

# Postgraduate Certificate Marketing Management and Digitization of Events



## Postgraduate Certificate Marketing Management and Digitization of Events

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Teaching Hours: 150 h.

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate/marketing-management-digitization-events](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate/marketing-management-digitization-events)

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# 01

# Introduction

Being up to date with the possibilities and advantages offered by the age of the digital era, for the organization of an event, is essential to provide effective alternatives to the company or organization responsible for the activity, as well as to create differential experiences for customers or specific audiences. The development of an effective marketing and communication plan is essential for the development of a successful event. The key is to master the principles and fundamentals that revolve around today's marketing and digitization, for which this program has been created with exclusive content and a completely online format, so that today's professional acquires the required tools and knowledge in an agile and effective way, guided by experts.





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*With this program, you will develop an analytical point of view in decision-making in the field of communication and marketing of events”*

In a world dominated by digital communications and where more and more tools and new technologies are emerging, implementing them efficiently in the events sector demonstrates being at the forefront and the optimum capacity of the professional in charge of planning. This requires constant updating and study of the variables of the environment. Matching the concept of the event with the appropriate audience is part of the challenges that arise, and to achieve this it is necessary to develop a clear idea of what you really want to offer with the event and to whom it is intended to be offered.

Communicating it to the target audience is the goal and through the correct use of the right techniques it is possible. This Postgraduate Certificate includes a syllabus where the professional will be able to understand how to implement an advertising campaign for the event and its follow-up, learn about the Benchmarking process, Digital Branding, the new Knowledge Management models in the digitization of information, the Fake News and other enemies of digitization. Furthermore, we will delve into the use of digital tools such as social networks to finally study the leadership profile that a good Marketing and Communication team management needs.

All this, with the most exclusive content selected by expert professionals in the communications and marketing sector focused on the current event management industry, which provides an invaluable experiential value for the student. As well as the most avant-garde methodology promoted by TECH: Relearning and 100% online, obtaining the certificate in 6 weeks.

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

- ♦ The development of practical cases presented by experts in Communication, Marketing and Event Management
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and 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



*Mastering event reputation management in the digital field is possible thanks to the knowledge found in this program"*

“

*You will learn how to efficiently evaluate the communicational aspects of an event and apply appropriate methods for its digitization”*

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

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning, that is, a simulated environment that will provide an immersive education programmed to prepare 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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will create the best communication and marketing campaign for your event.*

*Get your certificate in just 6 weeks and choose with freedom where, how and when you want to study.*



# 02

# Objectives

Understanding the structure of communication and its tools in the environment of event digitization is what is proposed in this Postgraduate Certificate, focused on providing the necessary skills to the professional to be able to adequately use the benefits of ICT in each of their projects. This will enhance their profile to take on new challenges in their work environment, working as part of a team or individually.







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*The objective of this Postgraduate Certificate is to become an expert in Marketing Management and Digitization of Events. Enroll and reach your goal”*



## General Objectives

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- ♦ Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams
- ♦ Develop Financial Management competences
- ♦ In-depth knowledge of current trends in event management
- ♦ Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service
- ♦ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic





## Specific Objectives

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- ◆ Understand the new communication technologies
- ◆ Manage segmentation, metrics and Big Data analysis
- ◆ Evaluate the benefits and difficulties of digitization in events
- ◆ Understand and apply the Benchmarking
- ◆ Manage the brand's reputation
- ◆ Master social networks and their ecosystems to benefit the development of the event



*You will have all the necessary knowledge to efficiently use the new communication technologies in the event"*

# 03

# Course Management

Teachers with a renowned profile in the communications and marketing field focused on the organization of events lead this exclusive TECH program, who are currently working in the industry with complete success, providing extensive knowledge and experience to students in each of the topics of study. This gives the program a unique identity, with excellent contents and unbeatable practical cases that are completely up to date.





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*Renowned professionals in the Marketing and Communications field, focused on the events sector, lead this program, supported by the best study methodology”*

## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE
- ♦ Project Management Advisor for the UNESCO World Conference on Higher Education
- ♦ Development Director of Creativalab S.L.
- ♦ Director Barcelona Congr eso M edic S.L.
- ♦ Master's Degree in Marketing Management
- ♦ Master's Degree in Pharmaceutical Marketing from ISM- ESIC
- ♦ Diploma in Tax Law by ESINE

## Professors

### Mr. Perell  Sobrepere, Marc

- ♦ Corporate Communications and Marketing Manager
- ♦ Director of Digital and Strategy Area at Creativalab SL
- ♦ Head of the Communications and Marketing Area at Abantia Group
- ♦ Head of the Communications and Marketing Area at Managing Incompetence
- ♦ Marketing and Communication professor for university postgraduate studies
- ♦ Author and co-author of articles for magazines specialized in Communication
- ♦ PhD in Communication Sciences from the University Ramon Llull
- ♦ Degree in Journalism from CEU Abat Oliba University
- ♦ Degree in Advertising and Public Relations from CEU Abat Oliba University
- ♦ Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University



# 04

## Structure and Content

This Postgraduate Certificate in Marketing Management and Digitization of Events proposes an exclusive syllabus based on the social aspects of communication and marketing to obtain the best results with the use of digital tools. With a structure and methodology that allow the professional to advance effectively in their training, and through a modern virtual campus with multiple multimedia resources, the student's learning is facilitated without large investments of time.







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*Only with TECH Technological University  
can you find the convenience of studying  
online and the highest quality contents”*

## Module 1. Marketing Management and Digitization of Events

- 1.1. Event Digitization
  - 1.1.1. New Communication Technologies
  - 1.1.2. Digital Events
  - 1.1.3. Big Data. Metrics and Analytics
- 1.2. Digital Segmentation
  - 1.2.1. New Audiences and Types of Users
  - 1.2.2. New Segmentation Variables
  - 1.2.3. The Buyer and Their Development
- 1.3. Digitization of Information
  - 1.3.1. Thinking and Communicating Digitally
  - 1.3.2. New Knowledge Management Models
  - 1.3.3. Fake News and Other Enemies of Digitalization
- 1.4. Digital Reputation Management
  - 1.4.1. Personal Brand
  - 1.4.2. Social Listening
  - 1.4.3. Inbound Marketing
- 1.5. Digital Branding
  - 1.5.1. Branding
  - 1.5.2. Event Branding
  - 1.5.3. Actions to Be Taken Based on the Income Statement
- 1.6. The Benchmarking Process
  - 1.6.1. Purpose of the Event
  - 1.6.2. Competitive Analysis
  - 1.6.3. Benchmarking of Results



- 1.7. Event Campaigns
  - 1.7.1. Brainstorming
  - 1.7.2. Internal and External Part of the Campaign
  - 1.7.3. Campaign Implementation and Follow-Up
- 1.8. Digital Tools
  - 1.8.1. Setting Objective and Strategies
  - 1.8.2. Channel and Platform Selection
  - 1.8.3. Optimizing Results in Real Time
- 1.9. Social Media
  - 1.9.1. Knowledge and Use of Social Networks
  - 1.9.2. Most Important Uses for an Event
  - 1.9.3. Livestreaming an Event on Social Networks
- 1.10. Marketing and Communication Team Management
  - 1.10.1. Leadership Skills
  - 1.10.2. Keys to Pragmatic Management
  - 1.10.3. Day-to-Day Management

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*Enroll now and master everything you need to become a professional in the Marketing Management and Digitization of Events, in just 6 weeks”*

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, 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.



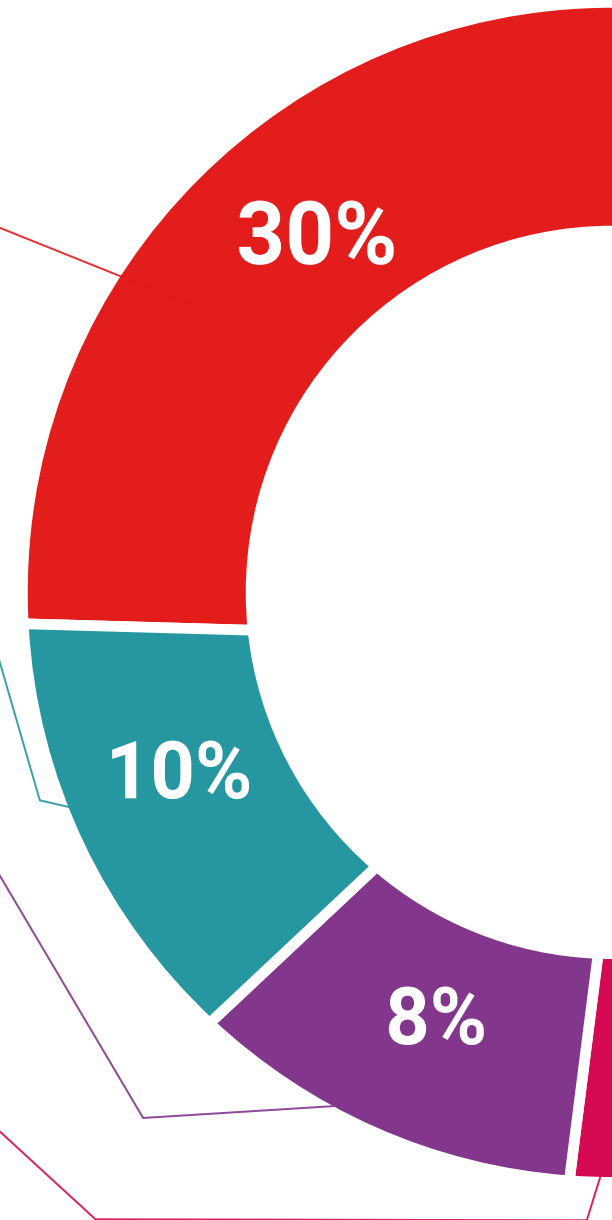
### Practising Skills and Abilities

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

The Postgraduate Certificate in Marketing Management and Digitization of Events guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Marketing Management and Digitization of Events** 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 Marketing Management and Digitization of Events**

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.

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



**Postgraduate Certificate**  
**Marketing Management**  
**and Digitization of Events**

Course Modality: **Online**

Duration: **6 weeks**

Certificate: **TECH Technological University**

Teaching Hours: **150 h.**

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