

# Internship Program

## MBA in Digital Business



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Internship Program  
MBA in Digital Business

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# 01 Introduction

The development of digital commerce and the emerging possibilities of Web 4.0 have led to an increase in the demand for professionals who perfectly manage SEM strategies and customized online advertising. Internet presence has become a real need for many companies, which also require specialized support to guide them through the strategies adapted to their business and to the specifications of both the market and the target audience. For this reason, TECH has considered it necessary to launch a practical program where the manager will learn, in a real, demanding and active professional environment, the most effective web analytics techniques and Digital Marketing tools that are currently providing the best results.

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*Enjoy an intensive 3-week internship in a reputable center and get up-to-date on the latest procedures to achieve professional growth"*





Digital Business has burst onto the current corporate scene for multiple reasons. First of all, this kind of commercial projects have much lower costs than its variant in traditional models since a physical store is not required. Also, the opportunities for expansion and growth multiply as the Internet offers a global reach to millions of users. As a result, companies, large or small, can internationalize more quickly. On the other hand, this commercial modality allows customers to be constantly informed about the products and services available to them, strengthening their relationship and communications. In addition, the online modality offers a large number of tools and metric strategies that facilitate a better understanding of the behavior and ways in which the audience will react to a particular marketable good. For these reasons, it is imperative to have professionals duly specialized in the implementation and leadership of this kind of ventures.

Through an internship of 120 hours, in a reference entity in the business sector of digital business, the specialist will be able to work, along with a team of experts in the area, in the design of e-commerce campaigns through transparent, innovative and measurable strategies. Thanks to this, they will be able to implement to their praxis the most comprehensive knowledge to create new business opportunities in existing or newly emerging markets.

The internship will take place over 3 weeks and will be tutored by a professional in the digital and marketing sector. That specialist will be in charge of monitoring the student's academic progress and will assign tasks of varying complexity for the development of specific skills. It is, therefore, a unique opportunity to adapt your profile to the current labor demand, being able to add to your resume a significant experience that will undoubtedly make you stand out in any recruitment process.

# 02

## Why Study an Internship Program?

Business models are changing at breakneck speed in the digital era, leading to an increasing number of updated contents in this area of human knowledge. TECH, aware of this, seeks to promote practical and intensive learning of the latest skills required of professionals in the sector. Therefore, TECH has designed this program that will last 3 weeks in a prestigious company, applied to the development of a digital business model, according to the most innovative trends of the moment.



*Thanks to this study program, you will master the technological resources that enhance the growth of the company from digital tools for internal management and interaction with users"*

### **1. Updating from the Latest Technology Available**

TECH is aware of the technological requirements of the business market and the need to have experts increasingly prepared to manage them. Therefore, it has devised an Internship Program where the most updated digital tools for this field are grouped and will enable the management of all of them by the student in an immersive and intensive learning environment.

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

The most distinguished professionals in Digital Business leadership will be available to TECH students through this program. In this way, they will exchange doubts and clarify concepts of interest in a rigorous internship lasting 120 hours.

### **3. Enter into world-class business environments**

The companies chosen by TECH to receive its students during this Internship Program are distinguished by their results in terms of successful digitization of business projects. These corporations have the best tools of this professional market and, at the same time, the most prepared experts for its holistic management. Therefore, the student will have access to a scenario of great potential for the development of new competencies.



#### **4. Putting the Acquired Knowledge into Daily Practice from the Very First Moment**

Educational programs offer many theoretical contents on how to start a Digital Business. TECH has gone further and, through an innovative study modality, provides its students with access to first class centers, specialized in this kind of processes, so that they acquire skills in a 100% practical way, working with real business examples.

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

Students enrolled in this program will be able to study in different parts of the world and achieve a global vision of the development of the discipline. This is only possible thanks to TECH which, through a large number of partners and collaborators, facilitates the preparation of students in line with international standards.



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

# 03 Objectives

This practical program has been proposed by TECH and its team of experts in Digital Business in order to provide the graduate with an experience through which to develop the latest strategies for the creation of new opportunities in existing markets. In addition, it will serve to understand the competitive environment that today's digital companies must face, as well as to know in detail the latest and most effective techniques and tools for the management of SEM and tailored online advertising.



## General Objectives

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- Develop a business plan based on a thorough knowledge of the phases of a company's creation
- Implement digitization strategies for a business, making the right decisions to achieve the planned objectives
- Analyze and identify factors that generate difficulties or opportunities in digital environments







## Specific Objectives

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- ◆ Lead change processes in the company based on digitalization
- ◆ Apply Digital Marketing and e-commerce strategies
- ◆ Implement SEO and SEM tools in Marketing campaigns
- ◆ Leverage social media for marketing and advertising campaigns
- ◆ Identify the changes required to improve management and direction within the company, based on orienting the strategy to the digital environment
- ◆ Develop management skills necessary to lead the growth and expansion of companies operating in digital environments
- ◆ Design and plan online reputation campaigns
- ◆ Learn how to manage online monitoring tools to understand the reach of marketing campaigns
- ◆ Conduct effective emailing campaigns
- ◆ Understand web analytics and digital metrics of the tools we use
- ◆ Gain an in-depth understanding of how e-commerce is carried out
- ◆ Understand and know how to manage international finance
- ◆ Understand the new trends in cell phone-based e-commerce

# 04 Educational Plan

This Internship Program specialized in the digital business sector consists of a 3-week internship in a large company, developed from Monday to Friday and in consecutive 8-hour days with a professional versed in the area, who will act as a tutor during the experience. Thanks to this, the graduate will be able to learn first-hand about the latest developments related to the creation of SEM strategies, as well as the management of customized online advertising.

In this internship proposal, of a completely practical nature, the activities are aimed at developing and perfecting the skills necessary for the provision of an assistance and guidance service that requires a high level of qualification, and which are oriented towards specific training for the exercise of the activity, in a dynamic and highly beneficial environment for their performance and development as a specialist in the area.

Therefore, it is an opportunity that the graduate can not miss if they are looking to implement to their praxis the domain of creating campaigns in AdWords, Google Shopping, Social Media, Apps campaigns or reMarketing. In addition, you will also work on the design of projects related to Web Analytics and digital business optimization.

The practical education 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 Design praxis (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:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



Module	Practical Activity
<b>Strategies to establish a successful digital business model in a competitive context</b>	Control budgets and financial planning metrics
	Apply competitive benchmarking
	Integrate the implementation of corporate and technology strategies
	Use information systems for decision making such as Business Intelligence, Data Warehouse, BSC or Balanced Scorecard
<b>Latest trends for Digital Marketing and e-commerce</b>	Implement new technological structures in e-commerce
	Develop an e-commerce strategic plan
	Implement e-commerce operations and logistics
	Manage Fullfilment
	Automate process management and tracking
<b>Digital communication and online reputation for new business models</b>	Design an online reputation plan
	Use different online monitoring tools
	Apply general metrics, ROI and social CRM Online Crisis and Reputational SEO
	Implement a content, storytelling and social media strategy
<b>New digital trends to project business</b>	Applying business gamification trends such as Gamification Design Framework
	Implementing Robotics, Artificial Intelligence and Big Data resources to reduce business challenges

# 05 Where Can I Do the Internship Program?

In order to offer a highly beneficial experience for the development of graduates who choose this program, TECH has selected the best companies for internships. In making its decision, TECH has based its decision not only on the trajectory of these companies, but also on their prestige and the evaluation of their clients, so that the professional will become part of a prestigious and avant-garde entity, leader in the Digital Business sector.



*You have before you a unique opportunity to include in your resume a distinctive work experience asset, which will make you stand out in any personnel selection process"*





The student will be able to do this program at the following centers:



### The Social Surfers

Country	City
Argentina	Ciudad Autónoma de Buenos Aires

Address: Avda. del Libertador 8142 Nuñez,  
Ciudad Autónoma de Buenos Aires

Communication, marketing and web analytics company

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#### Related internship programs:

- Social Media Management: Community Manager
- Digital Communication and Reputation Management



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### Coppel

Country	City
Mexico	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



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### 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

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management





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*Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology”*

# 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 shall have broad coverage and shall be taken out prior to the start of the practical internship period. This means that the professional will not have to worry if they are faced with an unexpected situation and will be covered until the end of the practical 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 do 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. DOES NOT INCLUDE:** 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 in Digital Business** contains the most complete and up-to-date program on the professional and academic field.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program 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 in Digital Business**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

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



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