

Postgraduate Certificate Advanced Digital Marketing Techniques and Strategies





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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed any of the degrees in the field of Business and Economic Sciences

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/advanced-digital-marketing-techniques-strategies

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01 Welcome

Numerous studies (and, above all, success stories) have shown that a good marketing strategy is essential to ensure optimal and profitable marketing, even exceeding initial expectations. This is based on the design of campaigns adapted to the target market, the characteristics of the audience and the trends that are dominating the sector at the time. However, controlling all these aspects is only possible if you know in detail the keys to marketing, something that is not within the reach of all professionals in the sector. Therefore, TECH has designed a program that gathers all the information that the graduate needs to know to enter the world of online marketing, through the comprehensive management of the main strategies and tools of managing digital business. In just 6 weeks of 100% online education, they will be able to master the strategic planning to attract and retain customers through attractive, modern and effective campaigns.



Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies
TECH Technological University



“

Master the most advanced Digital Marketing strategies through this Postgraduate Certificate, which will place you at the forefront of this professional area”

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

Mastering digital marketing and the latest trends has become a fundamental requirement for all those companies that want to stand out in their sector. For that reason, TECH has considered necessary the development of a program through which the graduate can get up-to-date on the latest developments in this area, being able to implement the most innovative strategies and the management of the best tools to create and manage successful, effective and creative campaigns. All this in less than 6 weeks and in a guaranteed way.



“

The more demanding and ambitious your objectives are, the more you will be able to get out of this Postgraduate Certificate”

TECH makes the goals of their students their own goals too.
Working together to achieve them.

The Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies will enable students to:

01

Analyze the different strategies that exist
in Digital Marketing

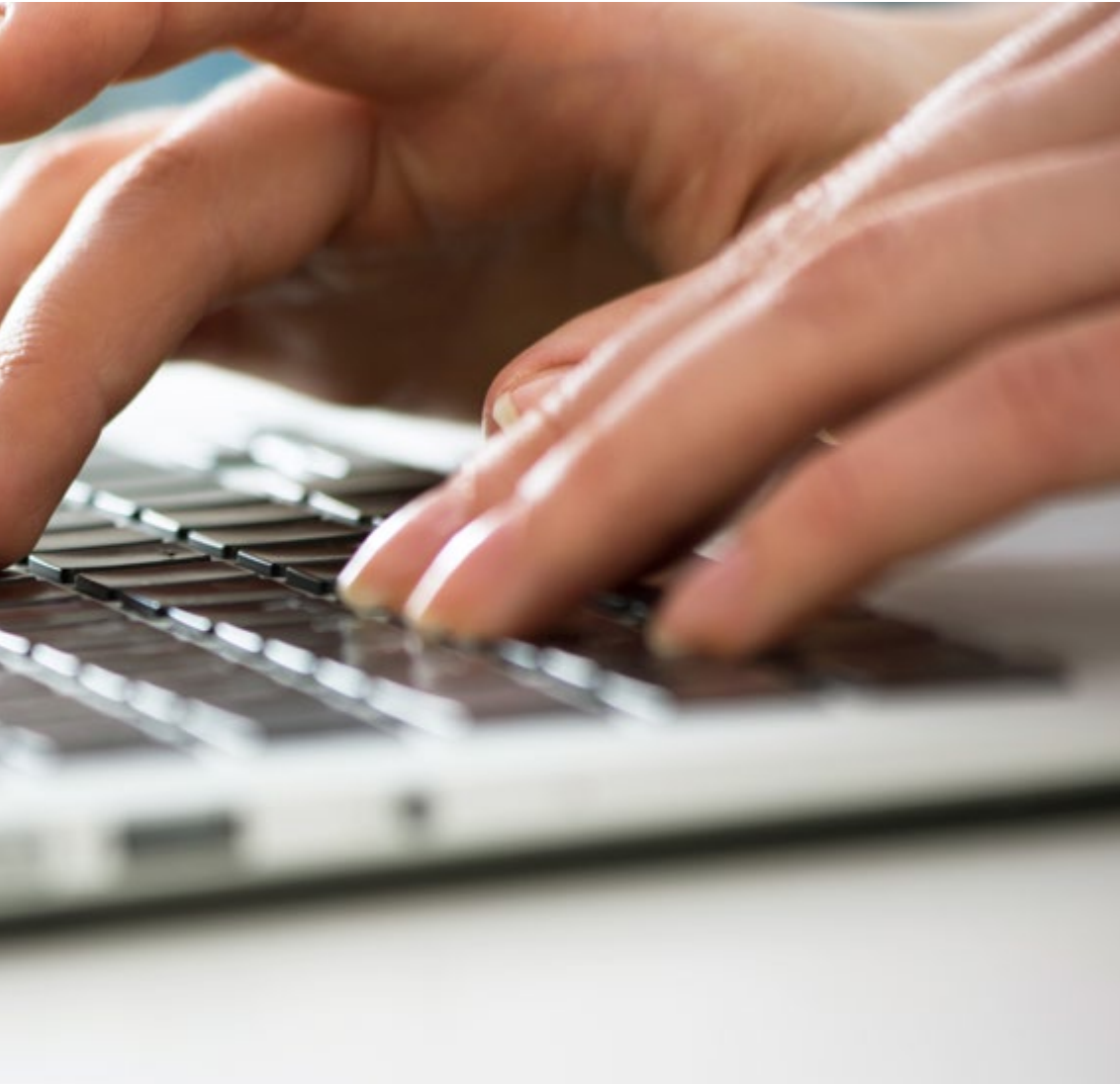
02

Define the most appropriate strategies
in a given context and objectives, to
manage digital campaigns

03

Delve into the principles of *Branded Content* to
enhance the brand image





04

Apply the most effective segmentation strategies

05

Delve into digital media planning and contracting

06

Define a company's digital marketing strategy

05

Structure and Content

TECH's team of experts has invested dozens of hours in the design of this Postgraduate Certificate, in order to create a program adapted to the specifications of the sector and the profession. In addition, they have included diverse additional material, which will be presented in different formats: detailed videos, research articles, additional readings, self-knowledge exercises, case studies based on real situations and much more! All presented in a convenient and accessible 100% online format, compatible with any electronic device with an Internet connection.



“

A program adapted to your needs: no fixed schedules or on-site classes, in addition to allowing you to access the Virtual Campus from any device with an Internet connection”

Syllabus

The development of the syllabus of this Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies has been carried out by the teaching staff in order to offer graduates the most realistic and up-to-date syllabus possible in the sector. Therefore, when you access this program you will find a highly enabling program, aimed at professionals who want to elevate their career to the pinnacle of advertising and online communication.

Throughout the 150 hours in which it is developed, they will have access to multiple supplementary material, among which are various case studies, thanks to which you can implement their management skills, being able to improve, in less time than they think, their competencies and leadership skills exponentially. It is, therefore, a unique opportunity to immerse yourself in an exhaustive way in a syllabus adapted to the needs of the business sector, which will favor your decision making with greater rigor in uncertain or complex environments.

A plan designed for professionals, focused on their professional improvement and that will prepare the graduate to achieve excellence in the field of marketing management of any company. A program that understands their needs and those of their organization through innovative content based on the latest trends, and supported by the best educational methodology, which will give them the skills to solve critical situations in a creative and efficient way.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

Module 1

Advanced Digital Marketing Techniques and Strategies



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Advanced Digital Marketing Techniques and Strategies

1.1. Managing Digital Business

- 1.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 1.1.2. Designing and Creating a Digital Marketing Plan
- 1.1.3. Digital Media Planning and Contracting
- 1.1.4. ROI Analysis in a Digital Marketing Plan

1.2. Digital Marketing to Reinforce a Brand

- 1.2.1. Branded Content and Storytelling
- 1.2.2. Hypersegmentation
- 1.2.3. Videomarketing
- 1.2.4. Social Sales

1.3. Defining the Digital Marketing Strategy

- 1.3.1. Closed Loop Marketing
- 1.3.2. Continuous Loop Marketing
- 1.3.3. Multichannel Marketing

1.4. Digital Marketing to Attract and Retain Customers

- 1.4.1. Hypersegmentation and Micro-Localization
- 1.4.2. Loyalty and Engagement Strategies using the Internet
- 1.4.3. Visitor Relationship Management

1.5. Digital Marketing Trends

- 1.5.1. Digital Neuromarketing
- 1.5.2. Avatar Marketing
- 1.5.3. Bluecasting

1.6. Managing Digital Campaigns

- 1.6.1. Display Advertising and Rich Media
- 1.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 1.6.3. Advertising on Digital Television

1.7. Online Marketing Plan

- 1.7.1. Online Research
- 1.7.2. Creating an Online Marketing Plan
- 1.7.3. Configuration and Activation
- 1.7.4. Launch and Management

1.8. Blended Marketing

- 1.8.1. Integrating on and off actions
- 1.8.2. Personalize and Segment
- 1.8.3. Improve the User Experience



You will learn the most innovative and effective segmentation and personalization tools for Blended Marketing campaigns in today's digital environment"



06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



This program prepares you to face business challenges in uncertain environments and achieve business success.



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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

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

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

This Postgraduate Certificate is aimed at university graduates and graduates who have previously completed any of the following degrees in the field of economics, business and finances. It also offers tools to understand and be able to manage the effective planning of a company's marketing.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals who, being university graduates in any area, have 2 years of work experience in the business sector of digital communication and advertising, may also take the Postgraduate Certificate.





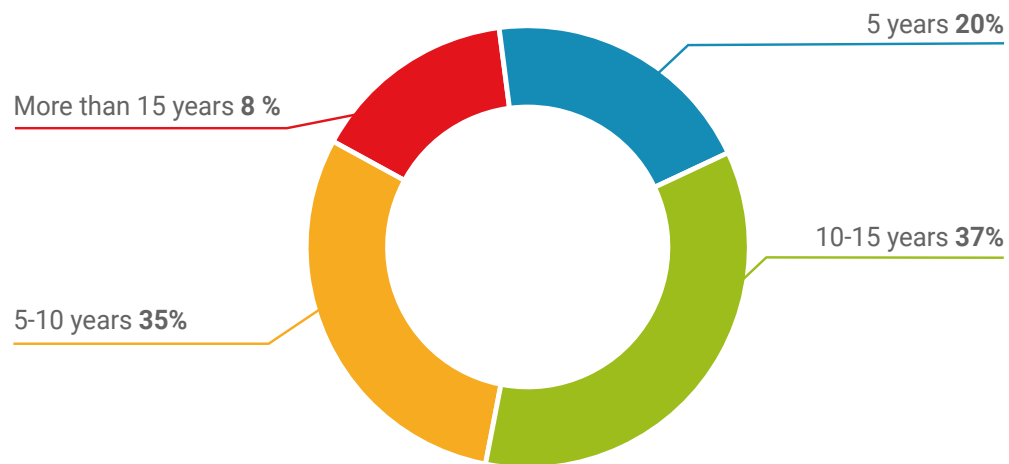
“

You will delve into the keys to developing an effective marketing plan: from research to launch and management”

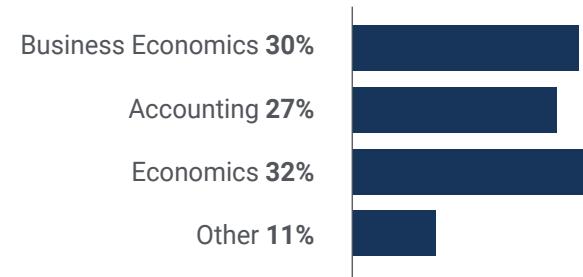
Average Age

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

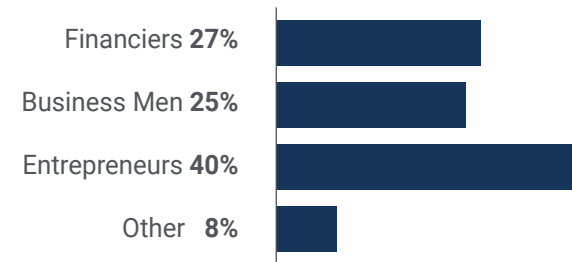
Years of Experience



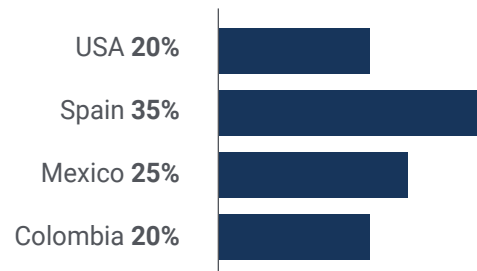
Training



Educational Profile



Geographical Distribution



Samuel Pérez

Senior Content Manager

"I decided to take this course because a classmate recommended TECH to me and without a doubt it has been one of the best experiences I have had so far. In addition to getting up-to-date with the latest strategies and techniques in the marketing sector, I was able to learn in detail the current market trends, helping my company to apply them and reach our target audience more effectively. Thanks to this I got a job improvement that gave me more responsibility and prestige"

08

Impact on Your Career

The course of this program will provide the graduate with a distinctive feature that will undoubtedly make them stand out in any recruitment process due to their high degree of specialization in digital marketing. In addition, the resolution of practical cases based on simulations of real contexts will provide the necessary skills to be able to solve with guarantee any type of situation, regardless of its complexity. Both skills will undoubtedly place you at the top of any entity you want to be part of.



“

You will stand out for your multi-personalized campaigns, as well as for your mastery of the main tools for the development of action plans through the most innovative digital channels”

A unique opportunity to adapt your profile to the most demanding requirements of the current labor market through an intensive and highly enabling specialization in the Digital Marketing sector.

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

TECH's Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies is an intensive program that prepares you to face challenges and business decisions in the environment of the organization you are part of. The main objective is to promote your personal and professional growth. Helping you achieve success.

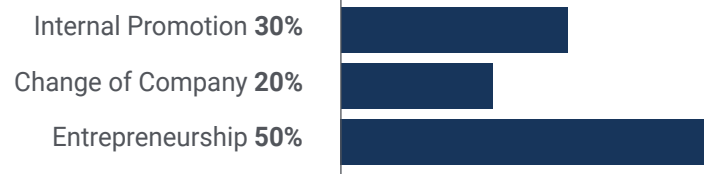
If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

The qualitative leap that your professional career will take once you have completed this Postgraduate Certificate will also translate into a considerable salary increase.

Time of change



Type of change



Salary increase

The completion of this program represents a salary increase of more than **25.3%** for our students.



09

Benefits for Your Company

Any entity that includes in its staff a professional versed in Marketing through the course of this program will be making a safe bet that will result in improving the quality of its activity. It is a program that will provide the student with a series of unique knowledge that will allow them to develop with total mastery of the main Marketing tools. Thanks to this, they will be able to apply the best and most effective strategies to help achieve the most ambitious business objectives pursued by the organization.



“

A program that will allow your company to stand out from the competition through the implementation of innovative and attractive marketing plans”

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

10 Certificate

The Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Advanced Digital Marketing Techniques and Strategies**

Official N° of Hours: **150 h.**



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



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- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate

Advanced Digital Marketing Techniques and Strategies

