

# Advanced Master's Degree MBA in Digital Marketing Management

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## Advanced Master's Degree MBA in Digital Marketing Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-marketing-management](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-mba-digital-marketing-management)

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# 01 Welcome

Online sales are constantly on the rise. More and more people are purchasing products without having to physically see them, eliminating the need to go to the store and avoiding lengthy queues. Therefore, it is important that advertising campaigns and marketing techniques are transferred to the digital environment, focusing on this type of sales. In order for these campaigns to be effective, it is necessary to have an in-depth knowledge of all the tools at our disposal, which will allow us to move in highly competitive environments with total guarantees of success. If you are looking for a high-quality specialization program in this field, don't think twice. TECH has everything you are looking for.



Advanced Master's Degree in MBA in Digital Marketing Management  
TECH Technological University

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*Specialize in digital marketing management with a high-level program in which you will find the latest and most relevant information in this field"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program, you will be equipped to make global decisions with an innovative perspective and an international vision.



“

*One of our primary objectives is to help you develop the essential skills to strategically manage digital marketing campaigns”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Advanced Master's Degree in MBA in Digital Marketing Management** will provide you with the abilities to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan

05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives





06

Design innovative strategies and policies to improve management and business efficiency

08

Acquire the communication skills that a business leader needs in order to ensure that their message is heard and understood by the members of their community

09

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

07

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits

10

Be able to manage the company's economic and financial plan



11

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

14

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

12

Be able to apply information and communication technologies to the different areas within a company

13

Carry out the marketing strategy that allows us to make our product known to our potential clients and to generate a suitable image of our company

15

Structure a business model around e-commerce



16

Understand the marketing strategies that a company must implement to operate in a competitive environment

18

Know how to use quantitative and qualitative research tools to operate in digital environments



# DIGITAL MARKETING

19

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

17

Discover new digital tools to acquire customers and strengthen a brand

20

Carry out inbound marketing campaigns that help optimize the content directed towards our market

21

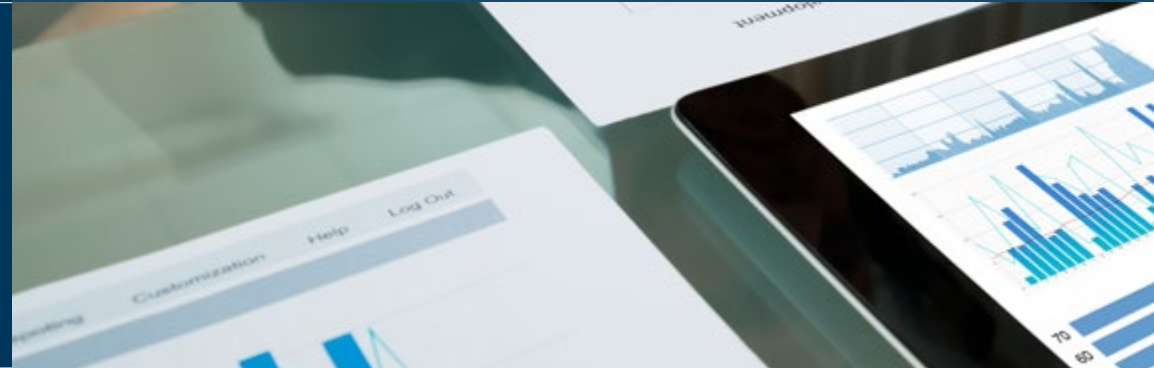
Understand the new digital communication paradigm

24

Manage digital suppliers optimally with the ability to choose, control, and demand efficiently

22

Acquire an innovative mindset to develop strategies adapted to the needs of the 21st century



23

Successfully lead partially or fully digitized sales and marketing teams

25

Develop a solid and complete digital marketing plan for the organization

26

Develop e-mailing campaigns

28

Use social media as an asset in marketing campaigns



29

Understand how the overall e-commerce process is carried out and through which platforms it is managed

27

Apply SEM and SEO strategies in marketing strategies

30

Know the main trends for using e-commerce through cell phones

# 05 Skills

After passing the assessments on the Advanced Master's Degree in MBA in Digital Marketing Management, the professional will have acquired the necessary skills for a quality and up-to-date practice based on the most innovative teaching methodology.



A grayscale photograph of a hand pointing at a document. The document features a bar chart with three bars of increasing height and a pie chart. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Learn how to design and manage online marketing campaigns and achieve your company's goals"*

At the end of this program, the professional will be able to:

01

Manage a company as a whole, applying leadership techniques that influence the employees' performance, in such a way that the company's objectives are achieved

04

Correctly manage teams to improve productivity and, therefore, the company's profits

02

Be part of and lead the company's corporate and competitive strategy



03

Resolve business conflicts and problems between workers

05

Exercise economic and financial control of a company



06

Control the company's logistics processes, as well as purchasing and procurement

08

Apply the most appropriate strategies to support e-commerce of the company's products



09

Develop and lead marketing plans

07

Delve into the new business models associated with information systems

10

Focus on innovation in all processes and areas of the company

11

Lead the different projects in a company

14

Design a complete digital marketing plan

12

Commit to sustainably developing the company ,  
avoiding environmental impacts

15

Create and lead a digital marketing strategy that  
allows the correct positioning of our company  
against competitors

13

Know in depth the changes in consumer tastes and purchasing  
methods and adapt the business to their needs

16

Apply quantitative and qualitative market research tools

17

Know the trends in digital marketing and keep up to date with the main developments in this field

20

Perform web analytics, understand the results and use them to drive the company's online campaign

18

Apply inbound marketing tools and strategies

21

Define and design a social media marketing and communication plan

19

Using social networks as essential tools for brand awareness.

22

In-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector

06

# Structure and Content

The Advanced Master's Degree MBA in Digital Marketing Management is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests. A program that takes place over 24 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a digital marketing manager.



“

*The skills and competencies that you acquire when you complete a program of this type are fundamental. Therefore, you should not miss the opportunity to specialize in TECH”*

## Syllabus

The Advanced Master's Degree MBA in Marketing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, you will analyze a multitude of practical cases through individual work, achieving contextual learning that you will be able to apply to your daily practice. It is, therefore, an authentic immersion in real business situations.

This Advanced Master's Degree MBA in Digital Business Management deals in depth with the main areas of the company, and is designed for managers to understand digital marketing management from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 22 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR.
<b>Module 2</b>	Strategic Direction and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Commercial Management, Marketing and Corporate Communication
<b>Module 8</b>	Innovation and Project Management
<b>Module 9</b>	Digital Marketing and E-Commerce
<b>Module 10</b>	Digital Marketing Strategy
<b>Module 11</b>	Inbound Marketing
<b>Module 12</b>	Entrepreneurship
<b>Module 13</b>	Performance Marketing
<b>Module 14</b>	Search Engine Marketing and Search Engine Optimization (SEO)
<b>Module 15</b>	Search Engine Marketing (SEM)
<b>Module 16</b>	Conversion Optimization
<b>Module 17</b>	Social Media and Community Management
<b>Module 18</b>	Designing the User Experience Strategy
<b>Module 19</b>	Mobile e-Commerce
<b>Module 20</b>	Web Analytics and Marketing Analytics
<b>Module 21</b>	Data Science and Big Data
<b>Module 22</b>	e-Commerce and Shopify



### Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 24 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Leadership, Ethics, and CSR.**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Business Management
- 1.2.2. Management Roles and Responsibilities

**1.3. Business ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementing Corporate Social Responsibility

**Module 2. Strategic Direction and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Organisational analysis
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate-Level Strategy
- 2.2.2. Types of Corporate-Level Strategies
- 2.2.2. Determining the Corporate Strategy
- 2.2.3. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methods
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Strategic Mission, Vision, and Values
- 2.5.2. The Balanced Scorecard
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Implementing the Strategy: Objectives, Actions, and Impacts
- 2.6.2. Supervision and Strategic Alignment
- 2.6.3. Continuous Improvement Approach

**2.7. Executive Management**

- 2.7.1. Integrating Functional Strategies into the Global Business Strategies
- 2.7.2. Management Policy and Processes
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/ Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision-Making



**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. Job Design, Recruitment, and Selection
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Performance Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives: Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Performance Analysis
- 3.6.2. Leading Change. Resistance to Change
- 3.6.3. Managing Change Processes
- 3.6.4. Managing Multicultural Teams

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Executive Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Company Financial Statements
- 4.2.4. Analysis of Financial Statements: Decision-Making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Corporate Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: Case-Country Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Skills

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-Term Financial Planning
- 4.7.4. Long-Term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply Chain Management (1)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply Chain Management (2). Implementation**

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service.

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-Based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce.
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile e-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

## Module 7. Commercial Management, Marketing, and Corporate Communication

### 7.1. Commercial Management

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

### 7.2. Marketing

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

### 7.3. Strategic Marketing Management

- 7.3.1. Sources of Innovation
- 7.3.2. Current Trends in Marketing
- 7.3.3. Marketing Tools
- 7.3.4. Marketing Strategy and Communication with Customers

### 7.4. Digital Marketing Strategy

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

### 7.5. Sales and Communication Strategy

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

### 7.6. Corporate Communication

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

### 7.7. Corporate Communication Strategy

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

## Module 8. Innovation and Project Management

### 8.1. Innovation

- 8.1.1. Macro Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

### 8.2. Innovation Strategy

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

### 8.3. Business Model Design and Validation

- 8.3.1. The Lean Startup Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

### 8.4. Project Management

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

**Module 9. Digital Marketing and E-Commerce**

**9.1. Digital Marketing and e-Commerce**

- 9.1.1. The Digital Economy and the Sharing Economy
- 9.1.2. Trends and Social Changes in Consumers
- 9.1.3. Digital Transformation of Traditional Companies
- 9.1.4. The Roles of the Chief Digital Officer

**9.2. Digital Strategy**

- 9.2.1. Segmentation and Positioning in the Competitive Context
- 9.2.2. New Marketing Strategies for Products and Services
- 9.2.3. From Innovation to Cash Flow

**9.3. Technology Strategy**

- 9.3.1. Basic Concepts of Web Development
- 9.3.2. Hosting and Cloud Computing
- 9.3.3. Content Management Systems (CMS)
- 9.3.4. Formats and Digital Media
- 9.3.5. Technological e-Commerce Platforms

**9.4. Digital Regulation**

- 9.4.1. Privacy Policy and Personal Data Protection Act
- 9.4.2. Fake Profiles and Fake Followers
- 9.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

**9.5. Online Market Research**

- 9.5.1. Quantitative Research Tools in Online Markets
- 9.5.2. Dynamic Qualitative Customer Research Tools

**9.6. Online Agencies, Media and Channels**

- 9.6.1. Integral, Creative and Online Agencies
- 9.6.2. Traditional and New Media
- 9.6.3. Online Channels
- 9.6.4. Other Digital Players

**Module 10. Digital Marketing Strategy**

**10.1. Managing Digital Business**

- 10.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 10.1.2. Designing and Creating a Digital Marketing Plan
- 10.1.3. Digital Media Planning and Contracting
- 10.1.4. ROI Analysis in a Digital Marketing Plan

**10.2. Digital Marketing to Reinforce a Brand**

- 10.2.1. Branded Content and Storytelling
- 10.2.2. Hypersegmentation
- 10.2.3. Videomarketing
- 10.2.4. Social Sales

**10.3. Defining the Digital Marketing Strategy**

- 10.3.1. Closed Loop Marketing
- 10.3.2. Continuous Loop Marketing
- 10.3.3. Multichannel Marketing

**10.4. Digital Marketing to Attract and Retain Customers**

- 10.4.1. Hypersegmentation and Micro-Localization
- 10.4.2. Loyalty and Engagement Strategies using the Internet
- 10.4.3. Visitor Relationship Management

**10.5. Digital Marketing Trends**

- 10.5.1. Remarketing
- 10.5.2. Digital Neuromarketing
- 10.5.3. Avatar Marketing
- 10.5.4. Bluecasting

**10.6. Managing Digital Campaigns**

- 10.6.1. Display Advertising and Rich Media
- 10.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 10.6.3. Advertising on Digital Television

**10.7. Online Marketing Plan**

- 10.7.1. Online Research
- 10.7.2. Creating an Online Marketing Plan
- 10.7.3. Configuration and Activation
- 10.7.4. Launch and Management

**10.8. Blended Marketing**

- 10.8.1. Integrating on and off actions
- 10.8.2. Personalize and Segment
- 10.8.3. Improve the User Experience

**Module 11. Inbound Marketing**

**11.1. The Definition of Inbound Marketing**

- 11.1.1. Effective Inbound Marketing
- 11.1.2. The Benefits of Inbound Marketing
- 11.1.3. Measuring the Success of Inbound Marketing

**11.2. Target Research**

- 11.2.1. Consumer Intent Modelling and Buyer Personas
- 11.2.2. Customer Journey Mapping
- 11.2.3. Content Strategy

**11.3. Content Optimization**

- 11.3.1. Content Optimization for Search Engines
- 11.3.2. Recycling and Content Improvement

**11.4. Content Creation**

- 11.4.1. User and Brand Generated Content
- 11.4.2. Opportunity Blogging
- 11.4.3. Video and Other Formats

**11.5. Content Dynamization**

- 11.5.1. Influencers
- 11.5.2. Blogger Outreach
- 11.5.3. Paid Content Seeding

**11.6. Conversion**

- 11.6.1. Lead Capturing and CRO
- 11.6.2. Lead Nurturing and Marketing Automation

**Module 12. Entrepreneurship**

**12.1. Innovation Methodology and Knowledge Society**

- 12.1.1. Design Thinking
- 12.1.2. The Blue Ocean Strategy
- 12.1.3. Collaborative Innovation
- 12.1.4. Open Innovation

**12.2. Strategic Innovation Intelligence**

- 12.2.1. Technology Monitoring
- 12.2.2. Technology Foresight
- 12.2.3. Coolhunting

**12.3. Entrepreneurship and Innovation**

- 12.3.1. Strategies to Search for Business Opportunities
- 12.3.2. Assessing the Feasibility of New Projects
- 12.3.3. Innovation Management Systems
- 12.3.4. Entrepreneur Soft Skills

**12.4. Project Management**

- 12.4.1. Agile Development
- 12.4.2. Lean Management in Startups
- 12.4.3. Project Tracking and Project Steering

**12.5. Business Plan**

- 12.5.1. Business Plan in the Digital Era
- 12.5.2. Value Proposition Model

**12.6. Financing Startups**

- 12.6.1. Seed Phase: Financial Funds and Subsidies
- 12.6.2. Startup Phase: Business Angels
- 12.6.3. Growth Phase: Venture Capital
- 12.6.4. Consolidation Phase: IPO

**Module 13. Performance Marketing**

**13.1. Permission Marketing**

- 13.1.1. How to Obtain a Users Permission?
- 13.1.2. Personalizing the Message
- 13.1.3. Mail Confirmation or Double Opt-in

**13.2. Strategy and Performance Techniques**

- 13.2.1. Performance Marketing: Results
- 13.2.2. Digital Media Mix
- 13.2.3. The Importance of the Funnel

**13.3. Programmatic Marketing and RTB**

- 13.3.1. RTB: Real-Time Planning and Purchasing.
- 13.3.2. Programmatic Purchasing Ecosystem
- 13.3.3. How to Integrate RTB into the Media Mix
- 13.3.4. Keys to RTB on Different Devices

**13.4. Affiliate Campaign Development**

- 13.4.1. Agencies and Affiliate Programs
- 13.4.2. Postview
- 13.4.3. Designing Affiliate Programs

**13.5. Launching an Affiliate Program**

- 13.5.1. Affiliation and Direct Affiliation Networks
- 13.5.2. Results Analysis and Monitoring
- 13.5.3. Fraud Control

**13.6. Developing E-Mail Campaigns**

- 13.6.1. Designing E-Mail Marketing Campaigns
- 13.6.2. E-mail Marketing
- 13.6.3. Lists of Subscribers, Leads, and Customers

**13.7. E-Mail Marketing Tools and Resources**

- 13.7.1. Acumbamail
- 13.7.2. Mailchimp
- 13.7.3. Templates
- 13.7.4. Inbox Inspection

**13.8. Online Writing for E-Mail Marketing Campaigns**

- 13.8.1. How to Create Good Headlines
- 13.8.2. Writing Content for Newsletters
- 13.8.3. Calls to Action in Newsletters

**13.9. Display and Campaign Optimization**

- 13.9.1. Advertising, Persuasive Communication
- 13.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
- 13.9.3. Affiliation
- 13.9.4. Campaign Preparation

**13.10. E-Mail Marketing Metrics**

- 13.10.1. List Metrics
- 13.10.2. Newsletter Delivery Metrics
- 13.10.3. Conversion Metrics

**Module 14. Search Engine Marketing and Search Engine Optimization (SEO)**

**14.1. How Search Engines Work**

- 14.1.1. Indicators and Indexes
- 14.1.2. Algorithms
- 14.1.3. SEO and Corporate Branding

**14.2. Fundamental Variables of SEO**

- 14.2.1. Indexability
- 14.2.2. Contents
- 14.2.3. Popularity

**14.3. SEO Analysis**

- 14.3.1. Determining KPIs
- 14.3.2. Generating *Scripts* and Alerts
- 14.3.3. Optimization of Images, Videos and Other Elements

**14.4. Linkbuilding**

- 14.4.1. Ways of Carrying Out Effective Linkbuilding
- 14.4.2. Link Baiting
- 14.4.3. Link Audits
- 14.4.4. Penalties

**14.5. App Store Optimization**

- 14.5.1. App Indexing
- 14.5.2. App Visibility on Search Engines
- 14.5.3. Measuring the Visibility of Search Engine Apps

**14.6. Technical SEO**

- 14.6.1. Web Performance Optimization
- 14.6.2. Real Time and Content
- 14.6.3. Relevant Tagging and Headers
- 14.6.4. Advanced WPO Techniques

**14.7. SEO and e-Commerce**

- 14.7.1. Conversion Rate Optimization
- 14.7.2. Google WebMaster Tools
- 14.7.3. Social Proof and Viralization
- 14.7.4. Navigation and Indexability

**14.8. Integration in an Online Marketing Plan**

- 14.8.1. Metrics and Impact
- 14.8.2. Web Analytics
- 14.8.3. Other Monitoring Tools

**Module 15. Search Engine Marketing (SEM)**

**15.1. Keyword Hunting for SEM**

- 15.1.1. Adwords Keyword Tool
- 15.1.2. Google Suggest
- 15.1.3. Insights for Search
- 15.1.4. GoogleTrends

**15.2. SEM and Google Adwords**

- 15.2.1. Google Shopping
- 15.2.2. Google Display Network
- 15.2.3. Google AdWords Mobile
- 15.2.4. YouTube Advertising

**15.3. Google Products**

- 15.3.1. Google Products Integrated in Adwords
- 15.3.2. Product Extensions vs Product Ads
- 15.3.3. Google Shopping and Local
- 15.3.4. Google Merchant

**15.4. Pay-Per-Click and SEM**

- 15.4.1. Search and Display
- 15.4.2. Creating PPC Campaigns
- 15.4.3. Tracking Conversions

**15.5. Facebook Ads**

- 15.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 15.5.2. Creating Facebook Ads
- 15.5.3. Facebook Power Editor
- 15.5.4. Campaign Optimization

**15.6. Other PPC Platforms.**

- 15.6.1. Twitter Ads
- 15.6.2. LinkedIn
- 15.6.3. Baldu
- 15.6.4. Yandex

**15.7. Strategy in SEM**

- 15.7.1. Quality Score
- 15.7.2. CPC Bidding
- 15.7.3. Site Links

**15.8. Measurement in SEM**

- 15.8.1. KPIs
- 15.8.2. Impressions, Clicks, Conversions
- 15.8.3. Revenue, ROI, CPA

**Module 16. Conversion Optimization**

**16.1. Introduction to Conversion Rate Optimization**

- 16.1.1. Purchase Cycle and Elements of Online Behavior
- 16.1.2. Fundamentals of Neuromarketing
- 16.1.3. Usability vs. Persuasion

**16.2. CRO Methodology**

- 16.2.1. Scientific Method
- 16.2.2. Conversion Pyramid
- 16.2.3. The CRO Process

**16.3. Web Analytics and CRO**

- 16.3.1. Qualitative Analysis
- 16.3.2. Behavior Analysis
- 16.3.3. Business and User Objectives

**16.4. User Experience y Conversion Rate Optimization**

- 16.4.1. Lean and User Experience
- 16.4.2. Wireframing
- 16.4.3. Persuasive Copy

**16.5. CRO and Psychology**

- 16.5.1. Neuromarketing
- 16.5.2. Web Design and Neuromarketing
- 16.5.3. Learning, Memory, and Emotions

**16.6. Behavioral Economics**

- 16.6.1. Decision Factors
- 16.6.2. Motivation and Anchoring
- 16.6.3. The Role of the Unconscious

**16.7. Experimentation in CRO**

- 16.7.1. A/B vs Multivariates
- 16.7.2. Testing Tools
- 16.7.3. Implementation and Execution

**16.8. CRO in e-Commerce**

- 16.8.1. E-Commerce and CRO
- 16.8.2. The E-Commerce Funnel
- 16.8.3. Processes to Optimize

**Module 17. Social Media and Community Management**

**17.1. Web 2.0 or the Social Web**

- 17.1.1. Organization in the Age of Conversation
- 17.1.2. Web 2.0 Is All About People
- 17.1.3. New Environments, New Content

**17.2. Digital Communication and Reputation**

- 17.2.1. Crisis Management and Online Corporate Reputation
- 17.2.2. Online Reputation Report
- 17.2.3. Etiquette and Good Practices on Social Networks
- 17.2.4. Branding and Networking 2.0

**17.3. General, Professional, and Microblogging Platforms**

- 17.3.1. Facebook.
- 17.3.2. LinkedIn
- 17.3.3. Twitter

**17.4. Video, Image, and Mobility Platforms**

- 17.4.1. YouTube
- 17.4.2. Instagram
- 17.4.3. Flickr
- 17.4.4. Vimeo
- 17.4.5. Pinterest

**17.5. Corporate Blogging**

- 17.5.1. How to Create a Blog
- 17.5.2. Content Marketing Strategy
- 17.5.3. How to Create a Content Plan for Your Blog
- 17.5.4. Content Curation Strategy

**17.6. Social Media Strategies**

- 17.6.1. Corporate Communication Plan 2.0
- 17.6.2. Corporate PR and Social Media
- 17.6.3. Analysis and Evaluation of Results

**17.7. Community Management**

- 17.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 17.7.2. Social Media Manager
- 17.7.3. Social Media Strategist

**17.8. Social Media Plan**

- 17.8.1. Designing a Social Media Plan
- 17.8.2. Defining the Strategy to Be Followed in Each Medium
- 17.8.3. Contingency Protocol in Case of Crisis

**Module 18. Designing the User Experience Strategy**

**18.1. UX Design**

- 18.1.1. Information Architecture
- 18.1.2. SEO and Analytics for UX
- 18.1.3. Landing Pages

**18.2. Technical Terms in UX Design**

- 18.2.1. Wireframe and Components
- 18.2.2. Interaction Pattern and Navigation Flow
- 18.2.3. User Profile
- 18.2.4. Process and Process Funnel

**18.3. Research**

- 18.3.1. Research in Interface Design Projects
- 18.3.2. Qualitative and Quantitative Approach
- 18.3.3. Announce the Results of the Research

**18.4. Digital Design**

- 18.4.1. Digital Prototype
- 18.4.2. Axure and Responsive
- 18.4.3. Interaction Design and Visual Design

**18.5. User Experience**

- 18.5.1. User Focused Design Methodology
- 18.5.2. User Research Techniques
- 18.5.3. Involve the Customer in the Process
- 18.5.4. Shopping Experience Management

**18.6. Designing the User Experience Strategy**

- 18.6.1. Content Trees
- 18.6.2. High-Fidelity Wireframes
- 18.6.3. Component Maps
- 18.6.4. Usability Guides

**18.7. Usability Evaluation**

- 18.7.1. Usability Evaluation Techniques
- 18.7.2. Data Visualization
- 18.7.3. Presenting Data

**18.8. Customer Value and Customer Experience Management**

- 18.8.1. Use of Narratives and Storytelling
- 18.8.2. Co-Marketing as a Strategy
- 18.8.3. Content Marketing Management
- 18.8.4. The ROI of Customer Experience Management



**Module 19. Mobile e-Commerce**
**19.1. Mobile Marketing**

- 19.1.1. New Consumption and Mobility Habits
- 19.1.2. The SoLoMo Model
- 19.1.3. The 4 Ps of the Marketing Mix in Mobility

**19.2. Mobile Technology**

- 19.2.1. Mobile Operators
- 19.2.2. Mobile Devices and Operating Systems
- 19.2.3. Mobile Applications and WebApps
- 19.2.4. Sensors and Integration with the Physical World

**19.3. Trends in Mobile Marketing**

- 19.3.1. Mobile Publishing
- 19.3.2. Advergaming and Gamification
- 19.3.3. Mobile Geolocalization
- 19.3.4. Augmented Reality

**19.4. Mobile User Behavior**

- 19.4.1. New Search Habits on Mobile Devices
- 19.4.2. Multi-Screen
- 19.4.3. Mobile as a Purchasing Driver
- 19.4.4. ASO, Mobile User Acquisition and Loyalty.

**19.5. User Interface and Shopping Experience**

- 19.5.1. m-Commerce Rules and Platforms.
- 19.5.2. Omnichannel
- 19.5.3. Mobile & Proximity Marketing
- 19.5.4. Gap between Consumer and Advertiser
- 19.5.5. Mobile Commerce Content Managers

**19.6. Apps and Purchases**

- 19.6.1. Designing Mobile Commerce Apps
- 19.6.2. App Stores
- 19.6.3. App Marketing for Customer Loyalty
- 19.6.4. App Marketing for eCommerce

**19.7. Mobile Payments**

- 19.7.1. Value Chain and Business Models of Mobile Payment Methods
- 19.7.2. Keys to Improve UX in Mobile Payment
- 19.7.3. Positioning Strategies in the Mobile Payments Market
- 19.7.4. Fraud Management

**19.8. Mobile Analytics**

- 19.8.1. Mobile Measurement and Analysis Methodologies
- 19.8.2. Mobile Metrics: Main KPIs
- 19.8.3. Profitability Analysis
- 19.8.4. Mobile Analytics

**19.9. Mobile Commerce**

- 19.9.1. Services
- 19.9.2. Applications
- 19.9.3. Mobile Social Shopping

**19.10. Mobile Social Media Applications**

- 19.10.1. Integrating Cell Phones into Social Networks
- 19.10.2. Mobility, Relationship, Ubiquity and Publicity
- 19.10.3. Facebook Places
- 19.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

**Module 20. Web Analytics and Marketing Analytics**
**20.1. Web Analysis**

- 20.1.1. The Fundamentals of Web Analytics
- 20.1.2. Classic Media vs Digital Media
- 20.1.3. The Web Analyst's Basic Methodology

**20.2. Google Analytics**

- 20.2.1. Configuring an Account
- 20.2.2. Javascript Tracking API
- 20.2.3. Customized Reports and Segments

**20.3. Qualitative Analysis**

- 20.3.1. Research Techniques Applied in Web Analytics
- 20.3.2. Customer Journey
- 20.3.3. *Purchase Funnel*

**20.4. Digital Metrics**

- 20.4.1. Basic Metrics.
- 20.4.2. Ratios
- 20.4.3. Setting Objectives and KPIs

**20.5. Acquisition and Marketing Analytics**

- 20.5.1. ROI
- 20.5.2. ROAS
- 20.5.3. CLV

**20.6. Strategy Analysis Areas**

- 20.6.1. Web Traffic Acquisition
- 20.6.2. Activation
- 20.6.3. Conversion
- 20.6.4. Loyalty

**20.7. Data Science and Big Data**

- 20.7.1. Business Intelligence
- 20.7.2. Methodology and Analysis of Large Volumes of Data
- 20.7.3. Data Extraction, Processing, and Loading.

**20.8. Application Programming Interface (API)**

- 20.8.1. APIs and Google Analytics
- 20.8.2. Query Explorer
- 20.8.3. Supermetrics Functions

**20.9. Data Visualization**

- 20.9.1. Viewing and Interpreting Dashboards
- 20.9.2. Converting Data into a Value
- 20.9.3. Integrating Sources
- 20.9.4. Presenting Reports

**20.10. Web Analytics Tools**

- 20.10.1. Technological Basis of WA Tools
- 20.10.2. Logs and Tags
- 20.10.3. Basic and Ad-hoc Labeling

**Module 21. Data Science and Big Data**

**21.1. Data Science and Big Data**

- 21.1.1. Impact of Big Data and Data Science on Business Strategy
- 21.1.2. Introduction to Command Line
- 21.1.3. Data Science Problems and Solutions

**21.2. Data Hacking Languages**

- 21.2.1. SQL Databases
- 21.2.2. Introduction to Python
- 21.2.3. Programming in R

**21.3. Statistics**

- 21.3.1. Introduction to Statistics
- 21.3.2. Linear and Logistic Regression
- 21.3.3. PCA and Clustering

**21.4. Machine Learning**

- 21.4.1. Model Selection and Regularization
- 21.4.2. Random Trees and Forests
- 21.4.3. Processing Natural Language

**21.5. Big Data**

- 21.5.1. Hadoop
- 21.5.2. Spark
- 21.5.3. Collaborative Recommendation and Filtering Systems

**21.6. Data Science Success Stories**

- 21.6.1. Customer Segmentation Using the RFM Model
- 21.6.2. Experiment Design Application
- 21.6.3. Supply Chain Value: Forecasting
- 21.6.4. Business Intelligence

**21.7. Hybrid Architectures in Big Data**

- 21.7.1. Lambda Architecture
- 21.7.2. Kappa Architecture
- 21.7.3. Apache Flink and Practical Implementations
- 21.7.4. Amazon Web Services

**21.8. Big Data in the Cloud**

- 21.8.1. AWS: Kinesis
- 21.8.2. AWS: DynamoDB
- 21.8.3. Google Cloud Computing
- 21.8.4. Google BigQuery

**Module 22. e-Commerce and Shopify**

**22.1. Digital e-Commerce Management**

- 22.1.1. New e-Commerce Business Models
- 22.1.2. Planning and Developing an e-Commerce Strategic Plan
- 22.1.3. Technological Structure in e-Commerce

**22.2. e-Commerce Operations and Logistics**

- 22.2.1. How to Manage Fulfillment
- 22.2.2. Digital Point-of-Sale Management.
- 22.2.3. Contact Center Management
- 22.2.4. Automation in Management and Monitoring Processes

**22.3. Implementing e-Commerce Techniques**

- 22.3.1. Social Media and Integration in the E-Commerce Plan.
- 22.3.2. Multichannel Strategy
- 22.3.3. Personalizing Dashboards

**22.4. Digital Pricing**

- 22.4.1. Online Payment Methods and Payment Gateways
- 22.4.2. Electronic Promotions
- 22.4.3. Digital Price Timing
- 22.4.4. e-Auctions

**22.5. From e-Commerce to m-Commerce and s-Commerce**

- 22.5.1. e-Marketplace Business Models.
- 22.5.2. s-Commerce and Brand Experience
- 22.5.3. Purchase via Mobile Devices

**22.6. Customer Intelligence: from e-CRM to s-CRM**

- 22.6.1. Integrating the Consumer in the Value Chain
- 22.6.2. Online Research and Loyalty Techniques
- 22.6.3. Planning a Customer Relationship Management Strategy

**22.7. Digital Marketing Trade**

- 22.7.1. Cross Merchandising
- 22.7.2. Designing and Managing Facebook Ads Campaigns
- 22.7.3. Designing and Managing Google Adwords Campaigns

**22.8. Online Marketing for e-Commerce**

- 22.8.1. Inbound Marketing
- 22.8.2. Display and Programmatic Purchasing
- 22.8.3. Communication Plan



CONNECTION  
ANALYSIS  
DATA  
SEARCHING

07

# 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"*

## TECH Business School uses the 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”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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 must integrate all their knowledge, research, 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.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



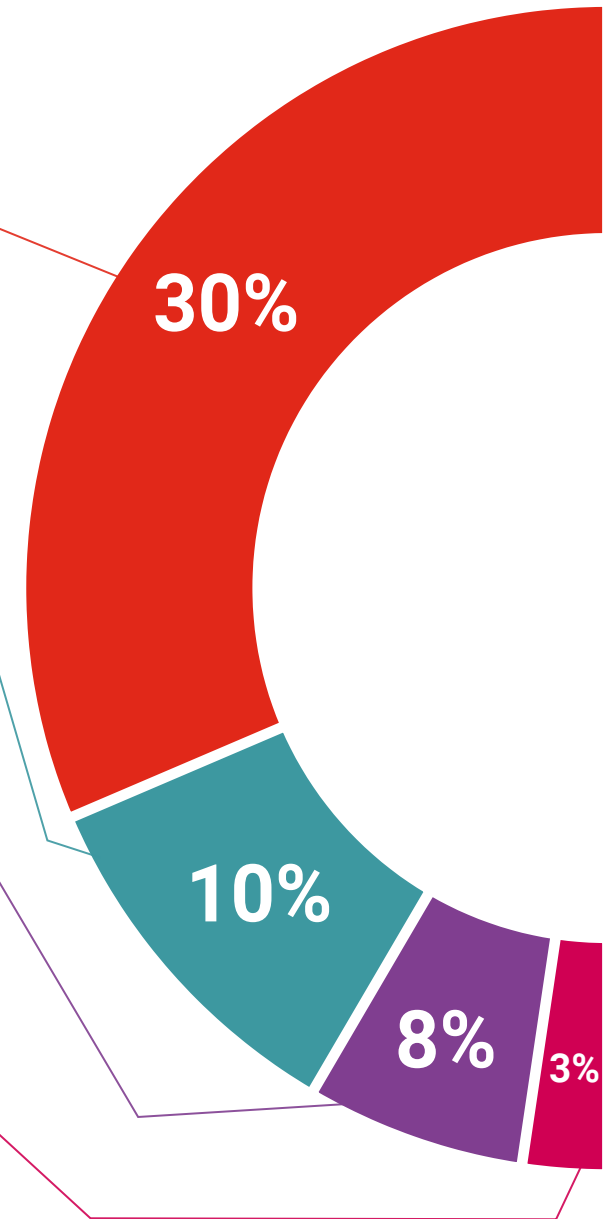
### Management Skills Exercises

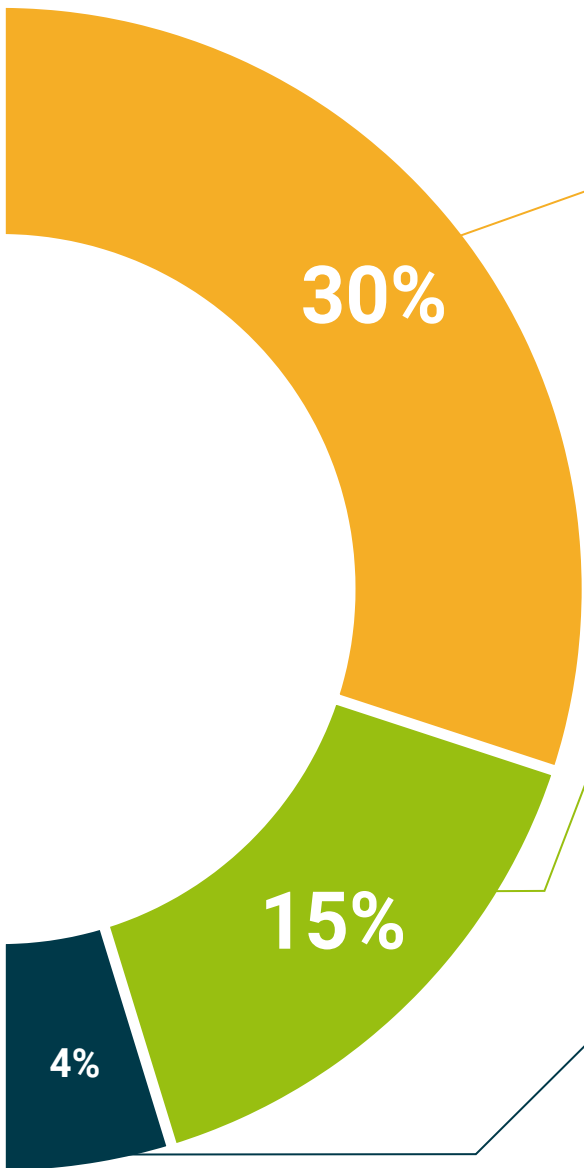
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



08

# Our Students' Profiles

The Advanced Master's Degree MBA in Digital Marketing Management is a program aimed at experienced professionals who want to update their knowledge and advance their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



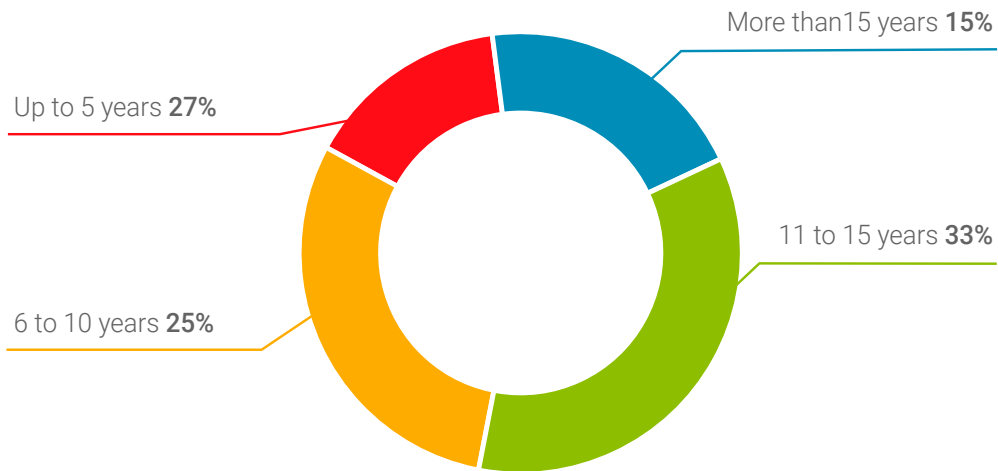
“

*If you have experience in digital marketing management, and you are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

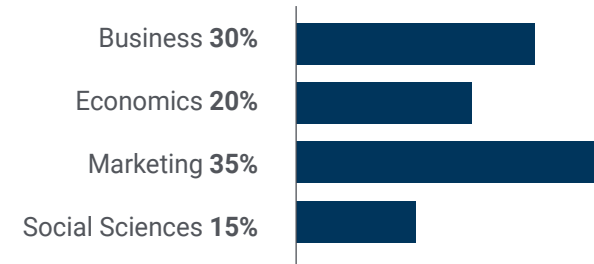
### Average Age

Between **35** and **45** years

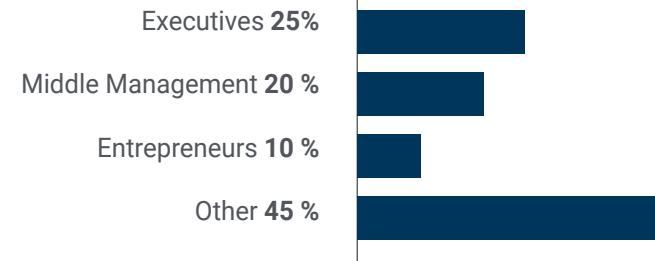
### Years of Experience



### Training

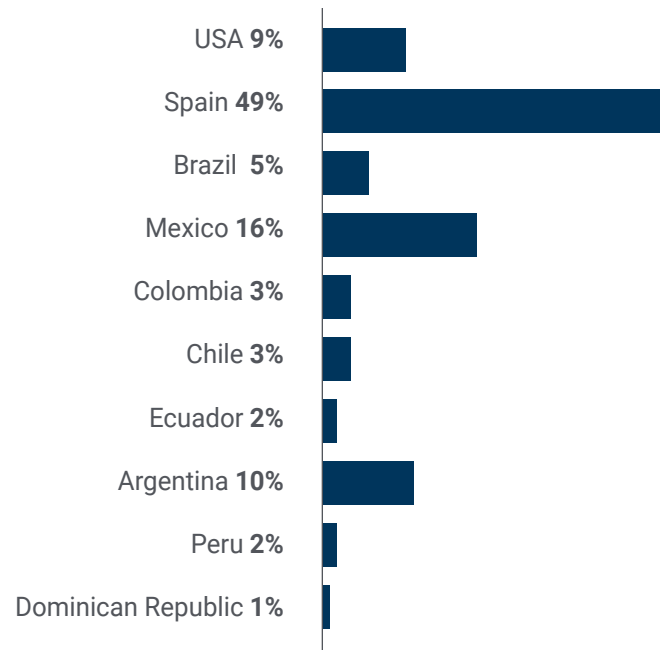


### Educational Profile



## Geographical Distribution

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## Javier Santana

Marketing Manager of a Multinational Company

*"The realization of a program of these characteristics is not simple, as it requires a great deal of effort and dedication. Luckily, TECH offers the possibility of doing all its programs online, which is certainly a must for people like me, who spend a large part of the day fulfilling their work obligations"*

09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, therefore, we put all our efforts and tools at your disposal so that you acquire the necessary skills and abilities that will allow you to achieve this change.





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*At TECH we direct all our efforts to help you achieve the professional change you deserve"*

## Are you ready to take the leap? Excellent professional development awaits you

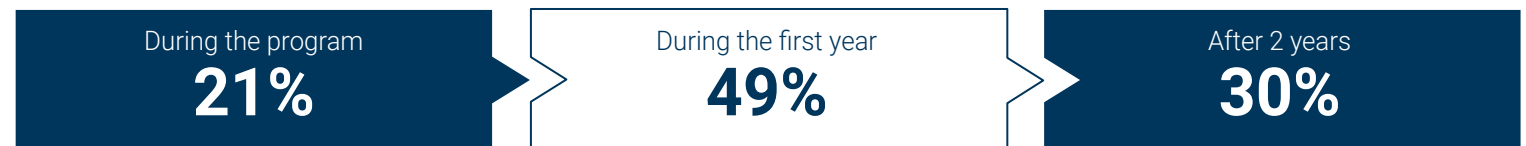
The Advanced Master's Degree MBA in Marketing Management of TECH Technological University is an intensive program that prepares you to face challenges and business decisions at both national and international levels. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

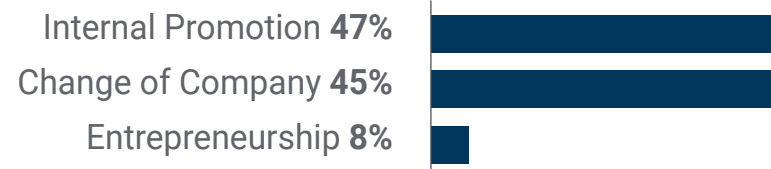
*If your main objective is to advance your career, don't think twice. At TECH we will help you to achieve it.*

*A high-level program for professionals seeking excellence.*

### Time of change



### Type of change



### Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Advanced Master's Degree MBA in Digital Marketing Management contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Therefore, participating in this academic program will not only improve you on a personal level, but, above all, on a professional level, enhancing your education and improving your managerial skills. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.



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*After completing this Advanced Master's Degree you will bring to the company a new business vision"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

Advanced Master's Degree in MBA Digital Business Management guarantees you, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Technological University.





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*Receive your certificate without the need for complicated paperwork and give your CV greater visibility”*

This **Advanced Master's Degree in MBA in Digital Business Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced Master's Degree** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Advanced Master's Degree in MBA in Digital Marketing Management**

Official N° of Hours: **3,000 h.**



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



## Advanced Master's Degree MBA in Digital Marketing Management

- › Modality: **online**
- › Duration: **2 years**
- › Certificate: **TECH Technological University**
- › Dedication: **16h/week**
- › Schedule: **at your own pace**
- › Exams: **online**

# Advanced Master's Degree

## MBA in Digital Marketing Management

