

Hybrid Professional Master's Degree

MBA in Digital Marketing



Hybrid Professional Master's Degree MBA in Digital Marketing

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: www.techtute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-mba-digital-marketing

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01

Introduction

Changes in consumer habits, favored by the advances of the Internet and new technologies, have led more and more people to use the Internet to search for desired products and services or directly to make their purchases. Therefore, the Digital Marketing specialty is a safe bet for all those companies that want to reach new audiences through online sales and marketing. With this program, students will not only be able to specialize in everything related to digital strategies but will also acquire the managerial skills that will allow them to access relevant positions in large companies. A great academic opportunity that includes not only the best theoretical content but also a practical stay in a prestigious center where you can put into practice what you have learned.





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As a Digital Marketing manager, you will be responsible for improving promotional campaigns to increase sales and engagement for your company”

With the advance of new technologies and access to an infinite amount of information through the network, users have become more demanding. Many people already know exactly what they want before going to the physical store to make their purchases, and there is even a large public that is increasingly opting for online shopping, which allows them to avoid queues and save time and money. Therefore, companies need to adapt to market demands to avoid falling into oblivion and achieve gradual growth. To be more competitive, businesses must bet on e-commerce as a sales formula or a complement to their physical stores. But, if you are going to bet on the Internet as a sales channel, it is also important that advertising and promotions are carried out through the network, using marketing techniques and tools that will favor greater brand awareness and an adequate positioning in the main online search platforms that favor the access of customers to the company's pages.

To get this work done properly, it is not only necessary to have the best technical Marketing teams, but it is also necessary that these teams are led by competent professionals with in-depth knowledge of the main Digital Marketing and e-commerce strategies and the proper management skills that help them to create a good working atmosphere, motivate their team and control and manage each project.

But for this to be possible, in addition to having a high level of theoretical training, it is also necessary to demonstrate that all this knowledge can be put into practice. To achieve this, TECH offers its students a very complete curriculum on Digital Marketing that, in this case, has two great advantages: on the one hand, all the theoretical parts and exercises to strengthen these studies are available online so that students can study at their own pace; and, secondly, the intensive practical stay in a digital marketing agency to which they can access at the end of the studies.

This **Hybrid Professional Master's Degree MBA in Digital Marketing** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 case studies presented by experts in digital marketing and e-commerce management
- ♦ The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- ♦ Integral plans for systematized action in the business field
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Practical guides for the use of the main Digital Marketing tools
- ♦ Special emphasis on the most innovative methodologies for the application of leadership techniques in business
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Furthermore, you will be able to do an internship in one of the best business centers in the world



Participating in real Marketing departments will be essential to learn about the actions you can implement to improve your company's knowledge"

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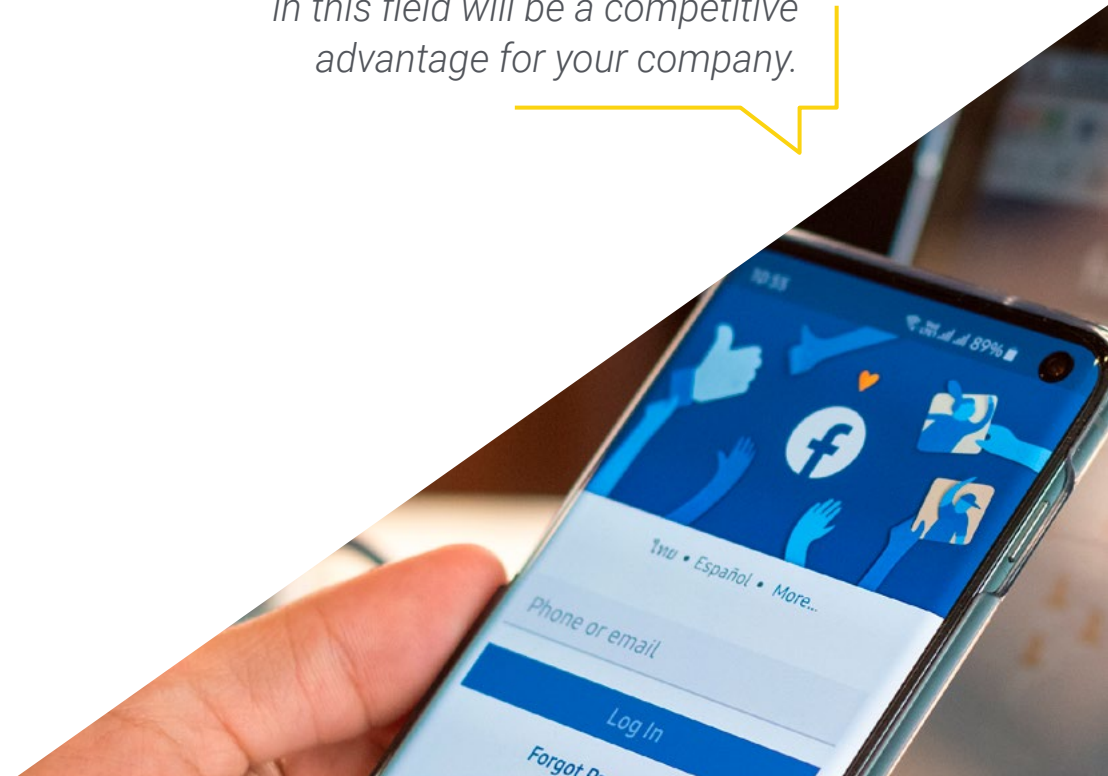
This program will allow you to access the best theoretical contents and carry out an intensive practical stay in a reference company in the sector”

This Master's program, of a professionalizing nature and hybrid modality, is aimed at updating business professionals who require a high level of qualification. The content is organized in a didactic way to integrate theoretical knowledge into daily practice. In this way, the theoretical-practical elements will facilitate the updating of knowledge and will allow decision-making in complex environments.

Thanks to the multimedia content, developed with the latest educational technology, Marketing professionals will benefit from situated and contextual learning, i.e., a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the physician must try to solve the different professional practice situations that arise during the course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

The directors of the leading agencies need to have a multidisciplinary profile. Managerial skills and in-depth knowledge of the main Digital Marketing and e-commerce tools will help you access these positions.

Digital Marketing is the present and future of every company, so your specialization in this field will be a competitive advantage for your company.



02

Why Study this Hybrid Professional Master's Degree?

Digital Marketing has become one of the most powerful tools to boost business today. Being able to reach that ideal client is now a much easier task, despite globalization and the high level of competitiveness that exists. There is no professional space that does not talk about social networks, e-commerce, websites, or online sales. Resources that have transformed the way of doing business today, and that will not stop. Given this reality, TECH has developed this study program with an innovative teaching methodology, where two modes of study are combined: One theoretical and one practical.





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TECH offers you this innovative Hybrid Professional Master's Degree in which you will develop the acquired knowledge and all your talents in a Practical Training in situ"

1. Updating from the latest technology available

Thanks to the constant advances in terms of technology, applications, new resources, and tools that arise around Digital Marketing, tasks such as analysis and content generation are facilitated. As a result, the strategy approach and everything related to brand promotion is more precise. For this reason, TECH presents this Internship Program with which the professional will enter a modern business environment, giving way to new skills and competencies with the management of these resources.

2. Gaining In-Depth Knowledge from the Experience of Top Specialists

This Hybrid Professional Master's Degree has been designed from the perspective of great experts in Digital Marketing. Each section of the study has the most current and specific utility for the development of effective strategies and successful content plans. Likewise, the implementation during 3 weeks will speed up the professional's work because they will be able to evidence firsthand the veracity of what has been studied and the effectiveness of each one of the processes in a real brand and environment. Always guided by an expert tutor who will be assigned from the first moment.

3. Entering first-class Organizational environments

TECH, with the objective of finding the best centers for its students to carry out the Internship Program, performs a thorough study to provide a scenario according to the needs of the professional. A place of national or international scope that offers the best learning opportunities in the subject of study, in this case, Digital Marketing.





Why Study this Hybrid Professional | 11 tech Master's Degree?

4. Combining the Best Theory with State-of-the-Art Practice

This Hybrid Professional Master's Degree in TECH is based on an advanced academic process that combines theory and practice, which allows to get in front of the most advanced procedures in terms of Digital Marketing in a real working environment. Therefore, during 3 weeks, the student will share his knowledge in a cutting-edge professional space and carry out activities typical of his profession.

5. Expanding the Boundaries of Knowledge

TECH opens the doors to an education without borders. Thanks to the innovative study method implemented in this Hybrid Professional Master's Degree, it provides a unique opportunity for professionals to expand their knowledge beyond their borders. It expands the spaces to carry out the activities, allowing the student to choose the one that best suits their needs, inside or outside the national territory.

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*You will have full practical immersion
at the center of your choice”*

03 Objectives

Improving the training of business professionals is the main objective that TECH pursues with each of its programs. In this particular case, this Hybrid Professional Master's Degree is a firm commitment to achieve the specialization of students in Digital Marketing, a fundamental issue in the day-to-day of any company today. In this way, students will have access to a wide range of theoretical and practical knowledge that will improve their competitive edge for their professional future.





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Using SEO and SEM techniques will improve your company's positioning and help you stand out from the competition"



General Objective

- The main objective of this Hybrid Professional Master's Degree is to open the doors for students to a business world in which specialization in Digital Marketing acquires an added value due to the large increase of companies looking for new markets to move in the network. In this way, thanks to this program, professionals will find a unique opportunity to learn the most used and effective techniques and tools in these areas



Learn how to design and implement emailing campaigns that improve your company's awareness"





Specific Objectives

- ♦ Structure a business model around e-commerce
- ♦ Understand the marketing strategies that a company must implement to operate in a competitive environment
- ♦ Discover new digital tools to acquire customers and strengthen a brand
- ♦ Know how to use quantitative and qualitative research tools to operate in digital environments
- ♦ Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users
- ♦ Carry out inbound marketing campaigns that help optimize the content directed towards our market
- ♦ Understand the new digital communication paradigm
- ♦ Acquire an innovative mindset to develop strategies adapted to the needs of the 21st century
- ♦ Successfully lead partially or fully digitized sales and marketing teams
- ♦ Manage digital suppliers optimally with the ability to choose, control, and demand efficiently
- ♦ Develop e-mailing campaigns
- ♦ Develop a solid and complete digital marketing plan for the organization
- ♦ Apply SEM and SEO strategies in marketing strategies
- ♦ Use social media as an asset in marketing campaigns
- ♦ Understand how the overall e-commerce process is carried out and through which platforms it is managed
- ♦ Know the main trends for using e-commerce through cell phones

04 Skills

The completion of this Hybrid Professional Master's Degree will allow students to improve their skills to design and implementing Digital Marketing actions. In this way, they will learn the latest tools that can be put into practice in their professional development and will be able to implement the most effective strategies for the sector in which the company operates. This way, upon completion, students will be able to stand out in the labor market, accessing senior management positions in a short time.





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Digital Marketing will allow you to lead your promotional actions to your target audience, achieving greater effectiveness with each campaign"



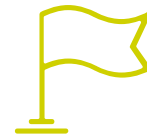
General Skills

- Apply specific leadership skills for the management of Marketing teams
- Design, implement, and manage the different Digital Marketing strategies in the company
- Promote e-commerce in the company to achieve higher sales



Develop all your talents in a high-level professional environment"





Specific Skills

- ♦ Know in depth the changes in consumer tastes and purchasing methods and adapt the business to their needs
- ♦ Design a complete digital marketing plan
- ♦ Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors
- ♦ Apply quantitative and qualitative market research tools
- ♦ Know the trends in digital marketing and keep up to date with the main developments in this field
- ♦ Apply inbound marketing tools and strategies
- ♦ Using social networks as essential tools for brand awareness
- ♦ Perform web analytics, understand the results and use them to drive the company's online campaign
- ♦ Define and design a social media marketing and communication plan
- ♦ 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

05

Course Management

In order to offer an exhaustive and complete program, all the contents to which the manager will have access in this Hybrid Professional Master's Degree have been written by highly qualified professionals in the field of Marketing. This allows them to create an extensive syllabus, where both the most important theory in Marketing Management and the highest management practice is developed, which serves to contextualize each and every one of the topics covered.



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High-ranking professionals in the field of Marketing Management will offer you their own keys and secrets for you to master the highest level of management”

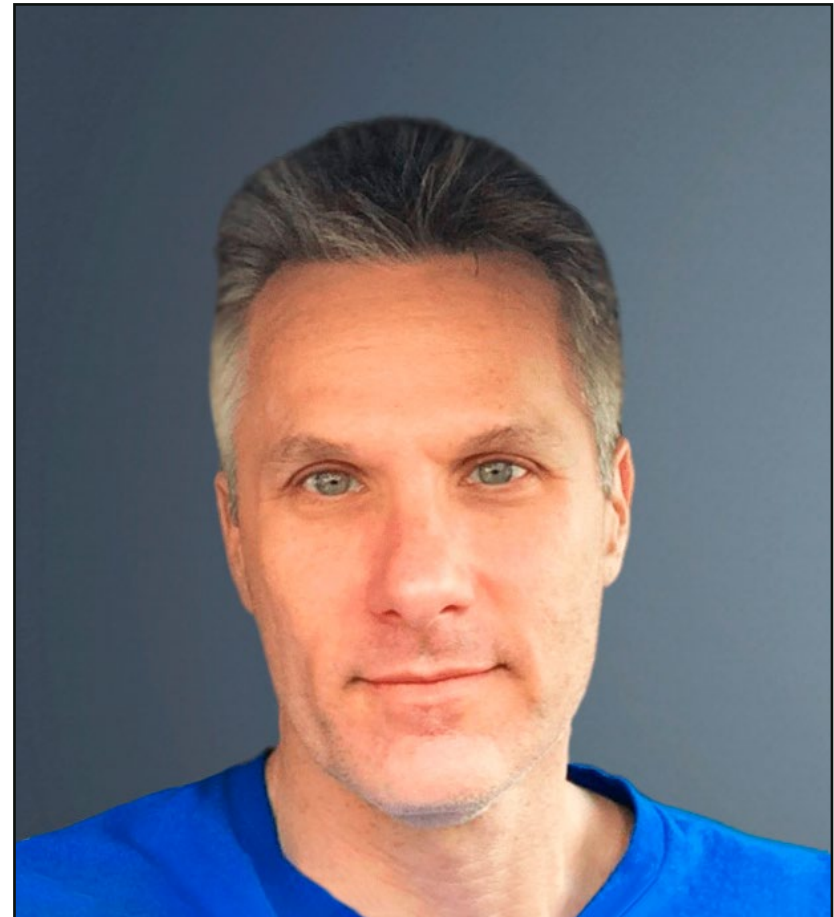
International Guest Director

Scott Stevenson is a distinguished Digital Marketing industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, Warner Bros. Discovery. In this role, he has played a crucial role in overseeing logistics and creative workflows across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving paid media production strategies, resulting in a marked improvement in his company's conversion rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in communication and storytelling. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business. As such, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California, USA
- Bachelor's Degree in Telecommunications from the University of Florida

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Thanks to TECH you will be able to learn with the best professionals in the world”

Management



Mr. Galán, José

- Degree in Advertising and Public Relations
- Specialist in e-Commerce, SEO, and SEM
- Has worked in Online Marketing for over 10 years on several projects and for companies in various sectors
- Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)



06

Educational Plan

Thinking about the current needs of the digital market and the competencies that are required of management profiles, TECH has designed the agenda of this program as a complete option that covers each and every one of the necessary postulates in the design and implementation of a Digital Marketing strategy. This is a unique academic opportunity not only because of the quality of the theoretical material but also because it includes a practical stay where you can put into action what you have learned in a realistic way.





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You will go through, from the most effective pedagogical methodology, all the necessary postulates to implement an effective Digital Marketing strategy that positions and directs the company towards success"

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. Basic Concepts of 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 on and off actions
 - 2.8.2. Personalize and Segment
 - 2.8.3. Improve the User Experience

Module 3. Inbound Marketing

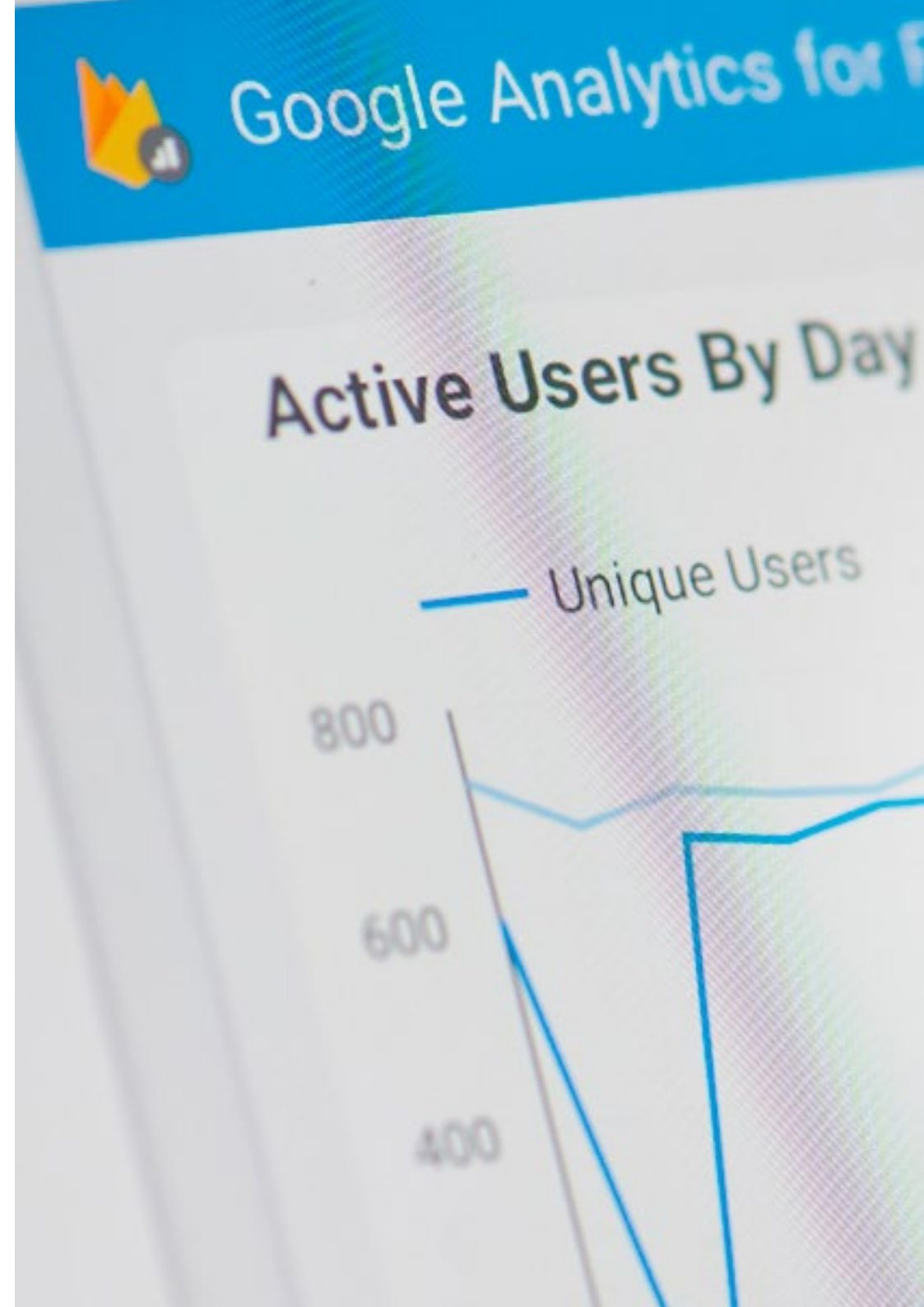
- 3.1. The Definition of Inbound Marketing
 - 3.1.1. Effective Inbound Marketing
 - 3.1.2. The Benefits of Inbound Marketing
 - 3.1.3. Measuring the Success of Inbound Marketing
- 3.2. Target Research
 - 3.2.1. Consumer Intent Modelling and Buyer Personas
 - 3.2.2. Customer Journey Mapping
 - 3.2.3. Content Strategy
- 3.3. Content Optimization
 - 3.3.1. Content Optimization for Search Engines
 - 3.3.2. Recycling and Content Improvement
- 3.4. Content Creation
 - 3.4.1. User and Brand Generated Content
 - 3.4.2. Opportunity Blogging
 - 3.4.3. Video and Other Formats
- 3.5. Content Dynamization
 - 3.5.1. Influencers
 - 3.5.2. Blogger Outreach
 - 3.5.3. Paid Content Seeding
- 3.6. Conversion
 - 3.6.1. Lead Capturing and CRO
 - 3.6.2. Lead Nurturing and Marketing Automation

Module 4. Entrepreneurship

- 4.1. Innovation Methodology and Knowledge Society
 - 4.1.1. Design Thinking
 - 4.1.2. Blue ocean strategy
 - 4.1.3. Collaborative Innovation
 - 4.1.4. Open Innovation
- 4.2. Strategic Innovation Intelligence
 - 4.2.1. Technology Monitoring
 - 4.2.2. Technology Foresight
 - 4.2.3. Coolhunting
- 4.3. Entrepreneurship and Innovation
 - 4.3.1. Strategies to Search for Business Opportunities
 - 4.3.2. Assessing the Feasibility of New Projects
 - 4.3.3. Innovation Management Systems
 - 4.3.4. Entrepreneur's Soft Skills
- 4.4. Project Management
 - 4.4.1. Agile Development
 - 4.4.2. Lean Management in Startups
 - 4.4.3. Project Tracking and Project Steering
- 4.5. Business Plan
 - 4.5.1. Business Plan in the Digital Era
 - 4.5.2. Value Proposition Model
- 4.6. Startup Financing
 - 4.6.1. Seed Phase: Financial Funds and Subsidies
 - 4.6.2. Startup Phase: Business Angels
 - 4.6.3. Growth Phase: Venture Capital
 - 4.6.4. Consolidation Phase IPO

Module 5. Performance Marketing

- 5.1. Permission Marketing
 - 5.1.1. How to Obtain a Users Permission?
 - 5.1.2. Personalizing the Message
 - 5.1.3. Mail Confirmation or Double Opt-in
- 5.2. Strategy and Performance Techniques
 - 5.2.1. Performance Marketing: Results
 - 5.2.2. Digital Media Mix
 - 5.2.3. The Importance of the Funnel
- 5.3. Programmatic Marketing and RTB
 - 5.3.1. RTB: Real-Time Planning and Purchasing.
 - 5.3.2. Programmatic Purchasing Ecosystem
 - 5.3.3. How to Integrate RTB into the Media Mix
 - 5.3.4. Keys to RTB on Different Devices
- 5.4. Affiliate Campaign Development
 - 5.4.1. Agencies and Affiliate Programs
 - 5.4.2. Postview
 - 5.4.3. Defining Affiliate Programs
- 5.5. Launching an Affiliate Program
 - 5.5.1. Affiliation and Direct Affiliation Networks
 - 5.5.2. Results Analysis and Monitoring
 - 5.5.3. Fraud Control
- 5.6. E-Mail Campaigns Develop
 - 5.6.1. Designing e-Mail Marketing Campaigns
 - 5.6.2. E-Mail Marketing
 - 5.6.3. Lists of Subscribers, Leads, and Customers
- 5.7. E-Mail Marketing Tools and Resources
 - 5.7.1. Acumbamail
 - 5.7.2. Mailchimp
 - 5.7.3. Templates
 - 5.7.4. Inbox Inspection



- 5.8. Online Writing for E-Mail Marketing Campaigns
 - 5.8.1. How to Create Good Headlines
 - 5.8.2. Writing Content for Newsletters
 - 5.8.3. Calls to Action in Newsletters
- 5.9. Display and Campaign Optimization
 - 5.9.1. Advertising, Persuasive Communication
 - 5.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
 - 5.9.3. Affiliation
 - 5.9.4. Campaign Preparation
- 5.10. e-Mail Marketing Metrics
 - 5.10.1. List Metrics
 - 5.10.2. Newsletter Delivery Metrics
 - 5.10.3. Conversion Metrics

Module 6. Search Engine Marketing and Search Engine Optimization (SEO)

- 6.1. How Search Engines Work
 - 6.1.1. Indicators and Indexes
 - 6.1.2. Algorithms
 - 6.1.3. SEO and Corporate Branding
- 6.2. Fundamental Variables of SEO
 - 6.2.1. Indexability
 - 6.2.2. Contents
 - 6.2.3. Popularity
- 6.3. SEO Analysis
 - 6.3.1. Determining KPIs
 - 6.3.2. Generating Scripts and Alerts
 - 6.3.3. Optimization of Images, Videos and Other Elements
- 6.4. Linkbuilding
 - 6.4.1. Ways of Carrying Out Effective Linkbuilding
 - 6.4.2. Link Baiting
 - 6.4.3. Link Audits
 - 6.4.4. Penalties

- 6.5. App Store Optimization
 - 6.5.1. App Indexing
 - 6.5.2. App Visibility on Search Engines
 - 6.5.3. Measuring the Visibility of Search Engine Apps
- 6.6. Technical SEO
 - 6.6.1. Web Performance Optimization
 - 6.6.2. Real Time and Content
 - 6.6.3. Relevant Tagging and Headers
 - 6.6.4. Advanced WPO Techniques
- 6.7. SEO and e-Commerce
 - 6.7.1. Conversion Rate Optimization
 - 6.7.2. Google WebMaster Tools
 - 6.7.3. Social Proof and Viralization
 - 6.7.4. Navigation and Indexability
- 6.8. Integration in an Online Marketing Plan
 - 6.8.1. Metrics and Impact
 - 6.8.2. Web Analytics
 - 6.8.3. Other Monitoring Tools

Module 7. Search Engine Marketing (SEM)

- 7.1. Keyword Hunting for SEM
 - 7.1.1. Adwords Keyword Tool
 - 7.1.2. Google Suggest
 - 7.1.3. Insights for Search
 - 7.1.4. Google Trends
- 7.2. SEM and Google Adwords
 - 7.2.1. Google Shopping
 - 7.2.2. Google Display Network
 - 7.2.3. Google AdWords Mobile
 - 7.2.4. YouTube Advertising
- 7.3. Google Products
 - 7.3.1. Google Products Integrated in Adwords
 - 7.3.2. Product Extensions vs. Product Ads
 - 7.3.3. Google Shopping and Local
 - 7.3.4. Google Merchant

- 7.4. Pay-Per-Click and SEM
 - 7.4.1. Search and Display
 - 7.4.2. Creating PPC Campaigns
 - 7.4.3. Conversions Tracking
- 7.5. Facebook Ads
 - 7.5.1. PPC/PPF (Pay-Per-Fan) Adverts
 - 7.5.2. Facebook Creating Ads
 - 7.5.3. Facebook Power Editor
 - 7.5.4. Campaign Optimization
- 7.6. Other PPC Platforms.
 - 7.6.1. Twitter Ads
 - 7.6.2. LinkedIn
 - 7.6.3. Baldu
 - 7.6.4. Yandex
- 7.7. Strategy in SEM
 - 7.7.1. Quality Score
 - 7.7.2. CPC Bidding
 - 7.7.3. Site Links
- 7.8. Measurement in SEM
 - 7.8.1. KPIs
 - 7.8.2. Impressions, Clicks and Conversions
 - 7.8.3. Revenue, ROI, CPA

Module 8. Conversion Optimization

- 8.1. Introduction to Conversion Rate Optimization
 - 8.1.1. Purchase Cycle and Elements of Online Behavior
 - 8.1.2. Fundamentals of Neuromarketing
 - 8.1.3. Usability vs. Persuasion
- 8.2. CRO Methodology
 - 8.2.1. Scientific Method
 - 8.2.2. Conversion Pyramid
 - 8.2.3. The CRO Process

- 8.3. Web Analytics and CRO
 - 8.3.1. Qualitative Analysis
 - 8.3.2. Behavior Analysis
 - 8.3.3. Business and User Objectives
 - 8.4. User Experience y Conversion Rate Optimization
 - 8.4.1. Lean and User Experience
 - 8.4.2. Wireframing
 - 8.4.3. Persuasive Copy
 - 8.5. CRO and Psychology
 - 8.5.1. Neuromarketing
 - 8.5.2. Web Design and Neuromarketing
 - 8.5.3. Learning, Memory, and Emotions
 - 8.6. Behavioral Economics
 - 8.6.1. Decision Factors
 - 8.6.2. Motivation and Anchoring
 - 8.6.3. The Role of the Unconscious
 - 8.7. Experimentation in CRO
 - 8.7.1. A/B vs Multivariates
 - 8.7.2. Testing Tools
 - 8.7.3. Implementation and Execution
 - 8.8. CRO in e-Commerce
 - 8.8.1. E-Commerce and CRO
 - 8.8.2. The E-Commerce Funnel
 - 8.8.3. Processes to Optimize
- Module 9. Social Media and Community Management**
- 9.1. Web 2.0 or the Social Web
 - 9.1.1. Organization in the Age of Conversation
 - 9.1.2. Web 2.0 Is All About People
 - 9.1.3. New Environments, New Content
 - 9.2. Digital Communication and Reputation
 - 9.2.1. Crisis Management and Online Corporate Reputation
 - 9.2.2. Online Reputation Report
 - 9.2.3. Netiquette and Good Practices on Social Media
 - 9.2.4. Branding and Networking 2.0
 - 9.3. General, Professional, and Microblogging Platforms
 - 9.3.1. Facebook.
 - 9.3.2. LinkedIn
 - 9.3.3. Twitter
 - 9.4. Video, Image, and Mobility Platforms
 - 9.4.1. YouTube.
 - 9.4.2. Instagram
 - 9.4.3. Flickr
 - 9.4.4. Vimeo
 - 9.4.5. Pinterest
 - 9.5. Corporate Blogging
 - 9.5.1. How to Create a Blog
 - 9.5.2. Content Marketing Strategy
 - 9.5.3. How to Create a Content Plan for Your Blog
 - 9.5.4. Content Curation Strategy
 - 9.6. Social Media Strategies
 - 9.6.1. Corporate Communication Plan 2.0
 - 9.6.2. Corporate PR and Social Media
 - 9.6.3. Analysis and Evaluation of Results
 - 9.7. Community Management:
 - 9.7.1. Functions, Duties, and Responsibilities of the Community Manager
 - 9.7.2. Social Media Manager
 - 9.7.3. Social Media Strategist
 - 9.8. Social Media Plan
 - 9.8.1. Designing a Social Media Plan
 - 9.8.2. Defining the Strategy to Be Followed in Each Medium
 - 9.8.3. Contingency Protocol in Case of Crisis

Module 10. e-Commerce Platforms

- 10.1. Digital e-Commerce Management
 - 10.1.1. New e-Commerce Business Models
 - 10.1.2. Planning and Developing an e-Commerce Strategic Plan.
 - 10.1.3. Technological Structure in e-Commerce
- 10.2. e-Commerce Operations and Logistics
 - 10.2.1. How to Manage Fulfillment
 - 10.2.2. Digital Point-of-Sale Management.
 - 10.2.3. Contact Center Management
 - 10.2.4. Automation in Management and Monitoring Processes
- 10.3. Implementing e-Commerce Techniques
 - 10.3.1. Social Media and Integration in the E-Commerce Plan.
 - 10.3.2. Multichannel Strategy
 - 10.3.3. Personalizing Dashboards
- 10.4. Digital Pricing
 - 10.4.1. Online Payment Methods and Payment Gateways
 - 10.4.2. Electronic Promotions
 - 10.4.3. Digital Price Timing
 - 10.4.4. e-Auctions
- 10.5. From e-Commerce to m-Commerce and s-Commerce
 - 10.5.1. e-Marketplace Business Models.
 - 10.5.2. s-Commerce and Brand Experience
 - 10.5.3. Purchase via Mobile Devices
- 10.6. Customer Intelligence: From e-CRM to s-CRM
 - 10.6.1. Integrating the Consumer in the Value Chain
 - 10.6.2. Online Research and Loyalty Techniques
 - 10.6.3. Planning a Customer Relationship Management Strategy
- 10.7. Digital Marketing Trade
 - 10.7.1. Cross Merchandising
 - 10.7.2. Designing and Managing Facebook Ads Campaigns
 - 10.7.3. Designing and Managing Google Adwords Campaigns
- 10.8. Online Marketing for e-Commerce
 - 10.8.1. Inbound Marketing
 - 10.8.2. Display and Programmatic Purchasing
 - 10.8.3. Communication Plan



Module 11. Marketing Analysis

- 11.1. Web Analysis
 - 11.1.1. The Fundamentals of Web Analytics
 - 11.1.2. Classic Media vs Digital Media
 - 11.1.3. The Web Analyst's Basic Methodology
- 11.2. Google Analytics
 - 11.2.1. Configuring an Account
 - 11.2.2. Javascript Tracking API
 - 11.2.3. Customized Reports and Segments
- 11.3. Qualitative Analysis
 - 11.3.1. Research Techniques Applied in Web Analytics
 - 11.3.2. Customer Journey.
 - 11.3.3. Purchase Funnel
- 11.4. Digital Metrics
 - 11.4.1. Basic Metrics.
 - 11.4.2. Ratios
 - 11.4.3. Setting Objectives and KPIs
- 11.5. Acquisition and Marketing Analytics
 - 11.5.1. ROI
 - 11.5.2. ROAS
 - 11.5.3. CLV
- 11.6. Strategy Analysis Areas
 - 11.6.1. Web Traffic Acquisition
 - 11.6.2. Activation
 - 11.6.3. Conversion
 - 11.6.4. Loyalty
- 11.7. Data Science and Big Data
 - 11.7.1. Business Intelligence
 - 11.7.2. Methodology and Analysis of Large Volumes of Data
 - 11.7.3. Data Extraction, Processing, and Loading.
- 11.8. Application Programming Interface (API)
 - 11.8.1. APIs and Google Analytics
 - 11.8.2. Query Explorer
 - 11.8.3. Supermetrics Functions

- 11.9. Data Visualization
 - 11.9.1. Viewing and Interpreting Dashboards
 - 11.9.2. Converting Data into a Value
 - 11.9.3. Integrating Sources
 - 11.9.4. Presenting Reports
- 11.10. Web Analytics Tools
 - 11.10.1. Technological Basis of WA Tool
 - 11.10.2. Logs and Tags
 - 11.10.3. Basic and Ad-hoc Labeling

Module 12. Digital Marketing and e-Commerce

- 12.1. UX Design
 - 12.1.1. Information Architecture
 - 12.1.2. SEO and Analytics for UX
 - 12.1.3. Landing Pages
- 12.2. Technical Terms in UX Design
 - 12.2.1. Wireframe and Components
 - 12.2.2. Interaction Pattern and Navigation Flow
 - 12.2.3. User Profile
 - 12.2.4. Process and Process Funnel
- 12.3. Research
 - 12.3.1. Research in Interface Design Projects
 - 12.3.2. Qualitative and Quantitative Approach
 - 12.3.3. Announce the Results of the Research
- 12.4. Digital Design
 - 12.4.1. Digital Prototype
 - 12.4.2. Axure and Responsive
 - 12.4.3. Interaction Design and Visual Design
- 12.5. User Experience
 - 12.5.1. User Focused Design Methodology
 - 12.5.2. User Research Techniques
 - 12.5.3. Involve the Customer in the Process
 - 12.5.4. Shopping Experience Management

- 12.6. Designing the User Experience Strategy
 - 12.6.1. Content Trees
 - 12.6.2. High-Fidelity Wireframes
 - 12.6.3. Component Maps
 - 12.6.4. Usability Guides
- 12.7. Usability Evaluation
 - 12.7.1. Usability Evaluation Techniques
 - 12.7.2. Data Visualization
 - 12.7.3. Presenting Data
- 12.8. Customer Value and Customer Experience Management
 - 12.8.1. Use of Narratives and Storytelling
 - 12.8.2. Co-Marketing as a Strategy
 - 12.8.3. Content Marketing Management
 - 12.8.4. The ROI of Customer Experience Management

Module 13. Mobile e-Commerce

- 13.1. Mobile Marketing
 - 13.1.1. New Consumption and Mobility Habits
 - 13.1.2. The SoLoMo Model
 - 13.1.3. The 4 Ps of the Marketing Mix in Mobility
- 13.2. Mobile Technology
 - 13.2.1. Mobile Operators
 - 13.2.2. Mobile Devices and Operating Systems
 - 13.2.3. Mobile Applications and WebApps
 - 13.2.4. Sensors and Integration with the Physical World
- 13.3. Trends in Mobile Marketing
 - 13.3.1. Mobile Publishing
 - 13.3.2. Advergaming and Gamification
 - 13.3.3. Mobile Geolocalization
 - 13.3.4. Augmented Reality
- 13.4. Mobile User Behavior
 - 13.4.1. New Search Habits on Mobile Devices
 - 13.4.2. Multi-Screen
 - 13.4.3. Mobile as a Purchasing Driver
 - 13.4.4. ASO, Mobile User Acquisition and Loyalty.

- 13.5. User Interface and Shopping Experience
 - 13.5.1. m-Commerce Rules and Platforms.
 - 13.5.2. Omnichannel
 - 13.5.3. Mobile & Proximity Marketing
 - 13.5.4. Gap between Consumer and Advertiser
 - 13.5.5. Mobile Commerce Content Managers
- 13.6. Apps and Purchases
 - 13.6.1. Designing Mobile Commerce Apps
 - 13.6.2. App Store
 - 13.6.3. App Marketing for Customer Loyalty
 - 13.6.4. App Marketing for eCommerce
- 13.7. Mobile Payments
 - 13.7.1. Value Chain and Business Models of Mobile Payment Methods
 - 13.7.2. Keys to Improve UX in Mobile Payment
 - 13.7.3. Positioning Strategies in the Mobile Payments Market
 - 13.7.4. Fraud Management
- 13.8. Mobile Analytics
 - 13.5.1. Mobile Measurement and Analysis Methodologies
 - 13.8.2. Mobile Metrics: Main KPIs
 - 13.8.3. Profitability Analysis
 - 13.8.4. Mobile Analytics
- 13.9. Mobile Commerce
 - 13.9.1. Services
 - 13.9.2. Applications
 - 13.9.3. Mobile Social Shopping
- 13.10. Mobile Social Media Applications
 - 13.10.1. Integrating Cell Phones into Social Networks
 - 13.10.2. Mobility, Relationship, Ubiquity and Publicity
 - 13.10.3. Facebook Places
 - 13.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 14. Data Trading

- 14.1. Data Science and Big Data
 - 14.1.1. Impact of Big Data and Data Science on Business Strategy
 - 14.1.2. Introduction to Command Line
 - 14.1.3. Data Science Problems and Solutions
- 14.2. Data Hacking Languages
 - 14.2.1. SQL Databases
 - 14.2.2. Introduction to Python
 - 14.2.3. Programming in R
- 14.3. Statistics
 - 14.3.1. Introduction to Statistics
 - 14.3.2. Linear and Logistic Regression
 - 14.3.3. PCA and Clustering
- 14.4. Machine Learning
 - 14.4.1. Model Selection and Regularization
 - 14.4.2. Random Trees and Forests
 - 14.4.3. Processing Natural Language
- 14.5. Big Data
 - 14.5.1. Hadoop
 - 14.5.2. Spark
 - 14.5.3. Collaborative Recommendation and Filtering Systems
- 14.6. Data Science Success Stories
 - 14.6.1. Customer Segmentation Using the RFM Model
 - 14.6.2. Experiment Design Application
 - 14.6.3. Supply Chain Value: Forecasting
 - 14.6.4. Business Intelligence
- 14.7. Hybrid Architectures in Big Data
 - 14.7.1. Lambda Architecture
 - 14.7.2. Kappa Architecture
 - 14.7.3. Apache Flink and Practical Implementations
 - 14.7.4. Amazon Web Services
- 14.8. Big Data in the Cloud
 - 14.8.1. AWS: Kinesis
 - 14.8.2. AWS: DynamoSDB
 - 14.8.3. Google Cloud Computing
 - 14.8.4. Google BigQuery

07

Clinical Internship

Practical teaching should be a fundamental requirement in any industry, as it is the best way for students to fix the knowledge they have learned during their theoretical studies and demonstrate that they can easily carry out their work. TECH, in its commitment to showing students the best academic offer in the market, has devised this Hybrid Professional Master's Degree that brings together in the same program online theoretical education with a practical stay in one of the best companies in the sector.



“

Practical learning of marketing tools will allow you to prove your worth and to gain access more quickly to relevant positions in the major agencies of the sector”

The Internship Program consists of a practical stay in a prestigious clinical center, a 3-week period from Monday to Friday , with 8 consecutive hours of work with a professionals in the field. This internship will allow students to learn in-depth how to carry out the management and direction of Digital Marketing actions to generate an adequate image and reputation for the company, in addition to learning about the main tools that can be made available to companies to promote e-commerce.

In this training proposal, of a practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of managerial tasks in the Marketing and Sales departments, acquiring the qualifications required to manage all promotional and advertising actions to attract a wider public, as well as to promote online commerce channels.

It is, without a doubt, an opportunity to learn by working in the marketing and sales departments of the main companies in the sector, getting to know the day-to-day work from the hands of professionals with extensive experience. In this way, it will be an option of great value for students who wish to be part of management teams, planning, controlling, and managing different strategies for companies.

In this way, the practical stay in a reference company in the sector will allow the student to complete a minimum number of practical activities in different areas and departments of the company, obtaining a general vision of the sector that will allow them to quickly join the labor market, becoming one of the most competitive professionals of the moment.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork , and multidisciplinary integration as transversal competencies for daily practice (learning to be and learning to relate).





The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Advanced Digital Marketing Techniques	Write content according to inbound Marketing methods
	Verify the conversion of Digital Marketing activities with the use of advanced methods and tools
	Participate in the development of emailing and affiliate campaigns, as well as in the Social Media Plan
	Assessing the Business Plan through advanced methods and tools
	Evaluate the strategy through Google Analytics
Digital marketing strategies to obtain brand positioning	Perform SEO analysis: check the navigability, that the URL structure is "SEOFriendly," check broken links, duplicate content, etc.
	Apply Linkbuilding, SEM, and Google Adwords to enhance the process
	Perform e-commerce analysis: analyze the site from a consumer's point of view
	Apply the Conversion Rate Optimization or CRO methodology according to the company's objectives
	Manage the digital campaign
Digital Marketing for E-Commerce	Applying Digital Design
	Evaluate the usability of the web and other platforms used through the most advanced resources and tools
	Carry out the user interface and shopping experience test
	Analyze mobile user behavior through analytics tools
	Implementing e-commerce techniques and analyzing their effectiveness
	Handle Digital e-commerce Management

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



General conditions of practical training

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master Program shall not constitute an employment relationship of any kind.

6. PREVIOUS EDUCATION: Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. NOT INCLUDED: the Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

08

Where Can I Do the Internship?

TECH's success in the academic market comes not only from offering the best education in the university panorama, but also from its commitment to practical, realistic and quality education. For this reason, it offers professional programs such as this one, where the commitment to internships in a prestigious center makes the difference between theoretical and eminently practical learning. Therefore, for this program, TECH offers centers around the country where you can learn everything about the direction of Digital Marketing from prestigious professionals.





“

The best digital marketing agencies will open their doors to show you what real work in the industry is like"



Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:



School of Business

Clínicas DH central

Country	City
Spain	Valence

Address:
 Plaza Alquería de Culla nº 4, oficina
 802, 46910 Alfafar, Valencia
 Clinic specialized in Aesthetic Medicine and Medical Laser
 Hair Removal.

Related internship programs:
 - MBA in Digital Marketing
 - Social Media Management: Community Manager



School of Business

Goose & Hopper

Country	City
Spain	Valence

Address:
 La Marina de Valencia, Muelle
 de la Aduana S/N Edificio Lanzadera 46024
 Advertising, design, technology, and creativity agency.

Related internship programs:
 - Digital Communication and Reputation Management
 - MBA in Digital Marketing



School of Business

Xcolme

Country	City
Spain	Navarra

Address:
 C. de Ansoain, 4, bajo, 31014 Pamplona, Navarra

A benchmark agency in digital marketing

Related internship programs:
 - MBA in Digital Marketing
 - Social Media Management: Community Manager



School of Business

Lady Moustache

Country	City
Spain	Navarra

Address:
 Calle San Nicolás , Nº 76 , 4º 31001
 Pamplona (NAVARRA)
 Communication and advertising agency specialized
 in marketing, graphic design, branding, packaging, and
 web pages.

Related internship programs:
 - MBA in Digital Marketing
 - Social Media Management: Community Manager



School of Business

Premium global health care Madrid

Country	City
Spain	Madrid

Address:
 C. de Víctor de la Serna, 4, 28016 Madrid
 Rehabilitation, readaptation, and personal training are the
 pillars of the Physiotherapy clinic in Chamartín.

Related internship programs:
 - MBA in Digital Marketing
 -Project Management



School of Business

Premium global health care Fuenlabrada

Country	City
Spain	Madrid

Address:
 Paseo de Roma, 1, 28943
 Fuenlabrada, Madrid
 Rehabilitation, readaptation, and personal training are the
 pillars of the Physiotherapy clinic in Fuenlabrada.

Related internship programs:
 - MBA in Digital Marketing
 -Project Management



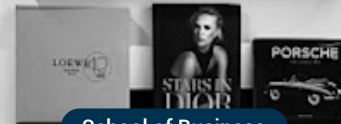
School of Business

Premium global health care Pozuelo

Country	City
Spain	Madrid

Address:
 Centro Comercial Monteclaro, Local
 59.4, s/n, Av. de Monteclaro, d, 28223 Pozuelo
 de Alarcón, Madrid
 Rehabilitation, readaptation, and personal training are the
 pillars of the Physiotherapy clinic in Pozuelo.

Related internship programs:
 - MBA in Digital Marketing
 -Project Management



School of Business

Nameless Agency

Country City
Mexico Mexico City

Address:
Tula 30 Colonia Condesa
Cuauhtémoc C.P. 06140
Entity specialized in digital marketing and public relations.

Related internship programs:

- Advertising Communication
- MBA in Digital Marketing



School of Business

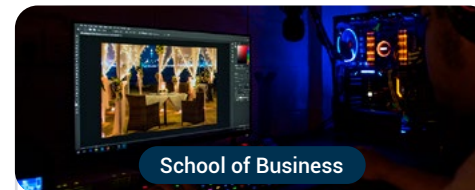
Goose & Hopper

Country City
Mexico Michoacán de Ocampo

Address:
Avenida Solidaridad Col. Nueva
Chapultepec Morelia, Michoacan
Advertising, design, technology, and creativity agency.

Related internship programs:

- Digital Communication and Reputation Management
- Organic 3D Modeling



School of Business

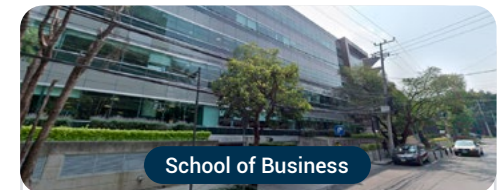
Happy Studio Creativos

Country City
Mexico Mexico City

Address:
Limantitla 6A Santa Úrsula Xitla
Tlalpan 14420 CDMX
Creative company dedicated to the audiovisual world and communication.

Related internship programs:

- MBA in Digital Marketing
- Audiovisual Screenwriting



School of Business

Break Point Marketing

Country City
Mexico Mexico City

Address:
Calle Montes Urales 424 4to piso
lomas- Virreyes, Lomas de Chapultepec, Miguel
Hidalgo C.P 11000 CDMX
Creative company specialized in Digital Marketing and communication

Related internship programs:

- MBA in Digital Marketing
- Graphic Design



School of Business

Tribalo

Country City
Mexico Querétaro de Arteaga

Address:
Ignacio Pérez Sur N°49
El Carrizal Querétaro
Advertising and Digital Marketing Agency

- Related internship programs:**
- MBA in Digital Marketing
 - Advertising Communication



School of Business

EPA Digital

Country City
Mexico Mexico City

Address:
Avenida Ejército Nacional 418
piso 9 Polanco V Sección CDMX C.P 11520
Digital Marketing and Communication Agency

- Related internship programs:**
- MBA in Digital Marketing
 - MBA in Advertising and Public Relations Management



School of Business

Damente Digital

Country City
Mexico Mexico City

Address:
Av. Coyoacán 931 Col. Del Valle
Centro, Benito Juárez C.P. 03100 CDMX
Digital Marketing, communication
and advertising agency

- Related internship programs:**
- Graphic Design
 - MBA in Digital Marketing



School of Business

Estudio 630

Country City
Mexico Mexico City

Management:
Av. Santa Fe 428-Piso 15, Lomas de
Santa Fe, Contadero, Cuajimalpa de Morelos,
05300 Ciudad de México, CDMX, México
Digital media creative company

- Related internship programs:**
- Graphic Design
 - MBA in Digital Marketing



School of Business

Futurité

Country City
Mexico Nuevo León

Management:
Av. José Vasconcelos 345 piso 21
Col. Santa Engracia San Pedro Garza García
Monterrey Nuevo León
Web analytics, graphic design and software company

- Related internship programs:**
- MBA in Digital Marketing
 - Graphic Design



School of Business

Grupo Neo

Country City
Mexico Querétaro de Arteaga

Management:
Fernando Soler 118 Col. La Joya
Querétaro C.P. 76180
Company specialized in Graphic Design and creative works.

- Related internship programs:**
- MBA in Digital Marketing
 - Graphic Design



School of Business

Advanta Advisor

Country City
Mexico Mexico City

Management:
Av. Santa Fe 505 piso 21 Col. Cruz
Manca Santa Fe
Company specialized in the financial sector
for administrative and legal advice.

- Related internship programs:**
- MBA in Digital Marketing
 - Social Media Management: Community Manager



School of Business

Innovación Gráfica

Country City
Mexico Mexico City

Management:
Calle Juan de Dios Peza N° 115, Col
Obrera, CP. 06800, CDMX
Entity specialized in marketing and
commercial architecture.

- Related internship programs:**
- Sales and Commercial Management
 - MBA in Digital Marketing



School of Business

Coppel

Country
Mexico

City
Sinaloa

Address:
República 2855 Los Alamos, Col. Recursos
Hidráulicos 80105 Culiacán Rosales, Sinaloa
Company specialized in financial and advisory services.

Related internship programs:
- MBA in Digital Marketing
- Graphic Design



School of Business

ITYC

Country
Mexico

City
Mexico City

Address:
Xochicalco 495 Col. Vértiz Narvarte
Alcaldía Benito Juárez CDMX C.P. 03600
Trilingual school with secular and coeducational
humanistic education.

Related internship programs:
- Programming and Implementing Educational Projects



School of Business

CBM Innovación en Estrategias SAS

Country
Mexico

City
Mexico City

Address:
Cda. 16 de Septiembre 4, Centro,
56100 Texcoco, Edo. de Méx.
Entity specialized in digital and offline commercial
promotion

Related internship programs:
- MBA in Digital Marketing
- MBA in Business Intelligence Management



School of Business

Liverpool

Country: Mexico
City: Mexico City

Address:
Mario Pani No. 200 Col. Santa Fe Cuajimalpa C.P 05348 Cuajimalpa CDMX
Entity specialized in digital marketing and commercial strategies

- Related internship programs:**
- MBA in Digital Marketing
 - Social Media Management: Community Manager



School of Business

Grupo Fórmula

Country: Mexico
City: Mexico City

Address:
Cda. San Isidro 44, Reforma Soc, Miguel Hidalgo, 11650 Ciudad de México, CDMX
Leading company in multimedia communication and content generation

- Related internship programs:**
- Graphic Design
 - People Management



School of Business

Amperson

Country: Mexico
City: Mexico City

Address:
Dr. Vertiz 652, int 302, Narvarte Poniente, Benito Juárez, 03023, Ciudad de México, México
Digital Marketing and Communication Agency

- Related internship programs:**
- Graphic Design
 - MBA in Advertising and Public Relations Management



SENNA Automotores S.A.

Country: Argentina City: Santiago del Estero

Address:
Belgrano sur 979- Santiago del estero
Official Toyota Dealership

Related internship programs:
- MBA in Digital Marketing



Sidermet San Luis S.A.

Country: Argentina City: San Luis

Address:
Ruta 3, km 1, Ciudad San Luis
Leading company in the wholesale of electrical and steel materials.

Related internship programs:
- MBA in Digital Marketing



Piensamarketing

Country: Argentina City: Río Negro

Address:
Campichuelo 580 (8400),
Ciudad de Bariloche, Río Negro
Social and digital marketing and communication agency

Related internship programs:
- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing



Web Experto

Country: Argentina City: Santa Fe

Address:
Lamadrid 470 Nave 1 1° piso
Oficina 17, Rosario, Santa Fe
Digital management and web orientation company

Related internship programs:
- Sales and Commercial Management
- MBA in Digital Marketing

09

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.



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.

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

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.

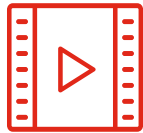
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



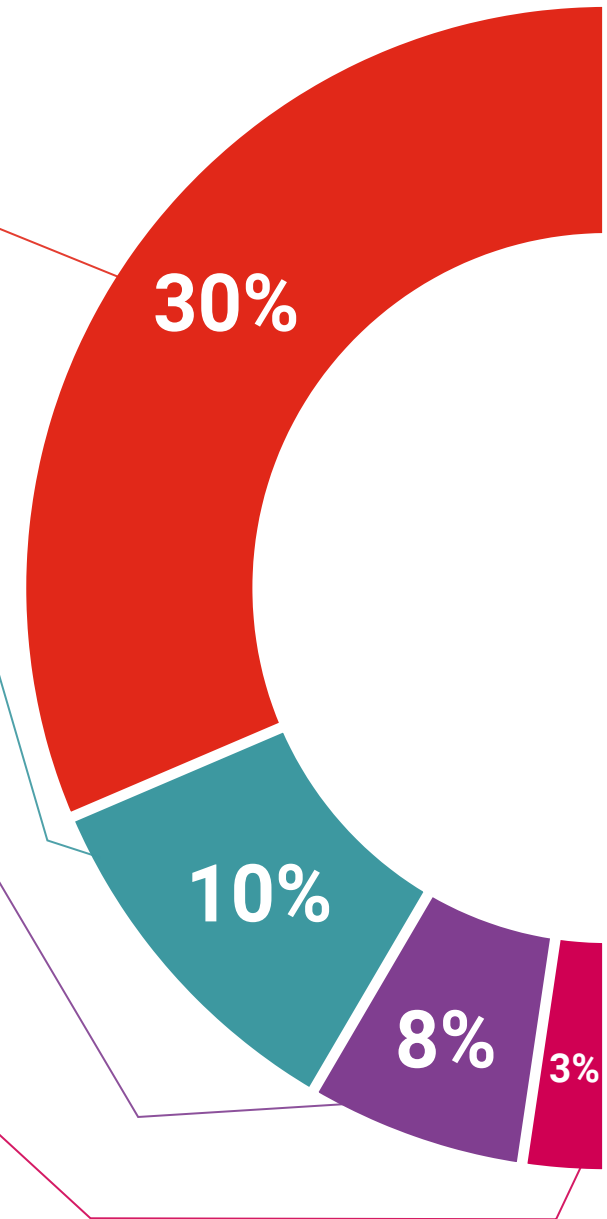
Management Skills Exercises

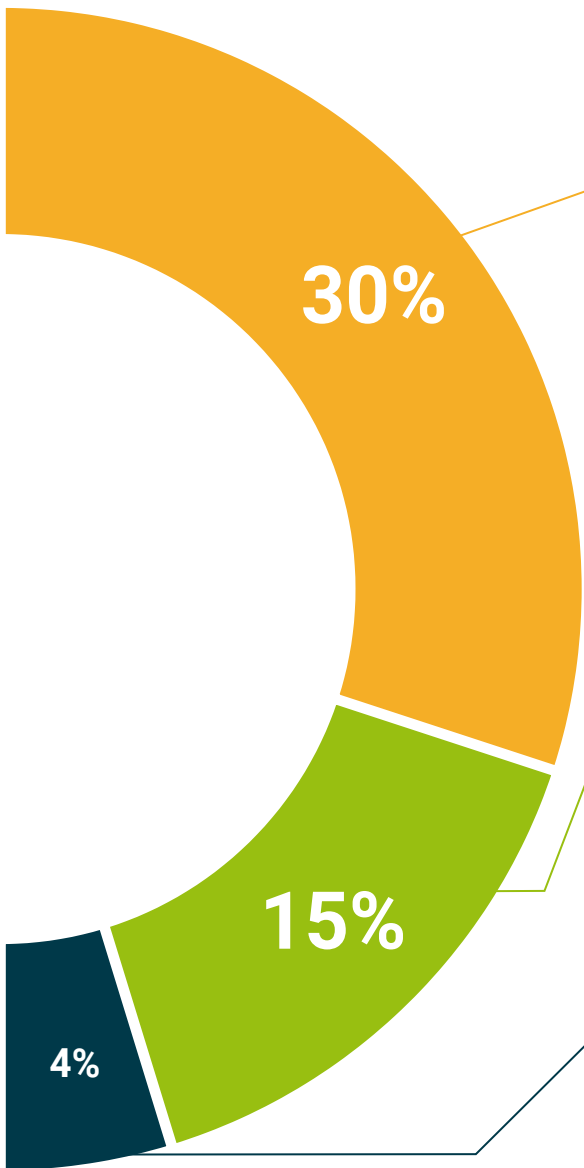
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.



10 Certificate

The Hybrid Professional Master's Degree MBA in Digital Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Technological University.



“

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

This **Hybrid Professional Master's Degree MBA in Digital Marketing** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding Hybrid Professional Master's Degree issued by TECH Technological University via tracked delivery.

In addition to the Diploma, students will be able to obtain an academic transcript, as well as a certificate outlining the contents program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

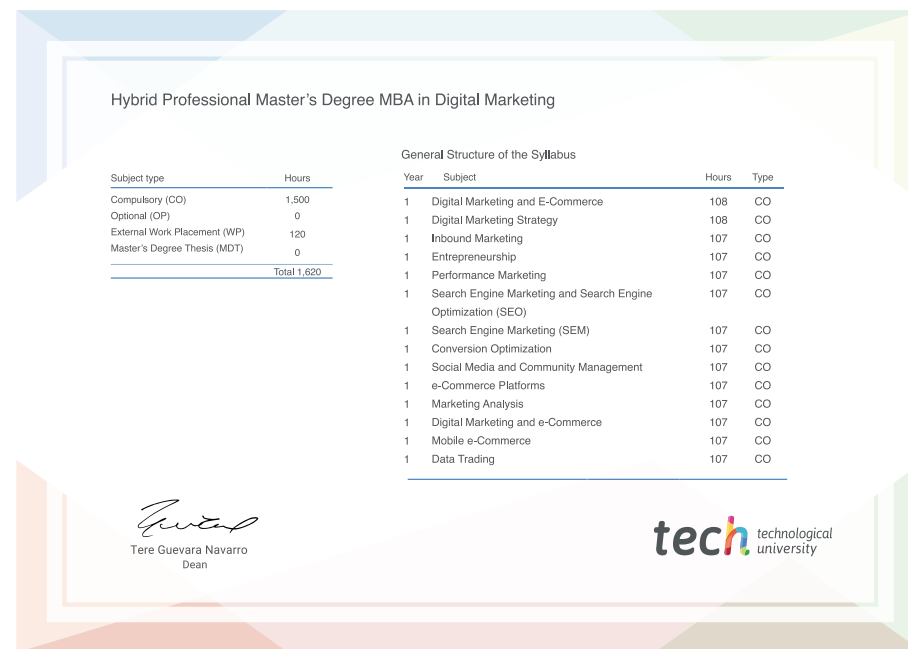
Title: **Hybrid Professional Master's Degree MBA in Digital Marketing**

Course Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 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.

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



**Hybrid Professional
Master's Degree
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Hybrid Professional Master's Degree

MBA in Digital Marketing