

# Internship Program

## MBA in Digital Marketing



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Internship Program  
MBA in Digital Marketing

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# 01 Introduction

The digital revolution has reached companies in an unprecedented way. Nowadays, it is considered that if you are not on the Internet, you do not really exist as a business. Therefore, companies have realized the importance of betting on the online environment to publicize their products and services and open communication channels to maximize their sales. In this sense, the commitment to Digital Marketing is the premise followed by most companies, in which these departments have become essential. Thanks to this TECH program, students will work in real teams for 3 weeks on an intensive day, where they will learn the most effective marketing management strategies, learn the latest trends, and meet the professional profile that should have a manager of these characteristics.



*With this program, you will have the opportunity to live the experience of testing your knowledge of Digital Marketing in a prestigious company with experienced professionals"*







Through Digital Marketing, companies are able to conquer spaces they could never have imagined before. Market reach is much more effective thanks to the different techniques and tools that have emerged in the digital ecosystem. Adapting to this new reality is a mandatory subject, so the professional must constantly train, keep abreast of updates, and take advantage of them according to their needs.

Therefore, professionals who take this Internship Program in Digital Marketing will find a unique opportunity to learn hand-in-hand with reference professionals in their companies, acquiring, through an intensive stay in a reference company at the national and international level, the most current concepts and strategies that should be implemented to promote the growth of companies, but, in addition, they can acquire those managerial skills that will open the doors not only to technical positions in these departments but to the management and direction of the same.

In this way, the student will be able to participate in different tasks related to the design and implementation of Digital Marketing strategies, elaborated with the objective of creating an adequate reputation and brand image, but, above all, with the intention of improving the company's sales. In summary, 3 weeks of intensive, optimal, and high-level training will make up a unique opportunity in the hands of the student, and that will achieve a plus in your resume when it comes to positioning yourself as a manager of large companies.

# 02

## Why Study an Internship Program?

The Internship Program allows the professional to perfect their techniques, keep up to date with updates in their area of action, and advance towards the goal they desire in the work environment. This innovative TECH program allows students to perfect their professional profile in their own field of work alongside specialists in Digital Marketing with extensive exemplary real cases that will provide them with all the knowledge they need. It will be 3 weeks of intensive activity where they will verify the effectiveness of techniques such as Mobile e-commerce, Inbound Marketing, and e-Data, among others. Likewise, the management of tools that facilitate the increase of economic performance in both small and large companies. In a competitive scenario, students will join a multidisciplinary work team that will allow them to expand their vision, hone their skills, and develop new competencies that will enable them to stand out in their sector.



*You will apply all your knowledge in Digital Marketing in a competitive and real scenario, where you will learn the most innovative techniques to improve the performance of the company”*

### **1. Updating from the latest technology available**

One of the most evolved disciplines in recent times is Digital Marketing. Thanks to the constant advances in terms of technology, applications, and new resources that arise to facilitate the analysis and execution of tasks for content generation, strategy planning, and everything that has driven the brand. Therefore, TECH presents this Internship Program with which the professional will enter a modern business environment, giving way to new skills and abilities.

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

Hand in hand with a multidisciplinary team, the student will advance in the realization of Digital Marketing activities with real cases of the brand where they develop their work. Whether it is a company or an advertising agency, students will be able to share their experiences with other professionals who practice powerful digital marketing strategies on a daily basis, which will broaden their perspective and current knowledge.

### **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.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

TECH offers a new learning model, 100% practical, which allows you to get in front of more advanced procedures in terms of Digital Marketing. You will be able to put into practice a real and avant-garde scenario for 3 weeks, together with a team of specialists who fulfill different responsibilities and will bring new concepts that will nurture your professional background.

#### **5. Expanding the Boundaries of Knowledge**

TECH opens the doors to an education without borders. Thanks to the innovative study method implemented for all its programs, this Internship Program also provides a unique opportunity for professionals to expand their knowledge beyond their own borders, expanding the spaces in which to carry out the activities and allowing students to choose the one that best suits their needs.



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



# 03 Objectives

The main objective of this Internship Program 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 practical stay, professionals will find a unique opportunity to get to know the work from the inside, in a company of the sector, and learn the most used and effective techniques and tools in these fields.



## General Objectives

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- Master the latest techniques, modern postulates, and application of cutting-edge technologies in Digital Marketing activities
- Incorporate the most successful methodologies and techniques learned from the expert team that supervises the practice into daily work
- Know the specific approach to advanced strategies and common cases that occur in the brand strategy environment



*You will be able to create powerful Digital Marketing plans that will make the brand lead the market”*







## Specific Objective

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- 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



*Digital companies are betting on Online Marketing to publicize their products and services. If you want to be the one who designs their campaigns and strategies, do not miss the opportunity to improve your skills through this Internship Program”*

# 04 Educational Plan

The Internship Program consists of a practical internship in a leading company in the sector, from Monday to Friday, with 8 consecutive hours of practical training with a professional 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
Digital marketing strategies to obtain brand positioning	Evaluate the strategy through Google Analytics
	Perform SEO analysis: Check the navigability, that the URL structure is "SEO Friendly," 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
Digital Marketing for E-Commerce	Manage the digital campaign
	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	



# 05 Where Can I Do the Internship Program?

Getting a qualified job right out of college is a difficult mission these days. And it is, sometimes, even when you have previous experience. In view of the high demands of the market, TECH has gone a step further and offers its students the possibility of a practical stay in a reference center in the field of Digital Marketing, thanks to which students can acquire all the necessary knowledge that will allow them to open a gap in a highly competitive labor market.



*Thanks to TECH, you can become part of a reference company in the field of Digital Marketing through an intensive stay that will allow you to learn about the particularities of the sector”*







The student will be able to do this program 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 España

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
- Organic 3D Modeling



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: Spain City: 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: Spain City: 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

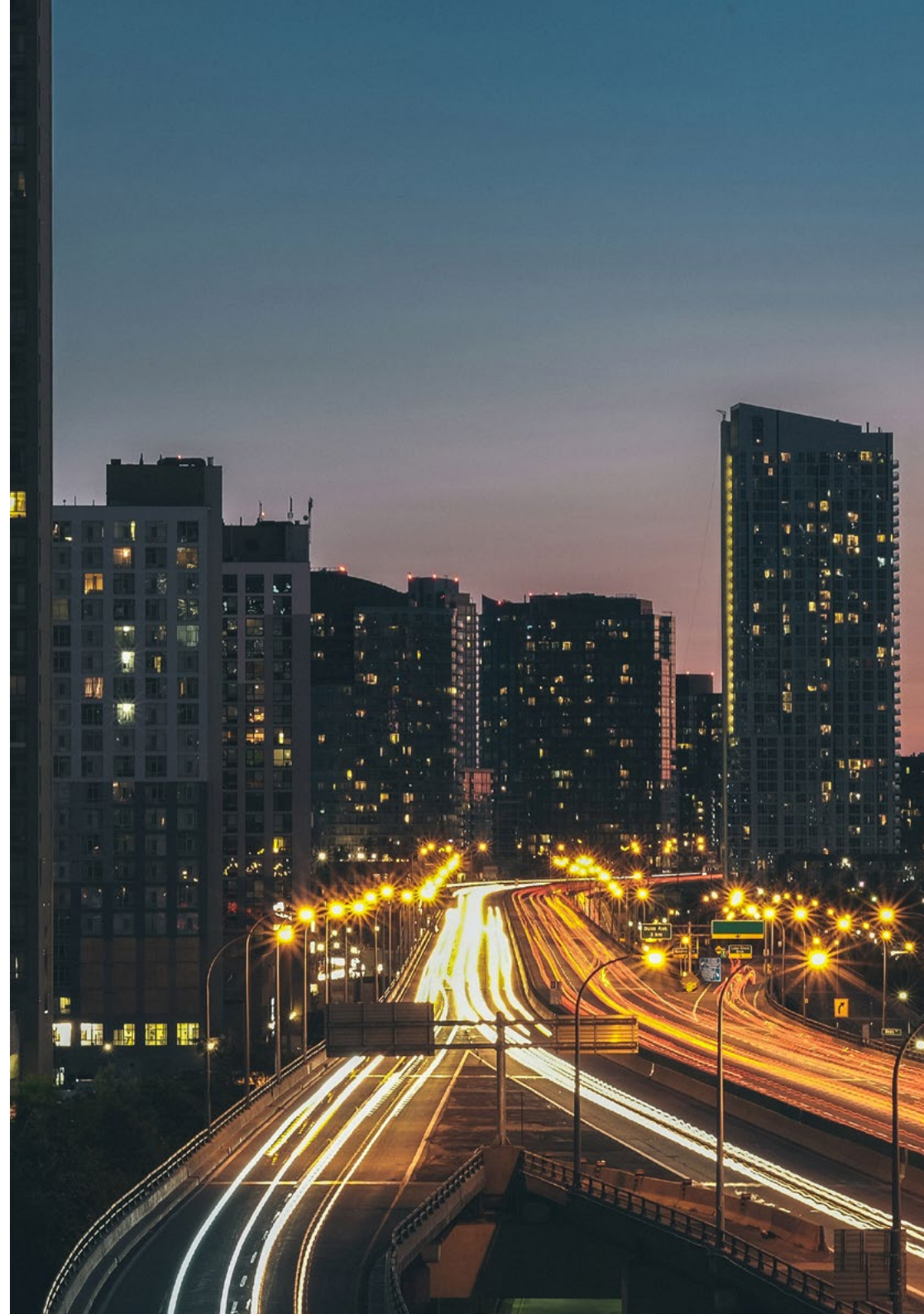
### Premium global health care Pozuelo

Country: Spain City: 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  
Cauahutémoc 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 México

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 Creativo

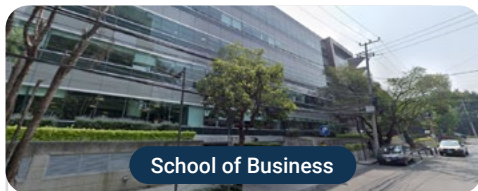
Country City  
Mexico Mexico City

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

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**Related internship programs:**

- Graphic Design
- MBA in Digital Marketing



**School of Business**

**Estudio 630**

Country	City
Mexico	Mexico City


Address: Av. Santa Fe 428-Piso 15, Lomas de Santa Fe, Contadero, Cuajimalpa de Morelos, 05300 Ciudad de México, CDMX, México

Digital media creative company

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**Related internship programs:**

- Graphic Design
- MBA in Digital Marketing



**School of Business**

**Futurité**

Country	City
Mexico	Nuevo León


Address: Av. José Vasconcelos 345 piso 21 Col. Santa Engracia San Pedro Garza García Monterrey Nuevo León

Web analytics, graphic design and software company

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**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



**School of Business**

**Grupo Neo**

Country	City
Mexico	Querétaro de Arteaga


Address: Fernando Soler 118 Col. La Joya Querétaro C.P. 76180

Company specialized in Graphic Design and creative works.

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**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



**School of Business**

**Advanta Advisor**

Country	City
Mexico	Mexico City

Address: Av. Santa Fe 505 piso 21 Col. Cruz Manca Santa Fe

Company specialized in the financial sector for administrative and legal advice.

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**Related internship programs:**

- MBA in Digital Marketing
- Social Media Management: Community Manager



**School of Business**

**Innovación Gráfica**

Country	City
Mexico	Mexico City

Address: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture.

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**Related internship programs:**

- Sales and Commercial Management
- MBA in Digital Marketing





School of Business

### Coppel

Country	City
Mexico	Sinaloa

Address: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culiacán Rosales, Sinaloa

Company specialized in financial and advisory services.

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**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



School of Business

### ITYC

Country	City
Mexico	Mexico City

Address: Xochicalco 495 Col. Vértiz Narvarte Alcaldía Benito Juárez CDMX C.P. 03600

Trilingual school with secular and coeducational humanistic education.

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**Related internship programs:**

- Programming and Implementing Educational Projects



School of Business

### CBM Innovación en Estrategias SAS

Country	City
Mexico	Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

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**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management





School of Business

### Liverpool

Country	City
Mexico	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

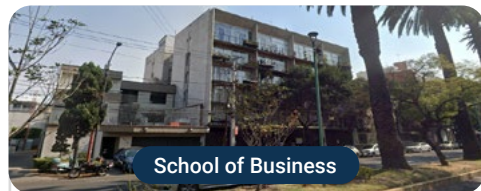
Country	City
Mexico	Mexico City

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

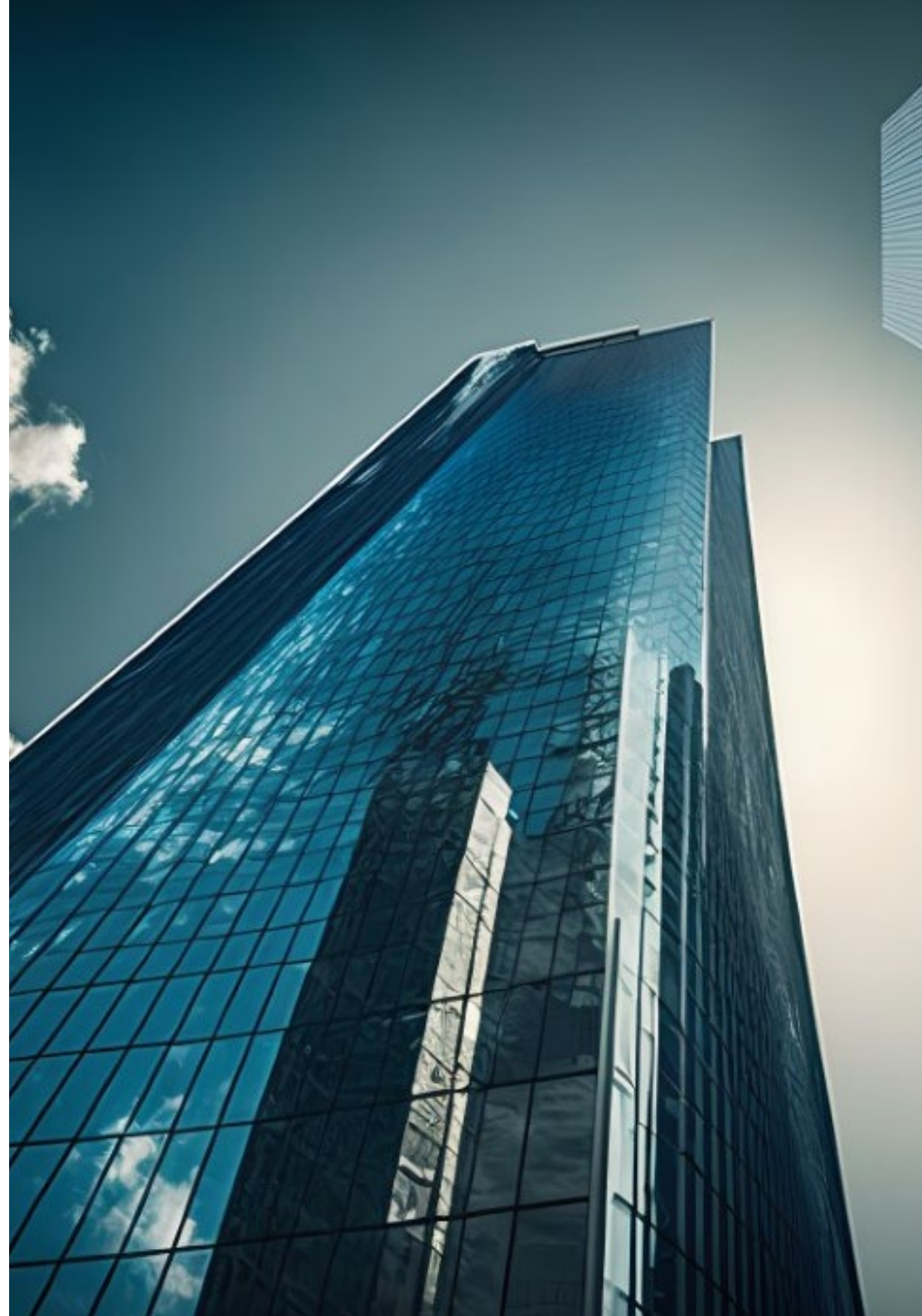
Country	City
Mexico	Mexico City

Address: Dr. Vertiz 652, int 302, Navarte 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 City  
Argentina 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 City  
Argentina 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 City  
Argentina 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 City  
Argentina Santa Fe

Address: Lamadrid 470 Nave 1 1º piso  
Oficina 17, Rosario, Santa Fe

Digital management and web orientation company

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

# 06 General Conditions

## 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 the Internship Program

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 Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR 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. NO INCLUDED:** The Internship Program 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.

# 07 Certificate

This **Internship Program in MBA Digital Marketing** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in MBA Digital Marketing**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



**tech**

Internship Program  
MBA in Digital Marketing



# Internship Program

## MBA in Digital Marketing



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