

Postgraduate Diploma Website Marketing





Postgraduate Diploma Website Marketing

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

Website: www.techtute.com/in/information-technology/postgraduate-diploma/postgraduate-diploma-website-marketing

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01

Introduction

TECH has designed this high-level program for computer engineers to update their knowledge in Website Marketing with the help of professionals with years of experience in the sector and with the most innovative educational material on the market. Throughout the program, the professional will learn to establish the business objectives of the project, identify the target audience, interpret the results of data analysis to make business decisions, as well as apply the different methodologies and user-centered marketing tools. A unique opportunity to specialize in a booming sector, with high demand for professionals, delivered by best experts in the field.



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Deepen your knowledge in the field of computer technologies by incorporating the most advanced aspects of this area of work”



Living in the so-called digital era, we have become hyper-connected with all kinds of devices. The Internet world has evolved at an unstoppable pace in recent years, so the demand for websites increases every day.

This high-level program offers specialist knowledge to help professionals create, manage, evaluate and monetize a large-scale website from a global perspective and direct the stages involved in website management.

During these weeks of intensive study, the professional will learn to apply specialized knowledge to create an e-commerce business from scratch, examine a successful marketing strategy, learn how to carry out promotional campaigns and interpret analytical data to make business decisions. The student will also be able to establish the commercial objectives of the project and will learn to apply the different user-centered marketing methodologies and tools.

This Postgraduate Diploma has been created by a team of expert teachers with multi-faceted skillsets and a wealth of experience and specialized knowledge in their respective fields. As it is a 100% online program, the student will not have to neglect their personal or professional commitments. Upon completion of the program, students will have updated their knowledge and will be in possession of a highly prestigious Postgraduate Diploma that will allow them to advance personally and professionally.

This **Postgraduate Diploma in Website Marketing** contains the most comprehensive and up-to-date program on the market. Its most notable features are:

- ◆ Case studies presented by experts in Website Marketing
- ◆ Graphic, schematic, and practical contents which provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be undertaken to improve learning
- ◆ A 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



In this Postgraduate Diploma, you will be able to balance the efficiency of the most advanced learning methods with the flexibility of a program that is designed to be adapted to your schedule, without sacrificing quality"

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An intensive professional growth program that will allow you to operate in a sector with a growing demand for professionals”

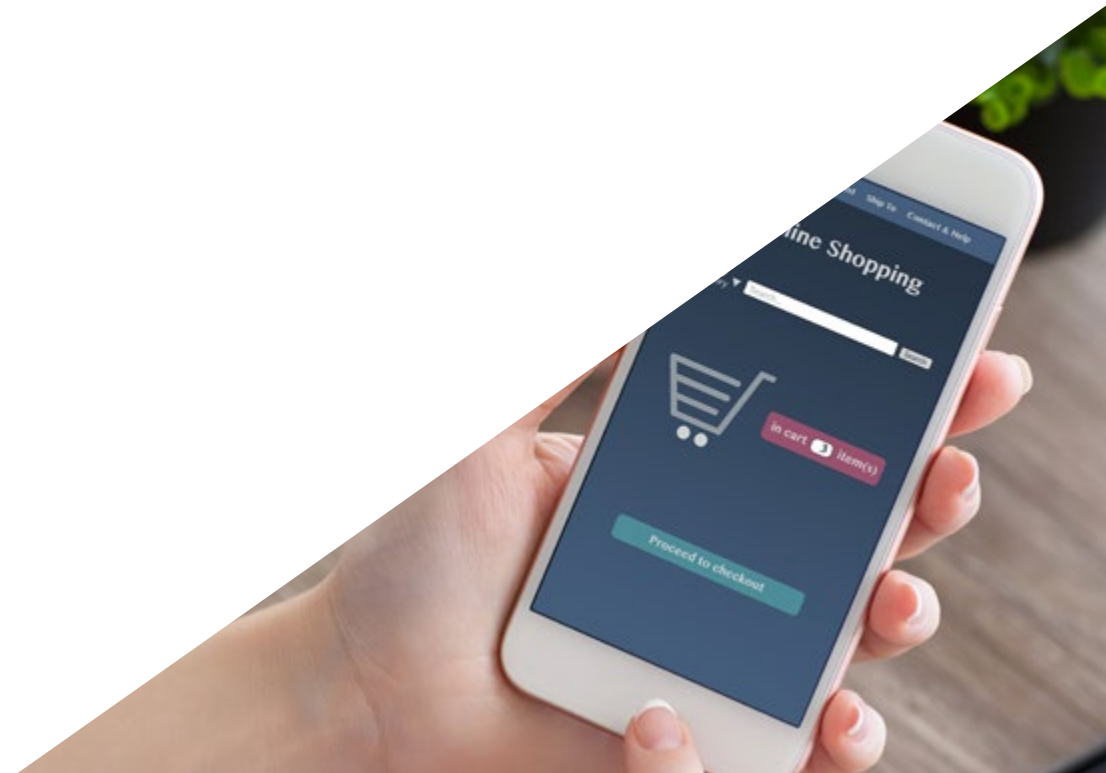
The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

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 learning designed for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to resolve 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.

Succeed with the best and acquire the knowledge and skills you need to embark on Website Marketing.

A unique program that stands out due to the quality of its contents and its excellent teaching staff.



02 Objectives

Through a work methodology that is fully adaptable to the student, this Postgraduate Diploma will progressively lead them to acquire the skills that will propel them to a higher professional level. The objective of this program is to provide professionals in Website Marketing, with the knowledge and skills required to operate using the most advanced protocols and techniques available. A unique program designed by professionals with extensive experience in the sector.



“

A complete and cutting-edge program that will allow you to progressively and completely acquire the knowledge you need to work in this sector"



General Objectives

- ◆ Examine the context of content managers in web projects
- ◆ Develop specialized knowledge about the uses, functionalities and types of content managers
- ◆ Establish the advantages and disadvantages of using content management systems
- ◆ Analyze the main content management systems on the market
- ◆ Examine web architecture, fitting it into the context of web and application development
- ◆ Generate specialized knowledge on the creation of web architecture and its implication in the success of the project
- ◆ Analyze the types and phases of web architecture, their advantages and applications
- ◆ Establish the relationship between web architecture and other web development phases and SEO processes
- ◆ Address the most relevant aspects of web security
- ◆ Analyze the most detected and exploited web vulnerabilities at a global level and how to prevent them
- ◆ Establish guidelines to perform web audits to detect and prevent such risks and vulnerabilities
- ◆ Establish a security incident response process, since, as we will see, a 100% secure environment does not exist
- ◆ Develop specialized knowledge to create an e-commerce business from scratch
- ◆ Analyze databases and programming structures
- ◆ Develop a complete e-commerce store
- ◆ Examine successful marketing strategies
- ◆ Determine how to conduct promotional campaigns
- ◆ Perform analysis and metrics compressions





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 establish
- ◆ 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



A comprehensive and highly relevant course for the IT professional, which will allow you to compete among the best in the industry"

03

Course Management

This Postgraduate Diploma has a highly qualified team with extensive experience in the sector, who will offer the best tools for students to develop their skills during the program. As a result, students have the guarantees they need to specialize at an international level in a booming sector that will catapult them to professional success. In line with its maxim of offering an elite education for all, TECH counts on renowned professionals so that the student acquires a solid base of knowledge in Website Marketing.



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This Postgraduate Diploma provides a valuable addition to the prior studies of any engineer seeking high-quality, specialized education in website management"

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

- ♦ 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" - Technical Committee on Learning Technology Bulletin
- ♦ "Grama: a web application for learning and generating creative language" - INTED2017 Proceedings
- ♦ Research in Human Language Technologies (TLH) - GPLSI (University of Alicante)

Mr. Del Moral García, Francisco José

- ♦ 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 Defence and Space)
- ♦ EVERIS (Solutions Assistant)

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
- ♦ Diploma in Technical Computer Engineering from Miguel Hernández University of Elche
- ♦ Development Engineer at 'Computer Elche' (COO)
- ♦ (COO) Operations Manager at 'VinoTrade 1944'

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 business creation company Digital Dropshipping
- ♦ 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 Intergon2000, Graphic designer
- ♦ Computer Engineer from U.N.E.D.
- ♦ Award for Business Excellence from the Institute for Professional Excellence
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
- ♦ Golden for Professional Excellence from the Institute for Professional Excellence
in 2016

Mr. Alfaro, José

- ◆ Team Leader at Disney Land Paris
- ◆ Journalism Graduate
- ◆ Course in Project Management Methodologies

Mr. Herrero Garcia, 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





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*Don't miss the opportunity to study
with the best teachers in the sector”*

04

Structure and Content

The syllabus has been designed based on educational efficiency, carefully selecting the contents to offer a comprehensive course, which includes all the fields of study that are essential to achieve real knowledge of the subject. Including the latest updates and aspects of the field. Thus, a program has been established with modules that offer a broad overview of Website Marketing. From the first module students will see their knowledge expanding, which will enable them to develop professionally, knowing that they can count on the support of a team of experts.





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Comprehensive yet focused; this program will provide you with the specific knowledge IT professionals need to compete among the best in the sector”

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. E-Mailing
 - 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 Media 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. The Emergence of Growth Hacking
 - 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 Suites
 - 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. Recuporation
 - 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. 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. Proprietary 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 Engine Optimization)
 - 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 Media 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 Platforms
 - 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

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.



“

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

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 Website Marketing guarantees, 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 Website Marketing** contains the most complete and up-to-date educational program on 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.

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 Website Marketing

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

Postgraduate Diploma Website Marketing