

# Executive Master's Degree MBA in Digital Marketing



## Executive Master's Degree MBA in Digital Marketing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/professional-master-degree/master-mba-digital-marketing](http://www.techtute.com/us/school-of-business/professional-master-degree/master-mba-digital-marketing)

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# 01

# Introduction

In an environment where digitalization redefines markets, Digital Marketing has evolved with strategic advances such as artificial intelligence applied to predictive analytics and the integration of blockchain in customer loyalty.

In this scenario, companies must be agile and visionary, which requires professionals capable of designing effective campaigns while understanding profitability and resource optimization. Responding to this growing demand, TECH has developed one of the most comprehensive programs in the academic landscape, with a solid business focus that allows students to enhance their skills in strategic management and organizational growth.





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With this 100% online MBA, you will design the most effective Digital Marketing strategies and increase brand performance”

Digital Marketing can generate exponential growth in emerging companies, increase customer loyalty through content and engagement strategies, or even position brands globally. In this sense, its ability to interpret trends, anticipate market changes and combine creativity with data analysis makes it a fundamental pillar for business success in the digital era. Therefore, it is essential that experts incorporate into their practice the most innovative strategies to increase the presence and performance of brands in the online environment.

With this idea in mind, TECH launches a cutting-edge Executive Master's Degree MBA in Digital Marketing has been designed to train leaders capable of driving business growth through innovative strategies. This university program equips students with the essential skills to increase profitability, optimize audience segmentation and reduce customer acquisition costs. It also enables students to master the design of highly personalized campaigns through the use of artificial intelligence and data analysis, key tools for predicting consumer behavior and strengthening strategic decision making.

The curriculum delves into general aspects of Digital Marketing applied to business and, subsequently, develops specific modules focused on strategic brand management, digital advertising, data analysis and e-commerce. Through these contents, graduates make data-driven decisions to maximize profitability, thus strengthening their profile in a highly competitive market.

In addition, this program has a 100% online methodology, which allows students flexibility. Access to the syllabus is available 24 hours a day, 7 days a week, from any device with an Internet connection, with the possibility of downloading the contents for offline study.

This **Executive Master's Degree MBA in Digital Marketing** contains the most complete and up-to-date educational program on the market. Its most notable features are:

- ◆ Practical cases presented by experts in Digital Marketing
- ◆ The graphic, schematic and eminently practical content of the book provides scientific and practical information on those disciplines that are essential for professional practice
- ◆ Practical exercises where the process of self-assessment can be used to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ 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



*You will lead multidisciplinary teams, managing Digital Marketing projects from planning to execution”*

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*You will adapt Digital Marketing strategies to different international markets, taking into account cultural, economic and social factors”*

It includes in its teaching staff professionals belonging to the field of Digital Marketing, who pour into this program the experience of their work, in addition to recognized specialists from reference companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will be able to optimize online stores, improving the user experience and increasing the conversion rate.*

*TECH gives you the opportunity to study at your own pace while becoming the most competitive professional in the digital market.*



02

# Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.





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*Study at the largest online university  
in the world and ensure your  
professional success. The future begins  
at TECH”*

**The world's best online university, according to FORBES**

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future"

**Forbes**  
Mejor universidad  
online del mundo

**Plan**  
de estudios  
más completo

**The most complete syllabuses on the university scene**

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

**The best top international faculty**

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

Profesorado  
**TOP**  
Internacional

La metodología  
más eficaz

**A unique learning method**

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

**The world's largest online university**

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in eleven different languages, making us the largest educational institution in the world.

**nº1**  
**Mundial**  
Mayor universidad  
online del mundo

**The official online university of the NBA**

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

**Leaders in employability**

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



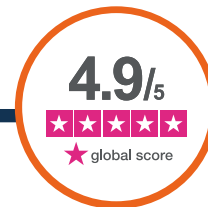
**Google Premier Partner**

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



**The official online university of the NBA**

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**The top-rated university by its students**

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



**Leaders in employability**

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.

# 03 Syllabus

This academic itinerary addresses the general concepts of business management, leadership and marketing strategies, while, as the program progresses, it delves into specific techniques such as social media advertising, SEO, SEM, web analytics and electronics. Students will learn to create and execute effective digital strategies, optimize campaigns through data analytics and lead digital transformation within organizations. In addition, they will be trained in online marketing project management, content personalization and the use of artificial intelligence to improve customer experience.





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*You will handle Marketing and Sales tools to maximize revenue through e-commerce platforms”*

## 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 Modeling 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. The 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 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. Financing Startups
  - 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. Developing E-Mail Campaigns
  - 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. Content
  - 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 Search Console
  - 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. GoogleTrends
- 7.2. SEM and Google Ads
  - 7.2.1. Google Shopping
  - 7.2.2. Google Display Network
  - 7.2.3. Google Ads 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. Tracking Conversions
- 7.5. Facebook Ads
  - 7.5.1. PPC/PPF (Pay-Per-Fan) Adverts
  - 7.5.2. Creating Facebook 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, Conversions
  - 7.8.3. Revenue, ROI, CPA

## Module 8. Conversion Optimization

- 8.1. Introduction to Conversion Rate Optimization
  - 8.3.1. Purchase Cycle and Elements of Online Behavior
  - 8.3.2. Fundamentals of Neuromarketing
  - 8.3.3. 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 and 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. Etiquette and Good Practices on Social Networks
  - 9.2.4. Branding and Networking 2.0.
- 9.3. General, Professional and Microblogging Platforms
  - 9.3.1. Facebook
  - 9.3.2. LinkedIn
  - 9.3.4. 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 **Blogg**ing
  - 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. Design, Usability and User Experience

- 10.1. UX Design
  - 10.1.1. Information Architecture
  - 10.1.2. SEO and Analytics for UX
  - 10.1.3. Landing Pages
- 10.2. Technical Terms in UX Design
  - 10.2.1. Wireframe and Components
  - 10.2.2. Interaction Pattern and Navigation Flow
  - 10.2.3. User Profile
  - 10.2.4. Process and Process Funnel
- 10.3. Research
  - 10.3.1. Research in Interface Design Projects
  - 10.3.2. Qualitative and Quantitative Approach
  - 10.3.3. Announce the Results of the Research
- 10.4. Digital Design
  - 10.4.1. Digital Prototype
  - 10.4.2. Axure and Responsive
  - 10.4.3. Interaction Design and Visual Design
- 10.5. User Experience
  - 10.5.1. User Focused Design Methodology
  - 10.5.2. User Research Techniques
  - 10.5.3. Involve the Customer in the Process
  - 10.5.4. Shopping Experience Management
- 10.6. Designing the User Experience Strategy
  - 10.6.1. Content Trees
  - 10.6.2. High-Fidelity Wireframes
  - 10.6.3. Component Maps
  - 10.6.4. Usability Guides

- 10.7. Usability Evaluation
  - 10.7.1. Usability Evaluation Techniques
  - 10.7.2. Data Visualization
  - 10.7.3. Presenting Data
- 10.8. *Customer Value and Customer Experience Management*
  - 10.8.1. Use of Narratives and Storytelling
  - 10.8.2. Comarketing as a Strategy
  - 10.8.3. Content Marketing Management
  - 10.8.4. The ROI of Customer Experience Management

## Module 11. Mobile e-Commerce

- 11.1. Mobile Marketing
  - 11.1.1. New Consumption and Mobility Habits
  - 11.1.2. The SoLoMo Model
  - 11.1.3. The 4 Ps of the Marketing Mix in Mobility
- 11.2. Mobile Technology
  - 11.2.1. Mobile Operators
  - 11.2.2. Mobile Devices and Operating Systems
  - 11.2.3. Mobile Applications and WebApps
  - 11.2.4. Sensors and Integration with the Physical World
- 11.3. Trends in Mobile Marketing
  - 11.3.1. Mobile Publishing
  - 11.3.2. Advergaming and Gamification
  - 11.3.3. Mobile Geolocalization
  - 11.3.4. Augmented Reality
- 11.4. Mobile User Behavior
  - 11.4.1. New Search Habits on Mobile Devices
  - 11.4.2. Multi-Screen
  - 11.4.3. Mobile as a Purchasing Driver
  - 11.4.4. ASO, Mobile User Acquisition and Loyalty
- 11.5. User Interface and Shopping Experience
  - 11.5.1. Rules and Platforms m-Commerce
  - 11.5.2. *Omnichannel*
  - 11.5.3. *Mobile & Proximity Marketing*
  - 11.5.4. Gap between Consumer and Advertiser
  - 11.5.5. Mobile Commerce Content Managers
- 11.6. Apps and Purchases
  - 11.6.1. Designing Mobile Commerce Apps
  - 11.6.2. App Stores
  - 11.6.3. App Marketing for Customer Loyalty
  - 11.6.4. App Marketing for e-Commerce
- 11.7. Mobile Payments
  - 11.7.1. Value Chain and Business Models of Mobile Payment Methods
  - 11.7.2. Keys to Improve UX in Mobile Payment
  - 11.7.3. Positioning Strategies in the Mobile Payments Market
  - 11.7.4. Fraud Management
- 11.8. Mobile Analytics
  - 11.8.1. Mobile Measurement and Analysis Methodologies
  - 11.8.2. Mobile Metrics: Main KPIs
  - 11.8.3. Profitability Analysis
  - 11.8.4. *Mobile Analytics*
- 11.9. *Mobile Commerce*
  - 11.9.1. Services
  - 11.9.2. Applications
  - 11.9.3. *Mobile Social Shopping*
- 11.10. *Mobile Social Media Applications*
  - 11.10.1. Integrating Cell Phones into Social Networks
  - 11.10.2. Mobility, Relationship, Ubiquity and Publicity
  - 11.10.3. Facebook Places
  - 11.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

## Module 12. Web Analytics and Marketing Analytics

- 12.1. Web Analysis
  - 12.1.1. The Fundamentals of Web Analytics
  - 12.1.2. Classic Media vs. Digital Media
  - 12.1.3. The Web Analyst's Basic Methodology
- 12.2. Google Analytics
  - 12.2.1. Configuring an Account
  - 12.2.2. Javascript Tracking API
  - 12.2.3. Customized Reports and Segments
- 12.3. Qualitative Analysis
  - 12.3.1. Research Techniques Applied in Web Analytics
  - 12.3.2. Customer Journey
  - 12.3.3. Purchase Funnel
- 12.4. Digital Metrics
  - 12.4.1. Basic Metrics
  - 12.4.2. Ratios
  - 12.4.3. Setting Objectives and KPIs
- 12.5. Acquisition and Marketing Analytics
  - 12.5.1. ROI
  - 12.5.2. ROAS
  - 12.5.3. CLV
- 12.6. Strategy Analysis Areas
  - 12.6.1. Web Traffic Acquisition
  - 12.6.2. Activation
  - 12.6.3. Conversion
  - 12.6.4. Loyalty
- 12.7. *Data Science and Big Data*
  - 12.7.1. *Business Intelligence*
  - 12.7.2. Methodology and Analysis of Large Volumes of Data
  - 12.7.3. Data Extraction, Processing and Loading
- 12.8. Application Programming Interface (API)
  - 12.8.1. APIs and Google Analytics
  - 12.8.2. Query Explorer
  - 12.8.3. Supermetrics Functions

- 12.9. Data Visualization
  - 12.9.1. Viewing and Interpreting Dashboards
  - 12.9.2. Converting Data into a Value
  - 12.9.3. Integrating Sources
  - 12.9.4. Presenting Reports
- 12.10. Web Analytics Tools
  - 12.10.1. Technological Basis of WA Tool
  - 12.10.2. Logs and Tags
  - 12.10.3. Basic and Ad-hoc Labeling

## Module 13. *Data Science and Big Data*

- 13.1. *Data Science and Big Data*
  - 13.1.1. Impact of Big Data and Data Science on Business Strategy
  - 13.1.2. Introduction to Command Line
  - 13.1.3. Data Science Problems and Solutions
- 13.2. Data Hacking Languages
  - 13.2.1. SQL Databases
  - 13.2.2. Introduction to Python
  - 13.2.3. R Programming
- 13.3. Statistics
  - 13.3.1. Introduction to Statistics
  - 13.3.2. Linear and Logistic Regression
  - 13.3.3. PCA and Clustering
- 13.4. Machine Learning
  - 13.4.1. Model Selection and Regularization
  - 13.4.2. Random Trees and Forests
  - 13.4.3. Processing Natural Language
- 13.5. *Big Data*
  - 13.5.1. Hadoop
  - 13.5.2. Spark
  - 13.5.3. Collaborative Recommendation and Filtering Systems

- 13.6. Data Science Success Stories
  - 13.6.1. Customer Segmentation Using the RFM Model
  - 13.6.2. Experiment Design Application
  - 13.6.3. *Supply Chain Value: Forecasting*
  - 13.6.4. Business Intelligence
- 13.7. Hybrid Architectures in Big Data
  - 13.7.1. Lambda Architecture
  - 13.7.2. Kappa Architecture
  - 13.7.3. Apache Flink and Practical Implementations
  - 13.7.4. Amazon Web Services
- 13.8. Big Data in the Cloud
  - 13.8.1. AWS: Kinesis
  - 13.8.2. AWS: DynamosDB
  - 13.8.3. Google Cloud Computing
  - 13.8.4. Google BigQuery

## Module 14. e-Commerce and Shopify

- 14.1. Digital e-Commerce Management
  - 14.1.1. New e-Commerce Business Models
  - 14.1.2. Planning and Developing an e-Commerce Strategic Plan
  - 14.1.3. Technological Structure in e-Commerce
- 14.2. E-Commerce Operations and Logistics E-Commerce
  - 14.2.1. How to Manage Fulfillment
  - 14.2.2. Digital Point-of-Sale Management
  - 14.2.3. *Contact Center Management*
  - 14.2.4. Automation in Management and Monitoring Processes
- 14.3. Implementing **e-Commerce** Techniques
  - 14.3.1. Social Media and Integration in the E-Commerce Plan
  - 14.3.2. Multichannel Strategy
  - 14.3.3. Personalizing Dashboards
- 14.4. Digital Pricing
  - 14.4.1. Online Payment Methods and Payment Gateways
  - 14.4.2. Electronic Promotions
  - 14.4.3. Digital Price Timing
  - 14.4.4. e-Auctions

- 14.5. From e-Commerce to m-Commerce and s-Commerce
  - 14.5.1. e-Marketplace Business Models
  - 14.5.2. s-Commerce and Brand Experience
  - 14.5.3. Purchase via Mobile Devices
- 14.6. Customer Intelligence: from e-CRM to s-CRM
  - 14.6.1. Integrating the Consumer in the Value Chain
  - 14.6.2. Online Research and Loyalty Techniques
  - 14.6.3. Planning a Customer Relationship Management Strategy
- 14.7. Digital Marketing Trade
  - 14.7.1. *Cross Merchandising*
  - 14.7.2. Designing and Managing Facebook Ads Campaigns
  - 14.7.3. Designing and Managing Google Ad Campaigns
- 14.8. Online Marketing for e-Commerce
  - 14.8.1. Inbound Marketing.
  - 14.8.2. Display and Programmatic Purchasing
  - 14.8.3. Communication Plan

## Module 15. Leadership, Ethics and Social Responsibility in Companies

- 15.1. Globalization and Governance
  - 15.1.1. Governance and Corporate Governance
  - 15.1.2. The Fundamentals of Corporate Governance in Companies
  - 15.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 15.2. Leadership
  - 15.2.1. Leadership. A Conceptual Approach
  - 15.2.2. Leadership in Companies
  - 15.2.3. The Importance of Leaders in Business Management
- 15.3. *Cross Cultural Management*
  - 15.3.1. Cross Cultural Management Concept
  - 15.3.2. Contributions to Knowledge of National Cultures
  - 15.3.3. Diversity Management

- 15.4. Management and Leadership Development
  - 15.4.1. Concept of Management Development
  - 15.4.2. Concept of Leadership
  - 15.4.3. Leadership Theories
  - 15.4.4. Leadership Styles
  - 15.4.5. Intelligence in Leadership
  - 15.4.6. The Challenges of Today's Leader
- 15.5. Business Ethics
  - 15.5.1. Ethics and Morality
  - 15.5.2. Business Ethics
  - 15.5.3. Leadership and Ethics in Companies
- 15.6. Sustainability
  - 15.6.1. Sustainability and Sustainable Development
  - 15.6.2. The 2030 Agenda
  - 15.6.3. Sustainable Companies
- 15.7. Corporate Social Responsibility
  - 15.7.1. International Dimensions of Corporate Social Responsibility
  - 15.7.2. Implementing Corporate Social Responsibility
  - 15.7.3. The Impact and Measurement of Corporate Social Responsibility
- 15.8. Responsible Management Systems and Tools
  - 15.8.1. CSR: Corporate Social Responsibility
  - 15.8.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 15.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 15.8.4. CSR Tools and Standards
- 15.9. Multinationals and Human Rights
  - 15.9.1. Globalization, Multinational Corporations and Human Rights
  - 15.9.2. Multinational Corporations and International Law
  - 15.9.3. Legal Instruments for Multinationals in the Area of Human Rights
- 15.10. Legal Environment and Corporate Governance
  - 15.10.1. International Rules on Importation and Exportation
  - 15.10.2. Intellectual and Industrial Property
  - 15.10.3. International Labor Law

## Module 16. People and Talent Management

- 16.1. Strategic People Management
  - 16.1.1. Strategic Human Resources Management
  - 16.1.2. Strategic People Management
- 16.2. Human Resources Management by Competencies
  - 16.2.1. Analysis of the Potential
  - 16.2.2. Remuneration Policy
  - 16.2.3. Career/Succession Planning
- 16.3. Performance Evaluation and Performance Management
  - 16.3.1. Performance Management
  - 16.3.2. Performance Management: Objectives and Process
- 16.4. Innovation in Talent and People Management
  - 16.4.1. Strategic Talent Management Models
  - 16.4.2. Talent Identification, Training and Development
  - 16.4.3. Loyalty and Retention
  - 16.4.4. Proactivity and Innovation
- 16.5. Motivation
  - 16.5.1. The Nature of Motivation
  - 16.5.2. Expectations Theory
  - 16.5.3. Needs Theory
  - 16.5.4. Motivation and Financial Compensation
- 16.6. Developing High-Performance Teams
  - 16.6.1. High-Performance Teams: Self-Managed Teams
  - 16.6.2. Methodologies for the Management of High-Performance Self-Managed Teams
- 16.7. Change Management
  - 16.7.1. Change Management
  - 16.7.2. Type of Change Management Processes
  - 16.7.3. Stages or Phases in the Change Management Process
- 16.8. Negotiation and Conflict Management
  - 16.8.1. Negotiation
  - 16.8.2. Conflict Management
  - 16.8.3. Crisis Management

- 16.9. Executive Communication
  - 16.9.1. Internal and External Communication in the Corporate Environment
  - 16.9.2. Communication Departments
  - 16.9.3. The Person in Charge of Communication of the Company. The Profile of the Dircom
- 16.10. Productivity, Attraction, Retention and Activation of Talent
  - 16.10.1. Productivity
  - 16.10.2. Talent Attraction and Retention Levers

## Module 17. Economic and Financial Management

- 17.1. Economic Environment
  - 17.1.1. Macroeconomic Environment and the National Financial System
  - 17.1.2. Financial Institutions
  - 17.1.3. Financial Markets
  - 17.1.4. Financial Assets
  - 17.1.5. Other Financial Sector Entities
- 17.2. Executive Accounting
  - 17.2.1. Basic Concepts
  - 17.2.2. The Company's Assets
  - 17.2.3. The Company's Liabilities
  - 17.2.4. The Company's Net Worth
  - 17.2.5. The Income Statement
- 17.3. Information Systems and Business Intelligence
  - 17.3.1. Fundamentals and Classification
  - 17.3.2. Cost Allocation Phases and Methods
  - 17.3.3. Choice of Cost Center and Impact
- 17.4. Budget and Management Control
  - 17.4.1. The Budget Model
  - 17.4.2. The Capital Budget
  - 17.4.3. The Operating Budget
  - 17.4.5. Treasury Budget
  - 17.4.6. Budget Monitoring

- 17.5. Financial Management
  - 17.5.1. The Company's Financial Decisions
  - 17.5.2. Financial Department
  - 17.5.3. Cash Surpluses
  - 17.5.4. Risks Associated with Financial Management
  - 17.5.5. Financial Administration Risk Management
- 17.6. Financial Planning
  - 17.6.1. Definition of Financial Planning
  - 17.6.2. Actions to Be Taken in Financial Planning
  - 17.6.3. Creation and Establishment of the Business Strategy
  - 17.6.4. The Cash Flow Table
  - 17.6.5. The Working Capital Table
- 17.7. Corporate Financial Strategy
  - 17.7.1. Corporate Strategy and Sources of Financing
  - 17.7.2. Financial Products for Corporate Financing
- 17.8. Strategic Financing
  - 17.8.1. Self-Financing
  - 17.8.2. Increase in Equity
  - 17.8.3. Hybrid Resources
  - 17.8.4. Financing Through Intermediaries
- 17.9. Financial Analysis and Planning
  - 17.9.1. Analysis of the Balance Sheet
  - 17.9.2. Analysis of the Income Statement
  - 17.9.3. Profitability Analysis
- 17.10. Analyzing and Solving Cases/Problems
  - 17.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 18. Executive Management

- 18.1. General Management
  - 18.1.1. The Concept of General Management
  - 18.1.2. The Role of the CEO
  - 18.1.3. The CEO and Their Responsibilities
  - 18.1.4. Transforming the Work of Management





- 18.2. Manager Functions: Organizational Culture and Approaches
  - 18.2.1. Manager Functions: Organizational Culture and Approaches
- 18.3. Operations Management
  - 18.3.1. The Importance of Management
  - 18.3.2. Value Chain
  - 18.3.3. Quality Management
- 18.4. Public Speaking and Spokesperson Education
  - 18.4.1. Interpersonal Communication
  - 18.4.2. Communication Skills and Influence
  - 18.4.3. Communication Barriers
- 18.5. Personal and Organizational Communications Tools
  - 18.5.1. Interpersonal Communication
  - 18.5.2. Interpersonal Communication Tools
  - 18.5.3. Communication in the Organization
  - 18.5.4. Tools in the Organization
- 18.6. Communication in Crisis Situations
  - 18.6.1. Crisis
  - 18.6.2. Phases of the Crisis
  - 18.6.3. Messages: Contents and Moments
- 18.7. Preparation of a Crisis Plan
  - 18.7.1. Analysis of Possible Problems
  - 18.7.2. Planning
  - 18.7.3. Adequacy of Personnel
- 18.8. Emotional Intelligence
  - 18.8.1. Emotional Intelligence and Communication
  - 18.8.2. Assertiveness, Empathy and Active Listening
  - 18.8.3. Self-Esteem and Emotional Communication
- 18.9. Personal Branding
  - 18.9.1. Strategies for Personal Brand Development
  - 18.9.2. Personal Branding Laws
  - 18.9.3. Tools for Creating Personal Brands
- 18.10. Leadership and Team Management
  - 18.10.1. Leadership and Leadership Styles
  - 18.10.2. Leader Capabilities and Challenges
  - 18.10.3. Managing Change Processes
  - 18.10.4. Managing Multicultural Teams

04

# Teaching Objectives

The objectives are designed to provide students with a comprehensive specialization in all areas of Digital Marketing, combining theory and practice to develop key skills in managing digital strategies. The program seeks to ensure that students acquire a deep understanding of the most advanced online marketing tools and techniques, enabling them to apply this knowledge in real business scenarios. In addition, it focuses on fostering the development of competencies in leadership and digital team management, providing graduates with the necessary skills to lead successful marketing projects.





“

*With TECH you acquire the tools and skills to be the strategist behind the success of the most influential brands”*



## General Objectives

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- ♦ Develop strategic management skills in Digital Marketing and manage multidisciplinary teams focused on the online environment
- ♦ Apply advanced Digital Marketing tools, such as SEO, SEM, social media, e-commerce and online advertising, to optimize campaigns and improve brand visibility
- ♦ Master data analysis and web analytics to make informed, data-driven decisions, maximizing the performance of digital campaigns
- ♦ Lead digital transformation projects within organizations, driving innovation and adaptation to new technological trends
- ♦ Manage a brand's digital presence globally, develop online branding strategies and enhance the customer experience through personalized content
- ♦ Implement marketing automation and personalization techniques through the use of artificial intelligence and CRM to improve customer retention and loyalty
- ♦ Optimize marketing resources and budgets through strategic planning, achieving a higher return on investment in digital campaigns
- ♦ Foster innovation capacity in Digital Marketing to anticipate changes in the market and respond to new consumer demands
- ♦ Train professionals in the creation of omnichannel strategies that integrate the online and offline experience to improve the competitiveness of the company
- ♦ Drive the development of new business opportunities through the analysis of trends and the identification of market niches in the digital environment





## Specific Objectives

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

- ◆ Delve into the essential knowledge of Digital Marketing and e-commerce
- ◆ Design and implement effective strategies for online business development and management

### Module 2. Digital Marketing Strategy

- ◆ Develop and execute Digital Marketing strategies adapted to different types of businesses
- ◆ Understand the key elements of a Digital Marketing plan that optimizes resources and increases the online visibility of brands

### Module 3. Inbound Marketing

- ◆ Implement effective inbound marketing strategies
- ◆ Delve into the creation of valuable content and the optimization of attraction channels to generate leads, strengthen customer relationships and increase conversion

### Module 4. Entrepreneurship

- ◆ Identify business opportunities, design innovative business models
- ◆ Be able to manage the first steps to create successful companies in the digital environment

### Module 5. Performance Marketing

- ◆ Implement and manage performance marketing campaigns
- ◆ Use metrics, measurement tools and analytics to optimize ROI on digital campaigns

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

- ◆ Master search engine optimization techniques
- ◆ Improve search engine rankings and attract organic traffic by optimizing content, web structure and linking strategies

### **Module 7. Search Engine Marketing (SEM)**

- ♦ Provide the necessary tools and techniques to manage Search Engine Marketing campaigns
- ♦ Delve into the creation and optimization of paid ads on platforms such as Google Ads to maximize visibility and conversion

### **Module 8. Conversion Optimization**

- ♦ Design and implement conversion rate optimization strategies
- ♦ Improve user experience and website functionalities to maximize conversion of visitors into customers

### **Module 9. Social Media and Community Management**

- ♦ Manage online communities and develop social media marketing strategies
- ♦ Strengthen brand presence on platforms such as Facebook, Instagram, Twitter and LinkedIn

### **Module 10. Design, Usability and User Experience**

- ♦ Acquire the necessary skills to design attractive and easy-to-use digital interfaces
- ♦ Delve into usability and user experience to improve customer interaction and satisfaction with online products and services

### **Module 11. Mobile E-Commerce**

- ♦ Develop and manage mobile e-commerce platforms
- ♦ Optimize the shopping experience from mobile devices and using targeted marketing strategies to attract and retain customers on mobile apps and mobile websites



**Module 12. Web Analytics and Marketing Analytics**

- ♦ Master web analytics and digital marketing tools
- ♦ Interpret key data and metrics from online campaigns and web traffic in order to make informed decisions that optimize digital strategies

**Module 13. Data Science and Big Data**

- ♦ Apply data science and big data techniques in Digital Marketing
- ♦ Extract valuable information from large volumes of data to make data-driven strategic decisions

**Module 14. e-Commerce and Shopify**

- ♦ Create and manage online stores using e-commerce platforms such as Shopify
- ♦ Analyze key aspects of setup, product management, payments, marketing and optimization to increase online sales

**Module 15. Leadership, Ethics and Social Responsibility in Companies**

- ♦ Develop leadership skills, focusing on business ethics and corporate social responsibility
- ♦ Make decisions that promote both business success and social and environmental well-being

**Module 16. People and Talent Management**

- ♦ Lead multidisciplinary teams, foster commitment and improve productivity through personal and professional development strategies
- ♦ Delve into effective team management and talent development

**Module 17. Economic and Financial Management**

- ♦ Manage the economic and financial aspects of a company
- ♦ Delve into financial planning, cost analysis and strategic decision making to ensure the sustainability and growth of the business

**Module 18. Executive Management**

- ♦ Obtain the necessary competencies to perform leadership and management roles in organizations
- ♦ Develop strategic skills, decision making, leadership and team management in the business environment



*You will be able to manage resources, budgets and time efficiently in Digital Marketing projects”*

05

# Career Opportunities

Upon completion, graduates will be qualified to occupy positions of high responsibility in the digital field. They will be able to lead online marketing teams and projects, helping companies to improve their online presence. In addition, they will be prepared for roles as SEO/SEM Specialists, where they will be able to improve brand positioning in search engines, or as Digital Content Managers, designing content strategies that increase visibility and engagement.





Social Network



Twitter



Pages

“

*You will establish collaborations with influencers and brand ambassadors to help promote products or services”*

### Graduate Profile

The graduate of the Executive Master's Degree MBA in Digital Marketing will be a highly skilled professional in the creation, execution and management of comprehensive Digital Marketing strategies, with a global vision of the business and a focus on digital transformation. You will possess skills in data analysis, metrics-based decision making and the implementation of advanced technological tools, such as marketing automation, artificial intelligence and web analytics platforms.

*You will develop consistent stories and messages that connect emotionally with the audience, adapting content to different platforms.*

- ♦ **Data-Driven Decision Making:** Ability to analyze large volumes of data and make informed strategic decisions, optimizing campaign performance and return on investment (ROI)
- ♦ **Digital Project Management:** Aptitude to lead and coordinate Digital Marketing projects, from conception to execution, working with multidisciplinary teams to achieve business objectives
- ♦ **Content Marketing Strategies:** Ability to create and execute digital content strategies, maximizing customer engagement and loyalty through message personalization
- ♦ **Innovation and Adaptation to Change:** Ability to identify and apply emerging trends in Digital Marketing, such as the use of artificial intelligence and innovative technologies, in order to maintain brand competitiveness



After completing the program, you will be able to use your knowledge and skills in the following positions:

- 1. Digital Marketing Manager:** Responsible for the creation and execution of Digital Marketing strategies, leading teams and coordinating campaigns to maximize online presence and ROI
- 2. Digital Strategy Consultant:** Specializes in advising companies on how to improve their positioning in the digital environment, using Digital Marketing tools such as SEO, SEM, social networks and web analytics
- 3. E-Commerce Manager:** In charge of managing and optimizing e-commerce platforms, from user experience to inventory management and online sales analysis
- 4. SEO/SEM Specialist:** Responsible for optimizing a brand's visibility on search engines, designing and managing paid advertising campaigns (SEM) and strategies to improve organic positioning
- 5. Community Manager:** Responsible for managing a brand's online community, creating relevant content and managing interaction with users to increase loyalty and engagement
- 6. Growth Hacker:** Professional focused on the accelerated growth of the company through innovative Digital Marketing techniques, based on experimentation and continuous analysis to find more efficient growth methods
- 7. Digital Marketing Analyst:** Specialized in data analysis and metrics of digital campaigns, providing key insights to optimize marketing strategies and maximize ROI
- 8. Digital Brand Manager:** In charge of managing a brand's digital presence, developing and executing online branding strategies that increase its visibility and improve consumer perception
- 9. Digital Transformation Consultant:** Helps companies adopt digital technologies, improving their processes and marketing strategies to adapt to changes in the market and new consumer demands
- 10. Digital Strategy Director:** Responsible for designing a company's strategic Digital Marketing vision, aligning digital actions with overall business objectives and ensuring cohesion across all channels and platforms



*You will develop marketing strategies on social networks such as Facebook, Instagram or TikTok to increase brand visibility and interaction with the target audience”*

06

# Study Methodology

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

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



“

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

## The student: the priority of all TECH programs

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

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

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

“

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



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

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

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

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

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

## Case Studies and Case Method

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

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

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





## Relearning Methodology

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

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

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

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



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

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

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

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

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



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

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

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

## The university methodology top-rated by its students

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

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Global Score review platform, obtaining a 4.9 out of 5.

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

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



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



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

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



#### Practicing Skills and Abilities

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



#### Interactive Summaries

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

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



#### Additional Reading

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





**Case Studies**

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



**Testing & Retesting**

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



**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 for future difficult decisions.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



# 07

# Teaching Staff

All teachers chosen by TECH for this program have extensive experience in the Marketing industry, and are kept up to date with the latest trends in the sector. To this is added a network of contacts and collaborations in some of the most successful companies in the market that implement cutting-edge resources and disruptive digital methodologies in their strategies. Therefore, managers who graduate from this program will have the skills and knowledge essential to face challenges and apply the main innovations in this field in their daily leadership.





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*Do not miss this academic opportunity to expand your leadership skills with the best executives in Digital Marketing”*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **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**.

In addition, he 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 proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.





## Mr. Stevenson, Scott

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

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50** companies such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** at **Mastercard** she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **HR Managers** to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and **value proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

“

*TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market”.*

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



## Mr. Gauthier, Rick

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- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

“

*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.



## Mr. Arman, Romi

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- Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- Graduate of the University of Leeds
- Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- CCXP Customer Experience Professional Certification
- IMD Executive Digital Transformation Course

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige”*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.





## Mr. Arens, Manuel

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- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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## International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All of this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness**, **market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on the **retail environment** and **consumer needs and behavior**. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

Furthermore, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, and development** of **different collections**. In turn, he has been in charge of creating **effective calendars** for buying and selling **campaigns**. He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).



## Mr. La Sala, Andrea

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- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Degree in Business and Economics from the University of Eastern Piedmont

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## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Because of this, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-Commerce at the University of Copenhagen
- ♦ Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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## International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



## Ms. Thole-Muir, Wendy

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- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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## Management



### Mr. Galán, José

- ♦ Specialist in Online Marketing
- ♦ Director of E-Marketing at TECH Global University
- ♦ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ♦ European Higher Program in Digital Marketing by ESIC





08

# Certificate

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



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

This private qualification will allow you to obtain a **Executive Master's Degree MBA diploma in Marketing Digital** endorsed by **TECH Global University**, the world's largest online university.

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

Title: **Executive Master's Degree MBA in Digital Marketing**

Modality: **online**

Duration: **12 months**

Accreditation: **90 ECTS**



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



## Executive Master's Degree MBA in Digital Marketing

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 90 ECTS
- » Schedule: at your own pace
- » Exams: online

# Executive Master's Degree MBA in Digital Marketing

## SEARCH ENGINE MARKETING



RANKING



SEARCH



WEB



TARGET GROUP



PERFORMANCE  
MEASUREMENT



BACKLINKS