystems
- ♦ Understand the need to create an ecosystem to offer a complete view of the market



Increase your knowledge and acquire the necessary skills to take on the management of any virtual project with guaranteed success"

03

Course Management

TECH has called on a group of expert teachers in virtual environments and web 3.0 creation, to develop and teach the contents of this program. This is a carefully selected selection, so that the specialists have the professional figures of success and can acquire knowledge from their own experiences in the development of Metaverse Marketing. In this way, the students will not only have theoretical knowledge, but will also be able to discuss and contact through a direct communication channel with the teachers to solve all their questions regarding the subject.



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Don't wait any longer, be part of the fourth industrial revolution thanks to the most prepared teaching team in this technology”

International Guest Director

Andrew Schwartz is an expert in **digital innovation** and **brand strategy**, specializing in the integration of the **Metaverse** with **business development** and **digital platforms**. In fact, his interests range from **content creation** and **startup management** to the implementation of **social media** strategies and activation of big ideas. Therefore, throughout his career, he has led projects that have sought to generate concrete and measurable results, taking advantage of the convergence between **technology** and **business**.

During his professional career, he has worked at **Nike** as **Director of Metaverse Engineering**, leading a multidisciplinary team of developers, designers and data scientists to explore the potential of the **Metaverse** in the evolution of **digital and physical connectivity**. In this same role, he has developed strategies for the creation of innovative products and processes, as well as **Web3 tools** and **digital twins** that have redefined **consumer** interaction with the **brand**. He has also served as **Director of Sports Moments Experiences**.

He has also collaborated as **Strategic Advisor for Exponential Technology Innovation** at the **AI MINDSystems Foundation**, where he has contributed to the development of **emerging technologies** and has published **articles** on the impact of the **Metaverse** and **Artificial Intelligence** on the future of **business**. His ability to anticipate **trends** and his strategic vision have positioned him as an influential professional in the global **digital transformation**.

Internationally, he has been a benchmark in the application of **Metaverse** in the **sports** and **commerce** industry, contributing to projects that have marked a before and after in the way of understanding the relationship between **technology** and **brand**. In this sense, his work has been recognized with numerous **awards** and has consolidated his reputation as an innovator who challenges conventional limits.



Mr. Schwartz, Andrew

- Director of Metaverse Engineering at Nike, Boston, United States
- Director of Sports Moments Experiences at Nike
- Strategic Advisor on Exponential Technology Innovation at the AI MINDSystems Foundation
- Director of Innovation at Intralinks
- Digital Product Leader at Blue Cross Blue Shield of Massachusetts
- Head of Content Innovation at Leia Inc
- Director of Brand Strategy at Interbrand
- Director of Development and Strata-G Internet Group Leader at Strata-G Communications
- Member of:
 - Blockchain Advisory Board at Portland State University
 - School Committee of Acton-Boxborough Regional School District

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Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Mr. Cavestany Villegas, Íñigo

- ♦ Co-Founder & Head of Ecosystem of Second World
- ♦ Web3 and Gaming Leader
- ♦ IBM Cloud Specialist at IBM
- ♦ Advisor at Netspot OTN, Velca and Poly Cashback
- ♦ Teacher in business schools such as IE Business School or IE Human Sciences and Technology
- ♦ Graduate in Business Administration from IE Business School
- ♦ Master's Degree in Business Development from the Autonomous University of Madrid
- ♦ IBM Cloud Specialist
- ♦ Profession Certification in IBM Cloud Solution Advisor

Professors

Mr. López-Gasco, Alejandro

- ♦ Co-founder of TrueSushi
- ♦ Amazon Business Development Executive
- ♦ Graduate in Law and Marketing from the Complutense University of Madrid
- ♦ HSK4 Mandarin Chinese by Beijing Language and Culture University
- ♦ Master's Degree in M&A and Private Equity from the IEB
- ♦ Cross border e-commerce bootcamp from Shanghai Normal University

Mr. Fernández Ansorena, Nacho

- ♦ CMO and Co-founder of SecondWorld
- ♦ Co-Founder and Digital Strategy Manager at Polar Marketing
- ♦ Project Manager at PGS Comunicación
- ♦ Cofundador y Development Manager at weGroup Solutions
- ♦ Graduate in Business Administration and Management by ESIC



04

Structure and Content

The structure and content of this Postgraduate Diploma in Marketing in the Metaverse have been carefully designed by the Marketing teaching team. In addition, TECH has implemented an efficient distribution of the syllabus, so that students are instructed in a simple way with the certainty of assimilating all the contents. In turn, TECH is a pioneer in the use of the Relearning methodology in its programs, which will relieve students of long hours of memorization, through a system of reiteration of concepts. All this, with the rigor and demand that requires the qualification around an economic paradigm in full growth.



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Fulfill now your objectives with a program that will make you master the digital development of the senses in the Metaverse and the three-dimensional experiences in the network”

Module 1. The Metaverse

- 1.1. Metaverse Economy: Cryptocurrencies and Non-Fungible Tokens (NFT)
 - 1.1.1. Cryptocurrencies and NFT Metaverse Economy Basics
 - 1.1.2. Digital economy
 - 1.1.3. Interoperability for a Sustainable Economy
- 1.2. Metaverse & Web 3.0 in the Cryptocurrency Space
 - 1.2.1. Metaverse & Web 3.0
 - 1.2.2. Decentralized Technology
 - 1.2.3. Blockchain, Web 3.0 Basis and Metaverse
- 1.3. Metaverse Advanced Technologies
 - 1.3.1. Augmented Reality and Virtual Reality
 - 1.3.2. Artificial Intelligence
 - 1.3.3. IoT
- 1.4. Corporate Governance: Metaverse International Legislation
 - 1.4.1. FED
 - 1.4.2. Metaverse Legislation
 - 1.4.3. Mining
- 1.5. Digital Identity for Individuals, Assets and Businesses
 - 1.5.1. Online Reputation
 - 1.5.2. Protection
 - 1.5.3. Digital Identity Impact in the Real World
- 1.6. New Sales Channels
 - 1.6.1. Business to Avatar
 - 1.6.2. Improve User Experience
 - 1.6.3. Single Environment Products, Services and Content
- 1.7. Experiences based on Ideals, Beliefs and Likes
 - 1.7.1. Artificial Intelligence as a Driving Force
 - 1.7.2. Personalized Experiences
 - 1.7.3. Power of Mass Manipulation



- 1.8. VR, AR, AI and IoT
 - 1.8.1. Advanced Technologies Metaverse Success
 - 1.8.2. Immersive Experience
 - 1.8.3. Technological Analysis. Uses
- 1.9. Key Aspects of the Metaverse: Presence, Interoperability and Standardization
 - 1.9.1. Interoperability. First Commandment
 - 1.9.2. Metaverse Standardization for Proper Functioning
 - 1.9.3. The Metaverses of the Metaverse
- 1.10. Metaverse Real Estate
 - 1.10.1. Leverage Methods in the Metaverse
 - 1.10.2. Borderless Trading in Virtual Spaces
 - 1.10.3. Reduced Physical Space Operation

Module 2. Metaverse Marketing

- 2.1. The Metaverse New Advertising Content Consumption Platform
 - 2.1.1. The Big Bang. Advertising Origins
 - 2.1.2. Serotonin: The Engine that Drives Avatars
 - 2.1.3. Immediacy, A New Satisfaction Measure
- 2.2. Traffic Redirection to Metaverses: Transition from Funnel to Conversion Atmospheres
 - 2.2.1. Advertising as a Molecule Enveloping Digital Ecosystems
 - 2.2.2. Metaverse Inhabitants
 - 2.2.3. Metaverse Endosphere
- 2.3. Metaverse Conversions: Monetizing Atmospheres
 - 2.3.1. Profitability
 - 2.3.2. Awareness, Conversion, Retargeting, and Loyalty
 - 2.3.3. Shopping: The Fuel of the Metaverse
- 2.4. Traditional Advertising Media Barriers vs. Metaverse
 - 2.4.1. Traditional Advertising. Mediums
 - 2.4.2. Metaverse: Loop of Three-Dimensional Supports
 - 2.4.3. Transforming Advertising Traditions
- 2.5. The Metaverse Funnel: Three-Dimensional Funnel
 - 2.5.1. Contacts
 - 2.5.2. Prospectus
 - 2.5.3. Customers:
- 2.6. KPIs in the Metaverse: Measuring the Effect of Your Advertising in an Immersive Space
 - 2.6.1. Attention
 - 2.6.2. Interest
 - 2.6.3. Decision
 - 2.6.4. Action
 - 2.6.5. Memory
- 2.7. Metaverse Advertising
 - 2.7.1. Metaverse Digital Sense Development: Tricking the Mind
 - 2.7.2. How to Engage Users Through Unseen 3D Experiences
 - 2.7.3. New Three-Dimensional Supports
- 2.8. NFT: The New Loyalty Clubs
 - 2.8.1. Buying Loyalty
 - 2.8.2. Showcasing Exclusivity
 - 2.8.3. The NFT as a Metaverse Identifier
- 2.9. Metaverse Customer Experience
 - 2.9.1. Bringing the Product Closer to the Customer
 - 2.9.2. Three-Dimensional Environment Limitations: The Six Senses
 - 2.9.3. Controlled Environment Generation
- 2.10. Metaverse Marketing Success Stories
 - 2.10.1. Avatars
 - 2.10.2. Economy
 - 2.10.3. Gaming

Module 3. Metaverse Ecosystem and Key Players

- 3.1. Open Innovation Ecosystems in the Metaverse Industry
 - 3.1.1. Collaboration in Open Ecosystem Development
 - 3.1.2. Open Innovation Ecosystems in the Metaverse Industry
 - 3.1.3. Ecosystem's Impact on Metaverse Growth
- 3.2. Opensource Projects Technological Development Catalysts
 - 3.2.1. Opensource as an Innovation Accelerator
 - 3.2.2. Opensource Project Integration. Complete Overview
 - 3.2.3. Open Standards and Technologies as Accelerators
- 3.3. Web 3.0 Communities
 - 3.3.1. Community Creation and Development Process
 - 3.3.2. Community Contribution to Technological Progress
 - 3.3.3. Most Relevant Web 3.0 Communities
- 3.4. Social Networks and Online Relationships
 - 3.4.1. Enabling Technologies for New Ways of Relating to Each Other
 - 3.4.2. Physical and Digital Environments for Building Web3 Communities
 - 3.4.3. Evolution from Web2 Social Networks to Web3
- 3.5. Users, Companies and Ecosystem. Metaverse Advancement
 - 3.5.1. Metaverses with Web 3.0 Vision
 - 3.5.2. Corporations Investing in the Metaverse
 - 3.5.3. Ecosystem that Offers a Complete Solution
- 3.6. Metaverse Content Creators
 - 3.6.1. Digital Nomads
 - 3.6.2. Organizations, Builders of New Customer Relationship Channels
 - 3.6.3. Influencers, Streamers or Gamers like Early Adopters
- 3.7. Metaverse Experience Providers
 - 3.7.1. Reinvented Sales Channels
 - 3.7.2. Immersive Experiences
 - 3.7.3. Fair and Transparent Customization



- 3.8. Decentralization and Technological Infrastructure in the Metaverse
 - 3.8.1. Distributed and Decentralized Technologies
 - 3.8.2. Proof of Work vs. Proof of Stake
 - 3.8.3. Key Technological Layers for Metaverse Evolution
- 3.9. Human Interface, Electronic Devices that Enable the Metaverse Experience
 - 3.9.1. The Experience Offered by Existing Technological Devices
 - 3.9.2. Advanced Technologies in Metaverse
 - 3.9.3. Extended Reality (XR) as Metaverse Immersion
- 3.10. Metaverse Incubators, Accelerators and Investment Vehicles
 - 3.10.1. Metaverse Incubators and Accelerators for Business Development
 - 3.10.2. Metaverse Financing and Investment
 - 3.10.3. Smart Capital Attraction

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Enroll now and opt for a fully digital program that adapts to you and your needs to project your career towards the new digital trends”

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.



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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.

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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 has been the most widely used learning system among the world's leading Information Technology 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 that you are presented with in the case method, an action-oriented learning method. Throughout the course, students 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 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.



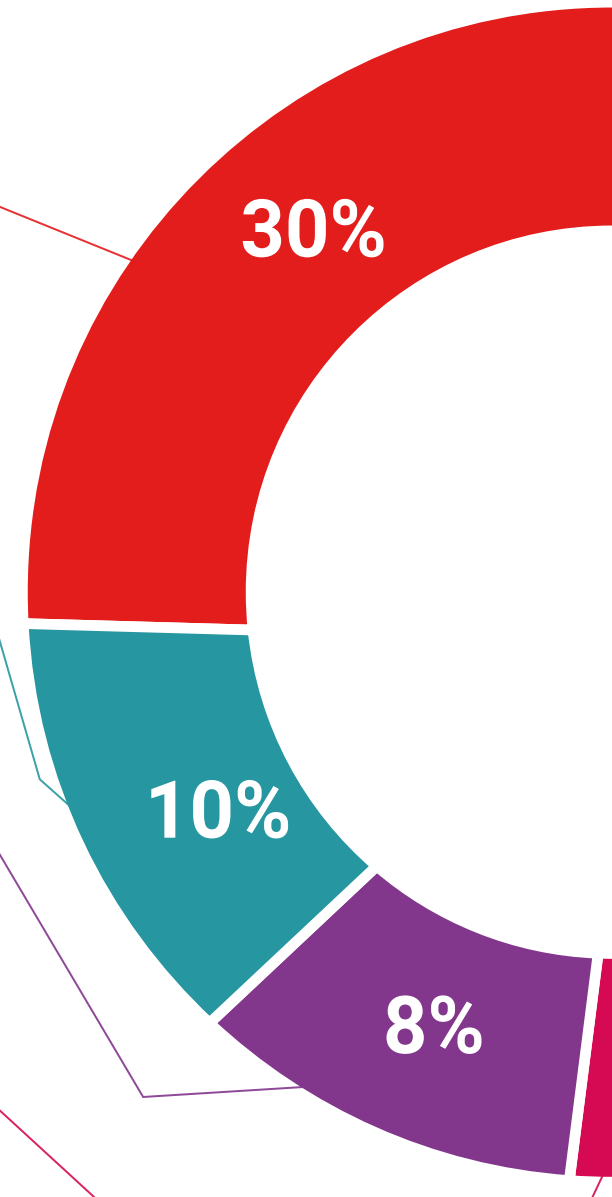
Practising Skills and Abilities

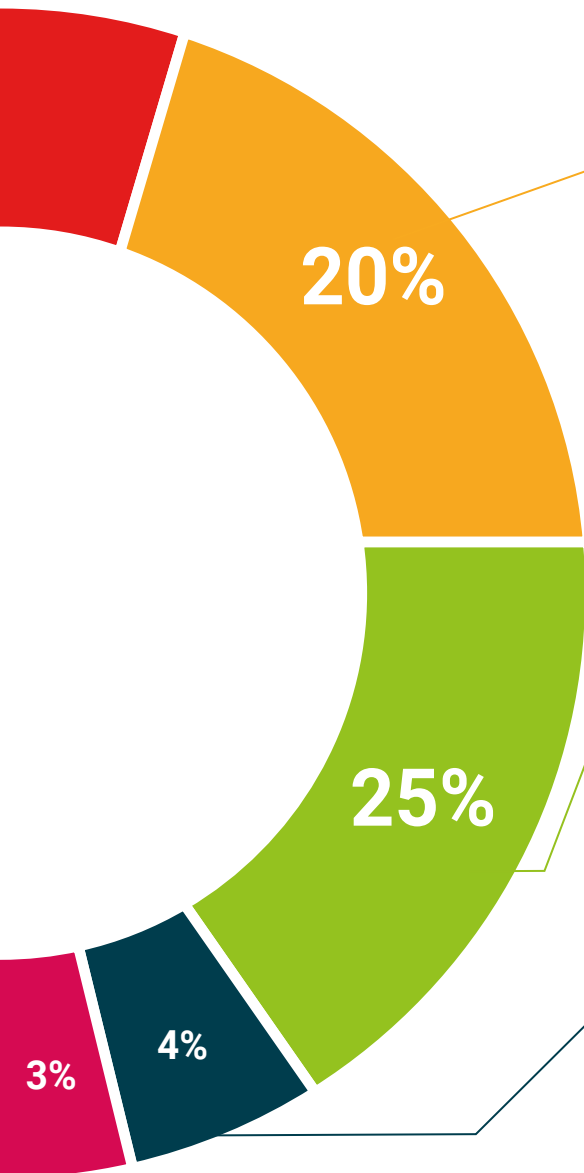
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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



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

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

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

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

Title: **Postgraduate Diploma in Metaverse Marketing**

Official N° of Hours: **450 h.**



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development language
virtual classroom



Postgraduate Diploma Metaverse Marketing

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