

# Postgraduate Certificate Email Campaign Development





## Postgraduate Certificate Email Campaign Development

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Global University
- » Accreditation: 4 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector.

Website: [www.techtitude.com/us/school-of-business/postgraduate-certificate/email-campaign-development](http://www.techtitude.com/us/school-of-business/postgraduate-certificate/email-campaign-development)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Methodology

---

*p. 10*

04

Objectives

---

*p. 18*

05

Structure and Content

---

*p. 22*

06

Our Students' Profiles

---

*p. 28*

07

Certificate

---

*p. 30*

# 01 Welcome

The Postgraduate Certificate in Email Campaign Development from TECH Global University is an intensive program designed to prepare you to face the challenges of the business world in the field of email marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

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



Postgraduate Certificate in Email Campaign Development  
TECH Global University



“

*The figure of the strict, inflexible, and authoritarian executive has become obsolete. A new profile has emerged—one that is much more in line with current trends and stands out for being technologically savvy, practicing active listening with employees, and being self-critical of their own work”*

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.





“

*Our high value proposition is shaking the foundations of traditional business schools. We have the best academic resources, a teaching staff made up of the most outstanding practicing professionals and the most demanding methodology. And all at a breakthrough price”*

### 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:



### Analysis

---

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



### Academic Excellence

---

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

---

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

---

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"*

# 03 Methodology

Our PostgraduateCertificate in Email Campaign Development offers you a revolutionary method to develop your skills. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



“

*Our school is the first in the world to combine  
Harvard Business School's case studies with a  
100% online, repetition-based learning system”*

## 12 | Methodology

### An innovative and distinctive learning method.

Our **Postgraduate Certificate in Mail Campaigns Development** offers a revolutionary approach to develop your **managerial skills**. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment. To achieve this, we rely on the **Harvard Business School case study method**.

The case study method has been the most widely used learning system among the world's most prestigious business schools since their inception. *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 it was established as a standard teaching method at Harvard.

In a given situation, what should a professional do? This is the question that you are presented with in the **case method**, an action-oriented learning method. Throughout the course, you will be presented with multiple real management cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Our school is the first in the world to combine Harvard Business School **case studies** with a **100 % online**, repetition-based learning system that integrates eight distinct elements—an evolution beyond traditional case study analysis.

It is the student who builds their **professional competence** through various pedagogical models, such as Roger Schank's Learning by Doing (Stanford, Yale) and George Kembel's Design Thinking (d.school, Stanford), becoming an active protagonist in their own teaching and learning process.

*We base our case studies on those from Harvard Business School.*



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

## Relearning Methodology



*We promote HBS case studies with the best 100% online teaching method: **Relearning***

*“In 2015 we obtained the best learning results of all online universities worldwide”*



*The overall score obtained by our learning system is **8.01**, according to the highest international standards.*

*...with a personalized learning path guided by experts...*

### A state-of-the-art methodology to train managers of the future.

This methodology, at the forefront of world teaching, is called **Relearning**. Our online business school is the only one in the world licensed to incorporate this successful method. In 2015, we managed to improve the overall satisfaction levels of our students (teaching quality, quality of teaching materials, course structure, objectives...) as far as the indicators of the best online university are concerned.

In our **Postgraduate Certificate in Email Campaign Development**, learning is not a linear process, but rather a spiral (we learn, unlearn, forget, and re-learn). Therefore we combine each of these elements concentrically.

With this methodology **we have trained more than 150,000 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 42 years.

The **Postgraduate Certificate in Email Campaign Development** is presented as a training program that favors connection, learning, participation, and knowledge acquisition.

Students will embark on a training course with us, designed to **be practical, active, and participatory**.

Each student has **a personal mentor** assigned to them who ensures that the program is used to its best advantage.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, e-mail contact with the technical secretary, chat and videoconferences).

“Our system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the content from any device with an internet connection (computer, tablet, smartphone)”





Based on the **latest evidence in the field of neuroscience**, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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 **Postgraduate Certificate in Email Campaign Development** are connected to the context where the individual carries out their professional work.

We enhance **your intelligence**. Your skills. Your ability to solve problems. With a teaching model of the **highest standards**.

*...and all this with the best learning materials at the forefront of teaching and technology...*



## 16 | Methodology

In the Postgraduate Certificate in Email Campaign Development at TECH Global University, you will have access to the highest-quality educational materials, carefully designed with you in mind.



### Study Material

After a complex production process, we transform the best content into high-quality educational and audiovisual multimedia.

We select **the best syllabus** and make it available to you. Everything you need to acquire in-depth knowledge of a discipline, from A to Z.

Lessons written and selected by senior executives who are specialists in each of the subjects.



### Masterclasses

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 our future difficult decisions.



### Management Skills Exercises

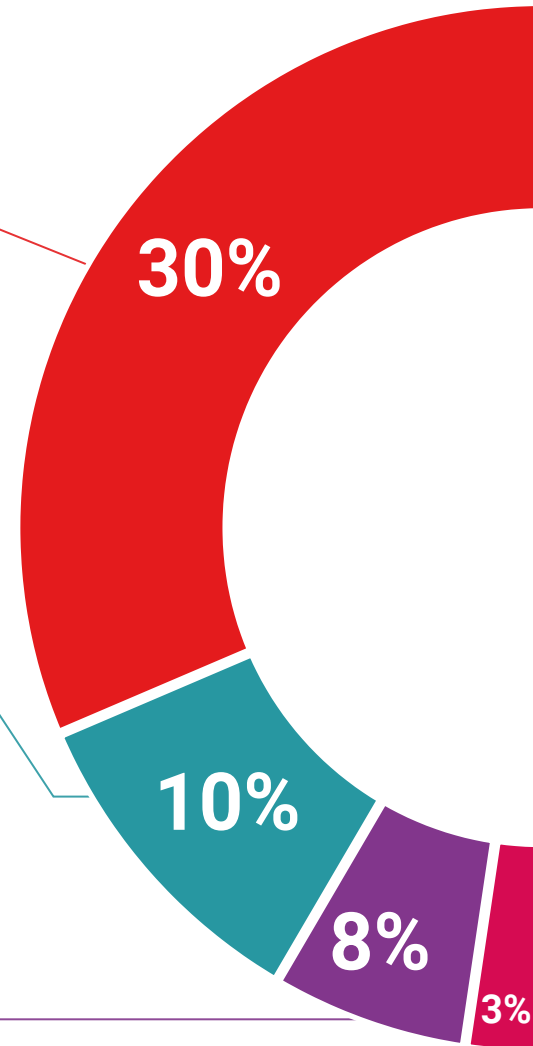
You will carry out activities to develop **specific managerial skills in each subject area**.

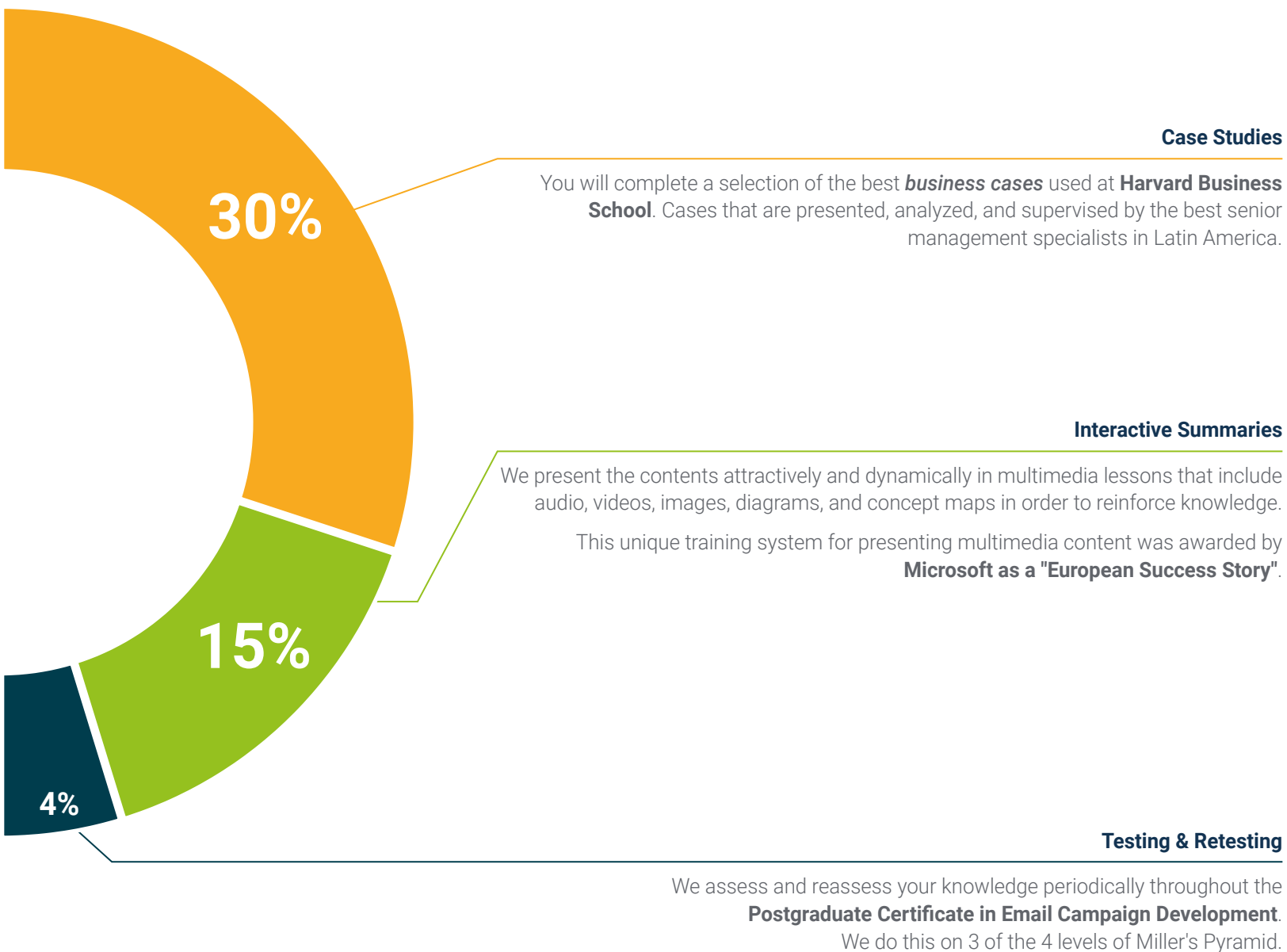
Practical and dynamic activities to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents, international guides... in our virtual library you will have access to everything you need to complete your training.





# 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 will be equipped to make global decisions with an innovative perspective and an international vision.



“

*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age”*

## 20 | Objectives

**Your goals are our goals.**

**We work together to help you achieve them.**

The **Postgraduate Certificate in Email Campaign Development** will prepare you to:

01

Define the different types of campaigns that can be carried out via email.

02

Execute email marketing effectively and in compliance with legal regulations.





03

Create subscriber lists based on different interests.

04

Develop strategies based on user interactions.



05

# Structure and Content

The **Postgraduate Certificate in Email Campaign Development** from **TECH Global University** is a tailor-made program delivered in a **100 % online** format, allowing you to choose the time and place that best suit your availability, schedule, and interests. This one-month program is designed to offer a unique and stimulating experience that lays the foundation for your success as an email marketing professional.

The content of the Postgraduate Certificate in Email Campaign Development is specifically designed to support the development of key skills that enable professionals responsible for email communications to understand the different types of campaigns that can be created through email—and the various objectives that can be achieved through these actions.

Over the course of 100 hours of training, students will analyze numerous real-world case studies through both individual and collaborative work. Therefore, it provides an authentic immersion in real business situations.





“

*What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”*

## 24 | Structure and Content

### Syllabus

A plan designed for you, focused on your professional improvement and that prepares you to achieve excellence in the field of email marketing. 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 creatively and efficiently solve critical situations. This Postgraduate Certificate runs over the course of 1 month and is divided into three modules:

**Module 1** | Email Marketing Campaign Design

**Module 2** | Email Marketing

**Module 3** | Subscriber, Lead, and Customer Lists



### Where, when, and how it is taught

This Postgraduate Certificate runs over the course of 1 month and is divided into three content blocks. You can complete it entirely online.

**Module 1. Email Marketing Campaign Design****1.1. Types of Email Campaigns**

- 1.1.1. Newsletters
- 1.1.2. Invitations
- 1.1.3. Product or Service Promotions
- 1.1.4. Special Dates
- 1.1.5. Loyalty Campaigns
- 1.1.6. Informational Emails

**1.2. Best Practices for Newsletter Design**

- 1.2.1. Clarity
- 1.2.2. Balance of Images and Text
- 1.2.3. Responsive Design Adapted to Mobile Devices
- 1.2.4. Calls to Action

**Module 2. Email Marketing****2.1. Purposes of Email Marketing**

- 2.1.1. Building Loyalty
- 2.1.2. Attracting New Customers
- 2.1.3. Increasing Brand Awareness
- 2.1.4. Keeping Contacts Informed
- 2.1.5. Driving Sales

**2.2. Advantages of Email Marketing**

- 2.2.1. Time Efficiency
- 2.2.2. Cost Savings
- 2.2.3. Format Flexibility
- 2.2.4. Personalization

**2.3. Email Marketing Strategies**

- 2.3.1. Building Subscriber Lists
- 2.3.2. Sending Engaging Newsletters
- 2.3.3. Analyzing Metrics
- 2.3.4. Drip Marketing

**Module 3. Subscriber, Lead, and Customer Lists****3.1. Creating Subscriber Lists**

- 3.1.1. Benefits of List Segmentation
- 3.1.2. Lead Capture Forms
- 3.1.3. Lead Magnets
- 3.1.4. Autoresponders
- 3.1.5. Opt-In and Double Opt-In

**3.2. Email Marketing Deliverability**

- 3.2.1. Custom Domain
- 3.2.2. Email Marketing Platform
- 3.2.3. SPF and DKIM Records
- 3.2.4. Subscriber Quality
- 3.2.5. Sending Frequency



*A unique, essential, and decisive learning experience to boost your professional development and make the definitive leap”*

06

# Our Students' Profiles

The Postgraduate Certificate in Email Campaign Development is designed for professionals in online marketing and communication who want to deepen their knowledge of email marketing and learn how to use this tool effectively across different types of campaigns.





“

*If you believe you need to improve your skills in creating email campaigns and are looking for a meaningful step forward in your career while continuing to work, this is the program for you”*

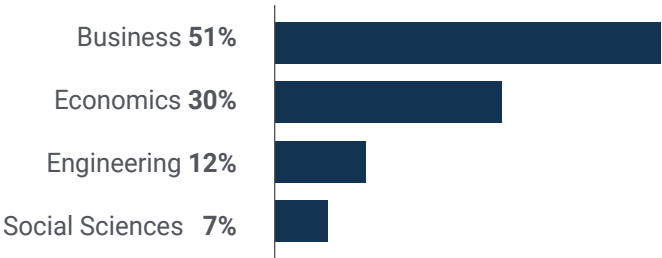
Average Age

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

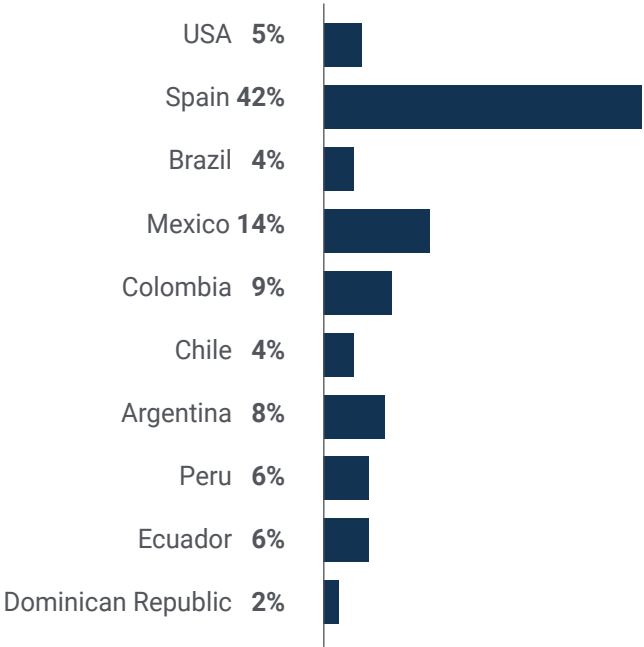
Years of Experience

**10** years

Training



Geographical Distribution





"I was looking for a program that would allow me to strengthen my professional career with a clear digital focus, without losing the essence of marketing that all business-driven actions should contain. The Postgraduate Certificate in Email Campaign Development from TECH Global University has provided me with that vision"

**Luis Sánchez Ortiz**

Chief Marketing Officer



# 07 Certificate

This Postgraduate Certificate in Email Campaign Development guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.



“

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

## 32 | Diploma

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Email Campaign Development** endorsed by TECH Global University, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Email Campaign Development**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**



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



## Postgraduate Certificate Email Campaign Development

- » Modality: **online**
- » Duration: **4 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **4 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Email Campaign Development