

# Executive Development Program

## Digital Marketing





## Executive Development Program Digital Marketing

- » Modality: Online
- » Duration: 4 months
- » Certificate: TECH Global University
- » Accreditation: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: Graduates and professionals with proven experience in commercial areas, sales, marketing, and related fields

Website: [www.techtitude.com/us/school-of-business/executive-development-program/digital-marketing](http://www.techtitude.com/us/school-of-business/executive-development-program/digital-marketing)

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# 01 Welcome

With the advancement of new technologies, the way we communicate and conduct business has changed drastically. Companies must adapt to their environment in order to understand consumer needs and meet demand. Through the Executive Development Program, you will learn to analyze in detail the consumer decision-making process in relation to marketing stimuli.

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.



Executive Development Program in Digital Marketing  
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.



“

*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 Global 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

---

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

---

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 ground-breaking 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 Global 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 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”*

Your goals are our goals.  
We work together to help you achieve them.

The **Executive Development Program in Digital Marketing** will enable you to:

01

Integrate the vision and corporate objectives into the company's marketing strategies and policies

02

Develop Digital Marketing projects, market research, and communication initiatives

03

Develop a solid and comprehensive Digital Marketing plan for the organization





04

Develop techniques and strategies in the fields of Digital Marketing, sales, and communication to establish channels for user acquisition, attraction, and loyalty

05

Integrate the internet into the organization's marketing strategy

06

Analyze in detail the consumer decision-making process in relation to marketing stimuli

05

# Structure and Content

The Executive Development Program in Digital Marketing at TECH Global University is a tailored program delivered in a 100% online format, allowing you to choose the time and place that best fits your availability, schedule, and interests.

This program develops over **4 months** and aims to provide a unique and stimulating experience, laying the foundation for your success as a Financial Director in public institutions, corporate finance management, investment projects, and more.



“

*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...”*

## Syllabus

The **Executive Development Program in Digital Marketing** at **TECH Global University** is a tailored program delivered in a **100% online** format, allowing you to choose the time and place that best fits your availability, schedule, and interests.

This program is developed over 4 months and aims to provide a unique and stimulating experience, laying the foundation for your success as a Logistics Director.

The program content is designed to foster the development of managerial skills that enable decision-making with greater precision in uncertain environments.

Over the course of **250 hours** of training, students analyze numerous practical cases through individual and group work. It is, therefore, a true immersion in real business situations.

The content of the Executive Development Program in Digital Marketing is intended to promote the development of managerial competencies that facilitate more rigorous decision-making in uncertain environments.

This program delves into all operational areas of the company and is designed to train executives who understand Logistics Management from a strategic, international, and innovative perspective.

A plan tailored to you, focused on your professional improvement, and designed to prepare you to achieve excellence in the field of Digital Marketing.

A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This program takes place over **4 months** and is divided into two large modules:

### Module 1 | Digital Marketing and E-Commerce

### Module 2 | Digital Marketing Strategy



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

TECH offers you the possibility of taking this program completely online. Throughout the 4 months of specialization, 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, essential, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. Digital Marketing and E-Commerce

### 1.1. Digital Marketing and E-Commerce

- 1.1.1. The Digital Economy and the Sharing Economy
- 1.1.2. Trends and Social Changes in Consumers
- 1.1.3. Digital Transformation of Traditional Companies
- 1.1.4. The Roles of the Chief Digital Officer

### 1.2. Digital Strategy

- 1.2.1. Segmentation and Positioning in the Competitive Context
- 1.2.2. New Marketing Strategies for Products and Services
- 1.2.3. From Innovation to Cash Flow

### 1.3. Technology Strategy

- 1.3.1. Web Development
- 1.3.2. Hosting and Cloud Computing
- 1.3.3. Content Management Systems (CMS)
- 1.3.4. Formats and Digital Media
- 1.3.5. Technological E-Commerce Platforms

### 1.4. Digital Regulation

- 1.4.1. Privacy Policy and Personal Data Protection Act
- 1.4.2. Fake Profiles and Fake Followers
- 1.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

### 1.5. Online Market Research

- 1.5.1. Quantitative Research Tools in Online Markets
- 1.5.2. Dynamic Qualitative Customer Research Tools

### 1.6. Online Agencies, Media and Channels

- 1.6.1. Integral, Creative, and Online Agencies
- 1.6.2. Traditional and New Media
- 1.6.3. Online Channels
- 1.6.4. Other Digital Players

## Module 2. Digital Marketing Strategy

### 2.1. Managing Digital Business

- 2.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 2.1.2. Design and Creation of a Digital Marketing Plan
- 2.1.3. Digital Media Planning and Contracting
- 2.1.4. ROI Analysis in a Digital Marketing Plan

### 2.2. Digital Marketing to Reinforce a Brand

- 2.2.1. Branded Content and Storytelling
- 2.2.2. Hypersegmentation
- 2.2.3. Videomarketing
- 2.2.4. Social Sales

### 2.3. Defining the Digital Marketing Strategy

- 2.3.1. Closed Loop Marketing
- 2.3.2. Continuous Loop Marketing
- 2.3.3. Multichannel Marketing

### 2.4. Digital Marketing to Attract and Retain Customers

- 2.4.1. Hypersegmentation and Micro-Localization
- 2.4.2. Loyalty and Engagement Strategies using the Internet
- 2.4.3. Visitor Relationship Management

### 2.5. Digital Marketing Trends

- 2.5.1. Remarketing
- 2.5.2. Digital Neuromarketing
- 2.5.3. Avatar Marketing
- 2.5.4. Bluecasting

### 2.6. Managing Digital Campaigns

- 2.6.1. Display Advertising and Rich Media
- 2.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 2.6.3. Advertising on Digital Television

### 2.7. Online Marketing Plan

- 2.7.1. Online Research
- 2.7.2. Creating an Online Marketing Plan
- 2.7.3. Configuration and Activation
- 2.7.4. Launch and Management

### 2.8. Blended Marketing

- 2.8.1. Integrating Online and Offline Actions
- 2.8.2. Personalize and Segment
- 2.8.3. Enhance the User Experience



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

06

# Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

*TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”*

## The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes  
(which you might not be able to attend)”*



### The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”*

## Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



## Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

*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.*



## A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

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, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



*The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"*

### The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

## The university methodology top-rated by its students

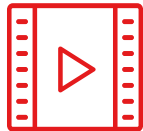
The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

*Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.*

*You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.*

As such, the best educational materials, thoroughly prepared, will be available in this program:



#### 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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



#### Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



#### Interactive Summaries

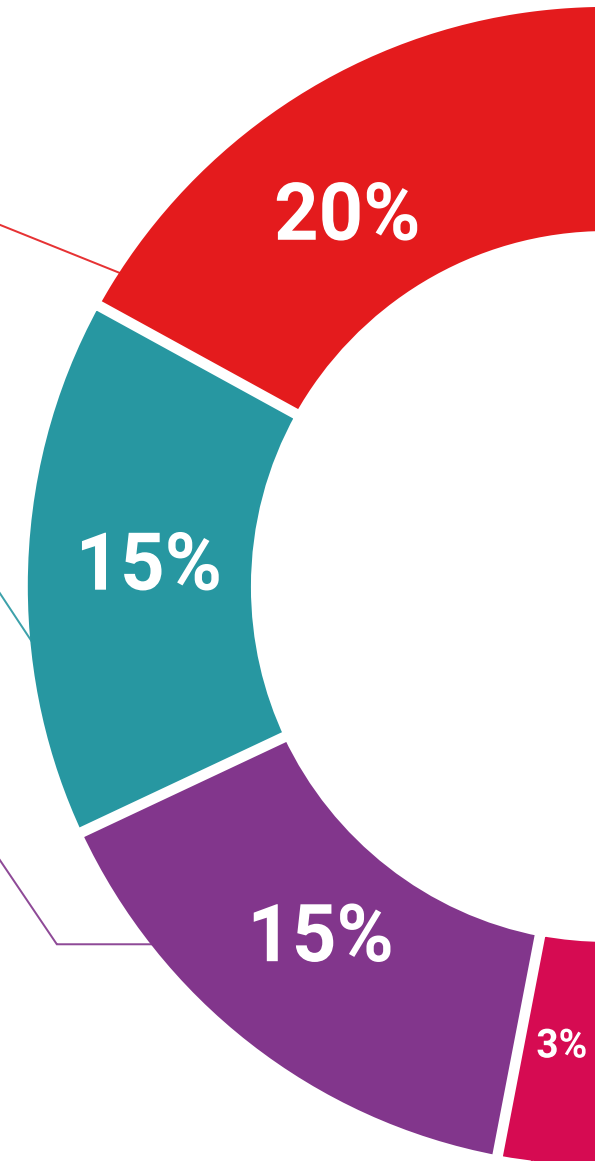
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

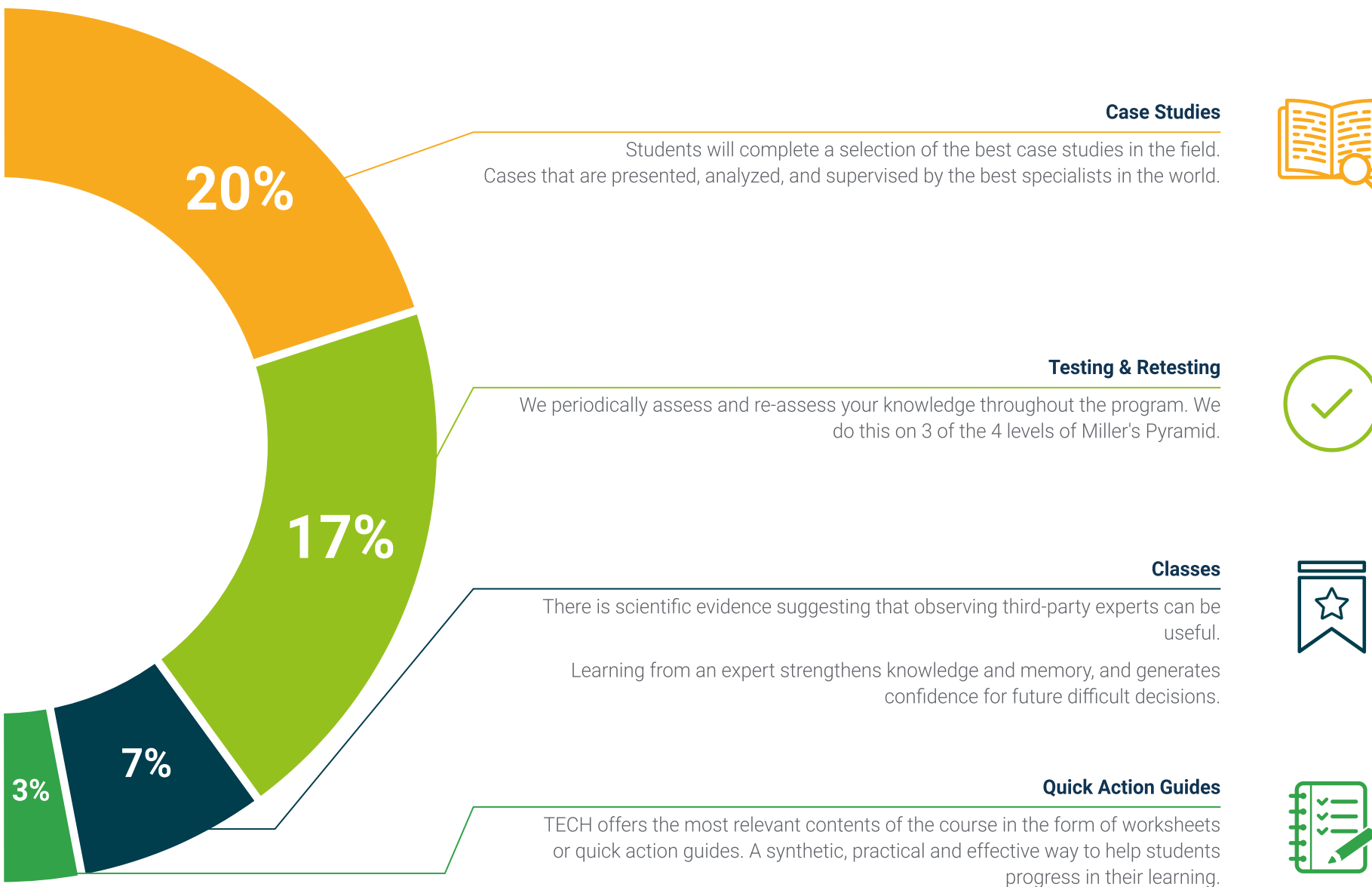
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

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





07

# Our Students' Profiles

Our Executive Development Program in Digital Marketing is designed for marketing professionals who wish to update their knowledge, discover new ways to successfully carry out their work, and advance in their professional careers. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.



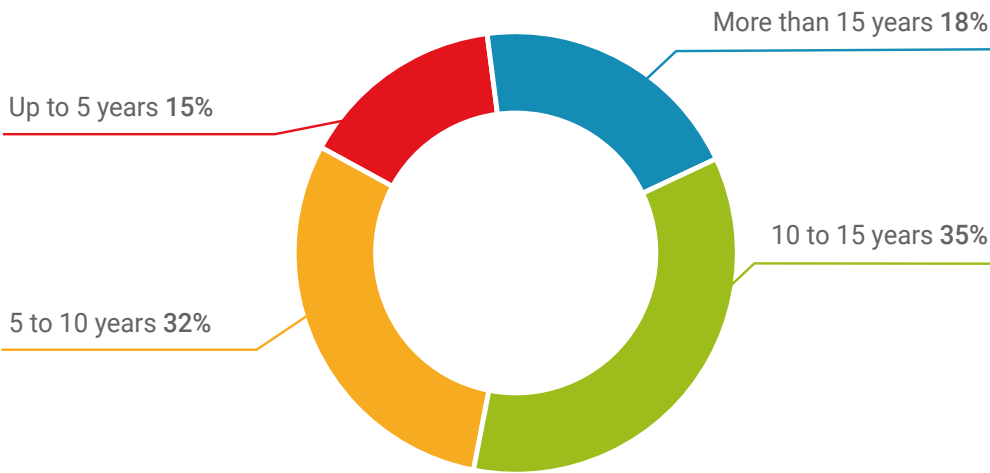
“

*If you have marketing experience, and are looking for an interesting career boost while continuing to work, then this is the program for you”*

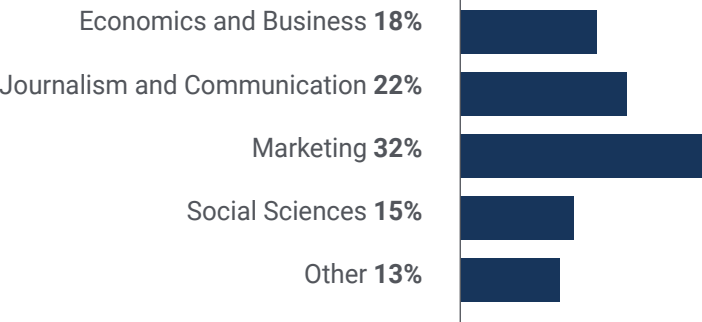
Average Age

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

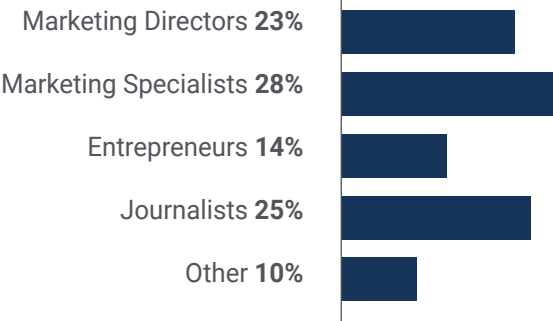
Years of Experience



Training

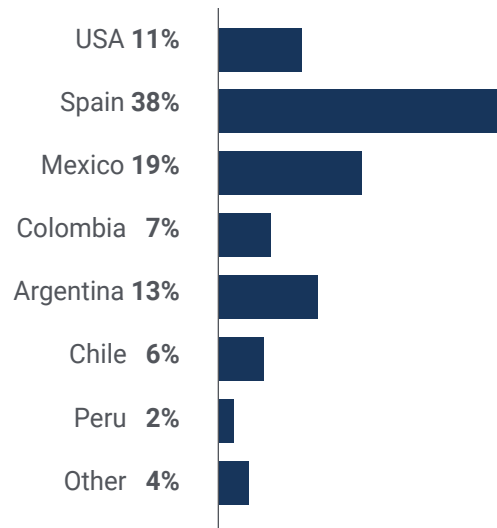


Academic Profile



## Geographical Distribution

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## Sara María Urquiza

**International Business Director**

*"For me, coming from the commercial side, this program has been a great discovery, as I've understood that Commercial Management and Marketing must go hand in hand. The customer orientation, the hallmark of the program, is not possible without this fusion. It has provided me with important tools to carry out my work in Commercial Management and a great goal: To develop this union within my company. Personally, the atmosphere created by the faculty, the program management and of course, by my classmates has been unbeatable"*

08

# Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.



“

*A highly prestigious teaching staff  
to help specialize professionals  
who seek excellence”*

## Management



### Mr. López Rausell, Adolfo

- ♦ An economist and holds a master's degree in Marketing. He has worked mainly in the field of Strategy, Marketing, and Market Research Consulting.
- ♦ With extensive experience in undergraduate and master's degree training at universities and business schools, he was president of the Marketing Club in Valencia and a member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business.



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, to achieve this, we have designed a program that will allow you to acquire the necessary skills to develop in the field of marketing management and lead your company to success.



“

*We are fully committed to helping  
you achieve the professional  
change you want”*

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

The Executive Development Program in Digital Marketing at TECH Global University is an intensive program that prepares you to tackle challenges and make decisions in the field of marketing, globally. 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.

### Generating Positive Change

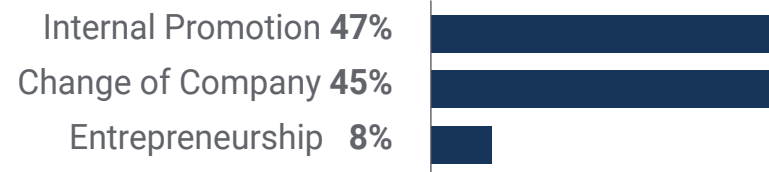
*The continuous specialization of marketing professionals is essential to keep up to date with the latest developments.*

*If you are looking to enhance your career, don't miss the opportunity to acquire high-level training that will set you apart from the rest of the professionals in the sector.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25.22%** for our students.



# 10 Certificate

This Executive Development Program in Digital Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Development Program issued by TECH Global University.



“

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

This private qualification will allow you to obtain a diploma for the **Executive Development Program in Digital Marketing** 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.

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Duration: **4 months**

Accreditation: **10 ECTS**





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