

Postgraduate Certificate Digital Marketing Strategy



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.techtute.com/in/journalism-communication/postgraduate-certificate/digital-marketing-strategy

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01

Introduction

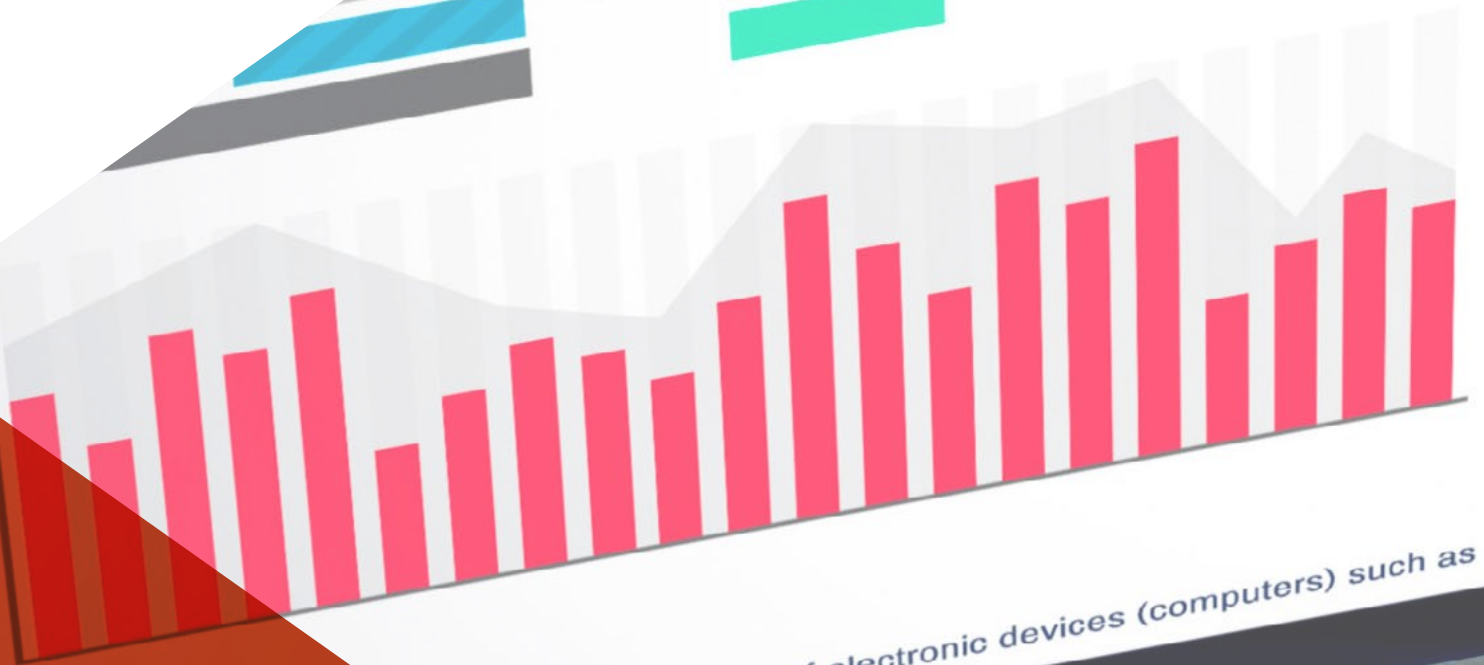
The Internet has been a revolution for the cultural sector, since it is a great channel to make sales, get new customers and reach audiences interested in the products offered. But to achieve this reach it is necessary to execute a series of marketing actions that increase the diffusion of the company in question. And these actions also entail specific knowledge that not all professionals in the creative industries have. For that reason, this program offers the perfect knowledge to specialize in Digital Marketing applied to culture and art, turning students into experts in the field.

VS

TRADITIONAL
MARKETING

(computers)
and game consoles
is Digital Brand Engagement.

40%



that makes use of electronic devices (computers) such as person



“

Establish the best Digital Marketing strategies for your clients thanks to this Postgraduate Certificate”

The emergence of the Internet was a revolution for companies, institutions and users in general. Not only did it provide traditional companies with a virtual environment, but it also opened up new paths in terms of content dissemination, sales and customer engagement. Suddenly, when the Internet became popular, many people realized that there was a huge digital territory to exploit, but it was not easy to do so.

Gradually, its use as a sales channel has been normalized, but it requires specialized professionals who know how to structure and implement appropriate marketing plans that take into account the objectives of the company and its *Target*.

However, this process becomes more complicated when it is carried out in the creative industries, since companies in this sector have a series of particularities that differentiate them from companies in other industrial fields. Even within the field of culture there are features that separate the different disciplines, since a company related to cinema is not the same as another focused on literature, theater or painting.

Therefore, it is necessary to have professionals specialized in Digital Marketing applied to culture, so that they can provide specific measures to the different communication and sales plans of this type of companies. This Postgraduate Certificate has been created to respond to this demand, offering all the keys to create marketing strategies and to respond to all the challenges that may arise in this field, so that its graduates will be true experts appreciated in their professional environment.

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

- ♦ The use of case studies as a teaching method for students to learn firsthand how to apply Digital Marketing strategies
- ♦ Specialized content, focused on the creative industries, from the point of view of journalism and communication
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Without a good marketing plan, a business cannot prosper: it helps companies to improve their position"

“

Digital Marketing is a basic tool for the development of a company in the creative industries: we need new specialists”

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.

On the Internet, the majority of sales in companies in the world of culture occur, but they need a proper marketing strategy.

All the cultural companies you know and appreciate have invested in good marketing strategies.



02

Objectives

The main objective of this program in Digital Marketing Strategy is to provide students with all the necessary knowledge to develop advanced marketing plans adapted to each company or institution in the field of arts and culture. In this way, students will be able to open up new career opportunities by acquiring much-needed skills in today's creative industries.

An abstract graphic design featuring a diagonal split. The top-left portion is white, containing the text '02 Objectives' and a paragraph. The bottom-right portion is a dark blue triangle containing the word 'DIGITAL' in large, white, sans-serif capital letters. A smaller, lighter blue triangle is positioned above the 'DIGITAL' text, containing a white icon of a USB drive. The bottom-left corner is a solid orange triangle. The overall composition is modern and geometric.

DIGITAL

MARKETING

“

Meet your clients' objectives thanks to the knowledge you will acquire in this Postgraduate Certificate"



General Objectives

- ♦ Use new information and communication technologies as tools for education and exchange of experiences in the field of study
- ♦ Know how to manage the process of creation and implementation of novel ideas on a given topic
- ♦ Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries
- ♦ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today



Your goal is to become a Digital Marketing specialist and you are very close to it thanks to this program"





Specific Objectives

Module 1. New Digital Marketing Strategy

- ♦ Apply digital marketing tools, taking into account the target audience of the messages
- ♦ Perform web analytics that provide information to the company to direct its advertising strategy
- ♦ Using social networks as marketing and advertising tools
- ♦ Apply *Inbound Marketing* tools

The image shows a hand pointing at a laptop screen displaying a complex spreadsheet titled 'Marketing Budget'. The spreadsheet is organized into columns for months (Dec-15, Jan-16, Feb-16, Mar-16, Apr-16, May-16) and rows for various budget categories. The categories include Personnel, Marketing, and Communication. The spreadsheet is color-coded with blue, orange, and green headers. The data is presented in a clear, structured format, allowing for easy comparison of costs over time.

No.	Marketing Budget	Categories	Unit	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16
10460	Benefits	1-Personnel	0	12,034	13,565	10,674	13,095	16,392	12,357
35246	Payroll taxes	1-Personnel	0	345	347	154	1,953	374	534
76745	Salaries	1-Personnel	0	521	434	176	519	1,850	543
76023	Commissions and bonuses	1-Personnel	1	0	2,300	189	90	23	456
23674	Personnel Total	1-Personnel	0	12,900	16,646	11,195	15,657	18,639	13,890
14678	Web Research	2-Marketing	2	6,000	2,300	5,000	1,500	1,200	1,266
10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580
96643	Firm Research Fees	2-Marketing	0	8,200	4,900	2,000	8,000	-	4,500
17695	Market Research Total	2-Marketing	3	16,200	12,620	10,000	14,600	-	5,312
94016	Promotions	3-Comm	2	1,239	190	1,245	432	134	357
75321	Branding	3-Comm	1	522	431	573	323	612	453
95235	Web Advertising	3-Comm	0	10,432	-	10,430	14,093	12,890	13,555
32564	Direct Marketing	3-Comm	0	-	532	156	1,090	234	425
89508	Newspaper Advertising	3-Comm	4	12,662	1,243	12	567	34	346
06342	Communication Total	3-Comm	0	19,300	15,333	12,416	16,505	13,904	15,136
89063	Travel	4-Other	0	200	150	15,000	15,890	12,009	1,367
01421	Phone	4-Other	0	400	500	155	200	120	145
93012	Computer/Office Equipment	4-Other	2	683	153	100	200	120	100
24601	Postage	1-Personnel	0	20,583	16,136	356	235	500	462
35151	Other Total	1-Personnel	0	12,034	13,595	15,611	16,525	13,375	2,074
10480	Benefits	1-Personnel	1	345	347	154	1,953	374	534
35246	Payroll taxes	1-Personnel	0	521	434	176	519	1,850	543
76745	Salaries	1-Personnel	0	0	2,300	189	90	23	456
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10567	Independent Research	2-Marketing	1	2,000	5,420	3,000	2,100	900	580

03

Course Management

Digital Marketing is a vital tool for new companies in the creative industries. For that reason, it needs special attention and this Postgraduate Certificate provides its students with the best teachers in the field. Thanks to this teaching staff, graduates will have become true specialists in Digital Marketing applied to culture and art.



“

*This faculty will give you all the tools
you need to tackle your job”*

Management



Dr. Velar, Marga

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

Professors

Mr. Sanjosé, Carlos

- ♦ Head of Digital at MURPH
- ♦ 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
- ♦ Degree in Advertising and Public Relations

Dr. San Miguel, Patricia

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

“An exceptional opportunity to study with a high-quality program and the prestige of the largest online university in the world”

04

Structure and Content

The contents of this Postgraduate Certificate have been prepared by leading experts in Digital Marketing, so that students have access to the best specialized knowledge and can use it directly in their professional fields. The program of this course is structured in one module, divided into 10 topics that cover all the key aspects of this field.

E-CO



MMERCE



“

*The most comprehensive and
complete Digital Marketing
syllabus, now at your disposal”*

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 Customer 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
 - 1.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies
- 1.3. E-entertainment: The impact of e-Commerce on the Entertainment Industry a
 - 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. Web Mobile and Apps
 - 1.5.3. Mobile Marketing Actions
- 1.6. Advertising in Online Environments
 - 1.6.1. Advertising in Social Media 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
- 1.8. Automization of Marketing
 - 1.8.1. Email Marketing and Email Typology
 - 1.8.2. Email Marketing Automation, Platforms and Advantages
 - 1.8.3. The Emergence of Bot & Chatbot Marketing: Typology and Platforms
- 1.9. Data Management Tools
 - 1.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends
 - 1.9.2. Big Data: Big Data, Business Analytics and Business Intelligence
 - 1.9.3. Big Data, Artificial Intelligence and Data Science
- 1.10. Measuring Profitability
 - 1.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS
 - 1.10.2. ROI Optimization
 - 1.10.3. Key Metrics

“ *The best content for the most ambitious Students* ”

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.



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

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

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



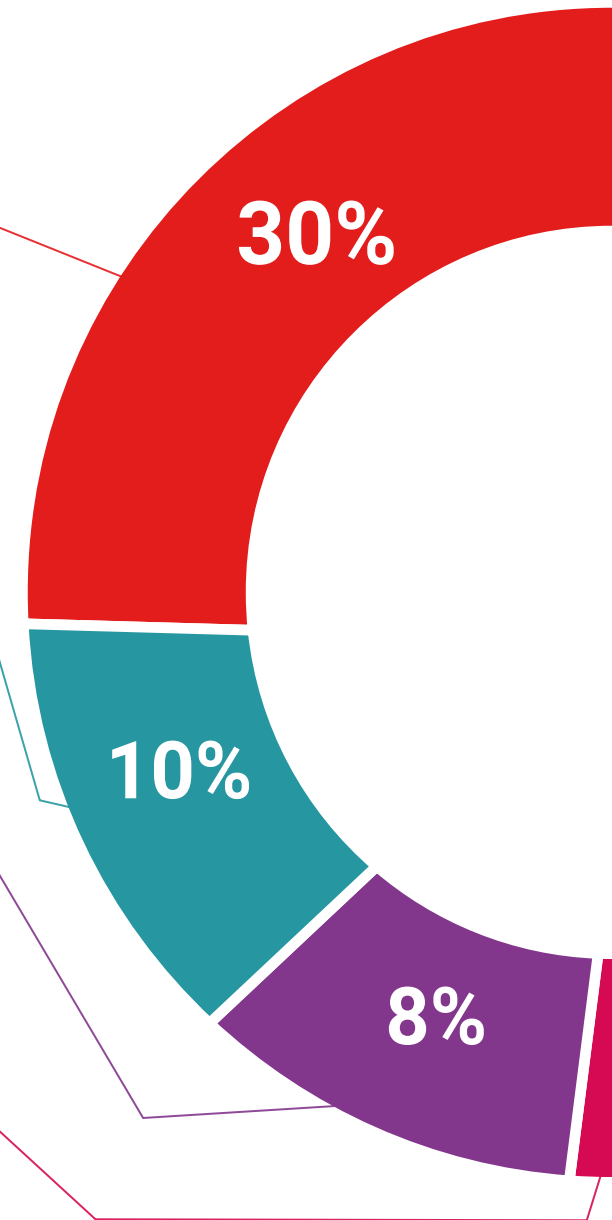
Practising Skills and Abilities

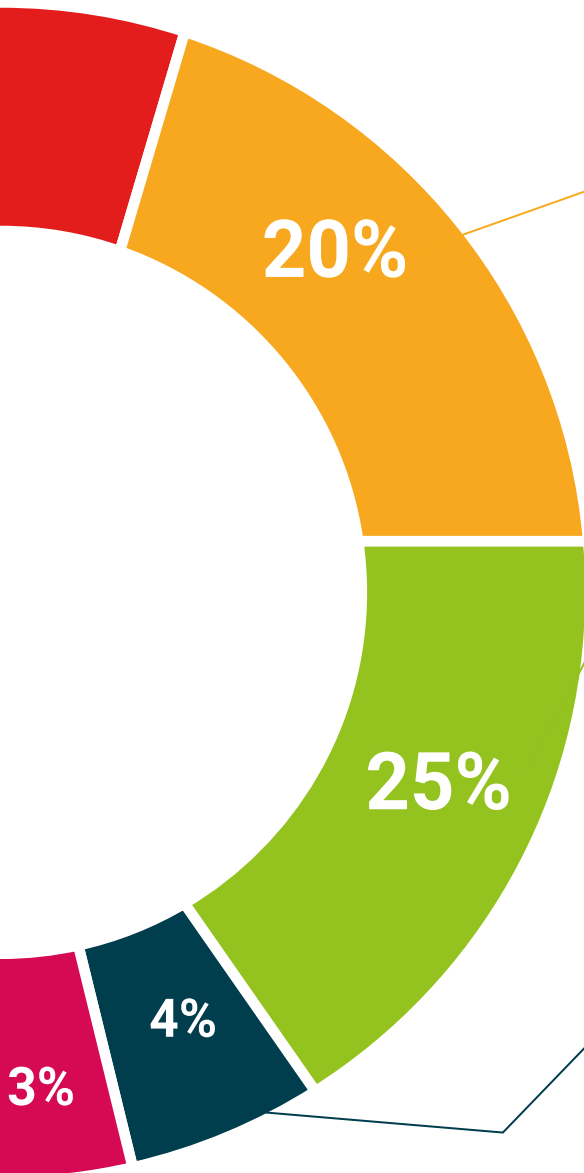
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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

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 N° of Hours: **150 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.



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Postgraduate Certificate Digital Marketing Strategy