

Postgraduate Certificate

Data Driven Marketing for Luxury Brands





Postgraduate Certificate Data Driven Marketing for Luxury Brands

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals from various academic disciplines who wish to deepen their knowledge of the new luxury world, its growth and commercialization opportunities

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/data-driven-marketing-luxury-brands

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01 Welcome

TECH's Postgraduate Certificate in Data Driven Marketing for Luxury Brands addresses the operation of statistics applied to luxury brands from scratch: from the analysis and approach of variables and strategic indicators, to the main metrics used in high fashion firms. All this with full mastery of the most up-to-date tools of the technological sector.

Similarly, it delves into the study and composition of product dynamics from a technological, current and digital perspective to fit it successfully in this competitive market, building a bridge between analysis and creativity.



Postgraduate Certificate in Data Driven Marketing for Luxury Brands.
TECH Technological University



“

Data Driven Marketing for Luxury Brands is the Postgraduate Certificate you were looking for: position your future career in such a competitive environment with the best, TECH excellence!"

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 centre for intensive managerial skills training.



“

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 combines 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.

100,000+
executives trained 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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 studies in the academic community"

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 training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

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

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 areas 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

Be part of an exclusive community

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

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

04 Objectives

The objective of this Postgraduate Certificate is to understand, analyze and master the different Digital Marketing tools applied to luxury brands, from PLM, Google Analytics, lead generation and capture to Big data and to know what are the life stages of products in high fashion and the needs of the luxury consumer in the 2.0 environment. You will acquire the necessary tools to understand the role of marketing in a company or how to design a brand strategy focused on new potential consumers, knowing in depth the appearance, lifestyle and the latest trends to orient them to the potential consumer.



“

create and establish efficient and effective metrics according to the brand identity”

**TECH makes the objectives of its students its own.
Working together to achieve them.**

The **Postgraduate Certificate in Data Driven Marketing for Luxury Brands** enable the student to:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

04

Acquire critical thinking in relation to sustainability and innovation in luxury marketing

02

Discover the triple approach brand-strategy-consumer

03

Understand the progress of new digital marketing tools

05

Expand the ability to analyze the commercial scenario of brands



06

Improve decision making in the business and business development context

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

07

Develop strategic skills to adapt to the new labor market

10

Learn to project the brand's identity to society as a whole



11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product

13

Understand the players involved in the measurement process, create and establish efficient and effective metrics according to the brand identity

12

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

14

Apply the fundamental indicators and establish the boundary between qualitative and quantitative variables



15

Evaluate the chosen analysis methods and apply the results to brand actions

17

Develop and present a fashion industry-specific dashboard and a progress report identifying lines of communication

16

Predict the results of the following metrics in order to minimize risks

18

Refouc leadership



05

Structure and Content

The program of this Postgraduate Certificate in Data Driven Marketing for Luxury Brands is developed by the best experts in the industry, who have poured their knowledge and experience in a complete and up-to-date syllabus, with a historical basis that reaches to the present day. Learn more about the developments in big data and lead generation, among others. Its 100% online format allows students to study it at the time and place that best suits their availability, schedules and interests, and in just 6 weeks they will have a quality program, typical of the sector.



“

The best fashion brands have iconic products, and this Postgraduate Certificate teaches you how to master the cycles they go through using the PLM (Product Lifecycle Management) tool”

Syllabus

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This Postgraduate Certificate teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason, it is essential that all professionals, even if they are responsible for only one area of the company, are aware of the impact on other areas and, above all, on the end customer. In other words, they must have transversal knowledge.

The Postgraduate Certificate in Data Driven Marketing for Luxury Brands at TECH Technological University is an intensive program that will prepare you to master the landscape of the fashion industry through new technologies. The content of the program is designed to promote the development of the skills required for this service.

The Postgraduate Certificate deals in depth with the technological impact on the sales projection of luxury brands and their digital positioning, current trends or consumers have of the brand and what values they associate with them, among others. Quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury.

This Postgraduate Certificate is developed over 6 week and is structured into 1 module:

Module 1

Data Driven Marketing for Luxury Brands



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Data Driven Marketing for Luxury Brands completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Data Driven Marketing for Luxury Brands

1.1. The Product Life Cycle through PLM 1.1.1 Product life cycle 1.1.2 The PLM Tool (Product Lifecycle Management) 1.1.3 Measuring the Product in Relation to the Brand	1.2. Strategic KPIs for Identity Analysis in Luxury Brands 1.2.1 What Can Be Measured in Haute Couture? 1.2.2 Customized Strategic Indicators 1.2.3 Metrics: Objectives and Errors	1.3. Inference as the Basis of Big Data 1.3.1 The Rationale for Enterprise Solutions 1.3.2 Errors to Avoid When Drawing Inferences 1.3.3 Inference as the Basis of the Algorithm	1.4. Statistics Applied to the Luxury Market 1.4.1 The Structure of Data in Scientific Analysis 1.4.2 Research Methodology qualitative 1.4.3 Key Metrics for Perception of Impressions: The Exception
1.5. Lead Generation and Acquisition 1.5.1 Google Analytics 1.5.2 Metrics in the Digital Environment 1.5.3 Decision-Making Linked to Results	1.6. The Key to Measurement: Data Interpretation in the Fashion Market 1.6.1 Guidelines and keys to Large Volumes of Data 1.6.2 The Effectiveness of "Inferred" Solutions 1.6.3 The Fashion Consumer's Triangle of Truth	1.7. Marketing Consulting in the Luxury Industry 1.7.1 The Hypothesis: Questions and Problems, Answers and Solutions 1.7.2 The Competitive Environment in Relation to Innovation 1.7.3 The Success or Eternity of a Luxury Firm	1.8. How to Move from Predictive Modeling to Prescriptive Modeling in Fashion Branding 1.8.1 The Brand Behavior Pattern 1.8.2 The Frequency (F) Map 1.8.3 Simulation of Innovation Scenarios
1.9. Dashboard: Marketing Data Visualization with Power Bi 1.9.1 Presentation of Results 1.9.2 The Analytical Report 1.9.3 Microsoft Power Bi	1.10. Internal Audit & Growth Hacking 1.10.1 Customized Variables in a Fashion Brand 1.10.2 Brand Growth through Internal Analysis 1.10.3 The Untouchables: The Scale of Priorities of a Fashion Brand		

PASSION FOR FASHION

WE'RE OPEN

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.



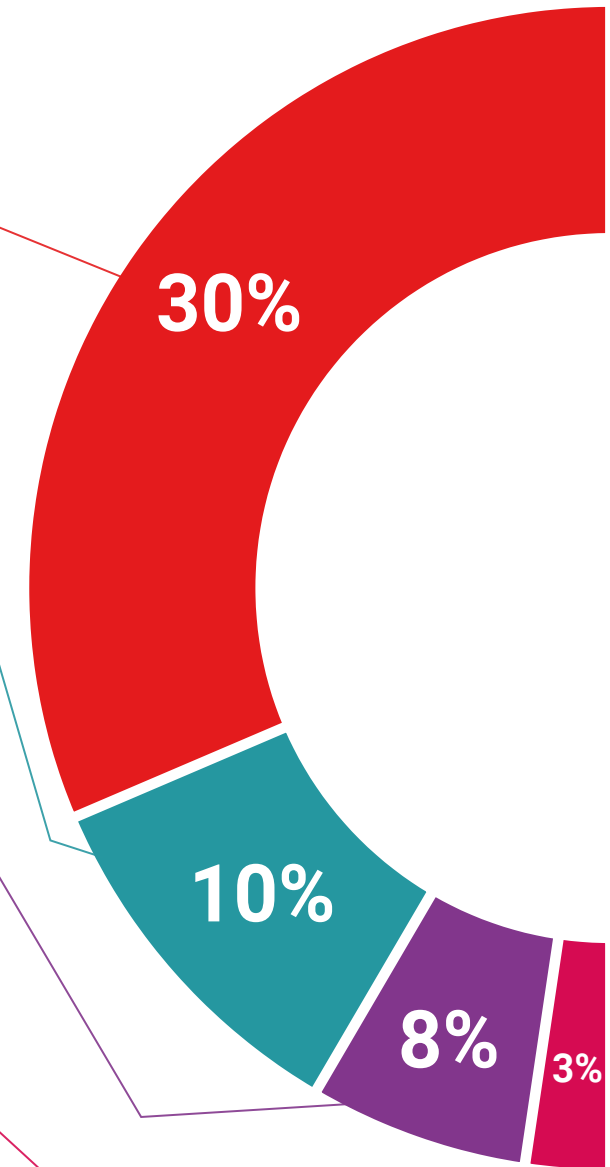
Management Skills Exercises

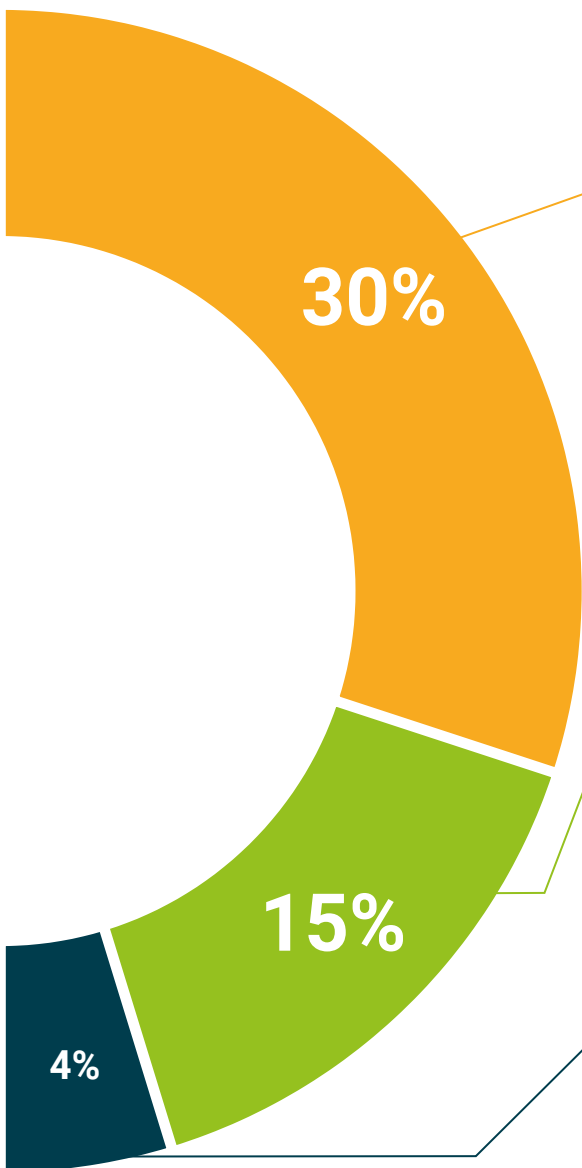
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 designed for professionals and students from various academic disciplines who wish to delve into the new scenario that arises in the world of luxury, those who are able to pose challenges and opportunities for growth and marketing. Therefore, there is no single profile, as the student body is diverse and coming from different sectors with a common interest: marketing, fashion and luxury.

This diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program. The development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.





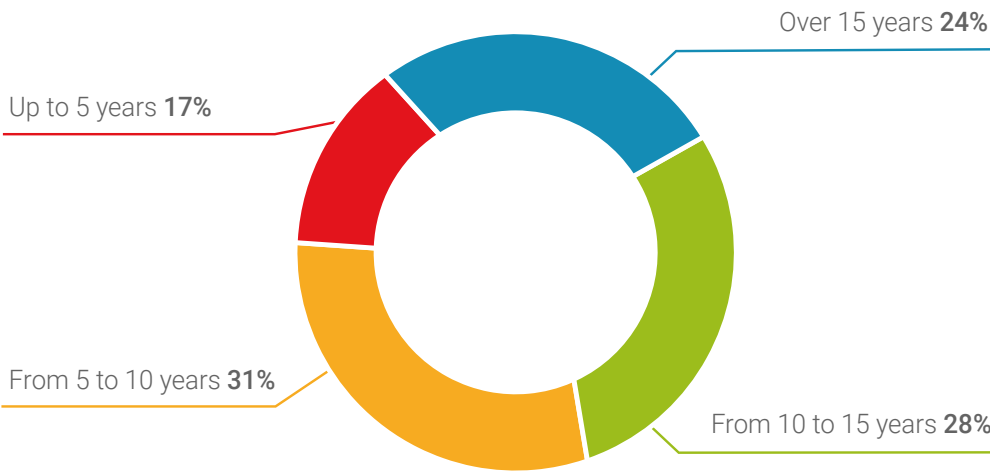
“

You will master the prescriptive model in a fashion brand, and you will simulate innovation scenarios”

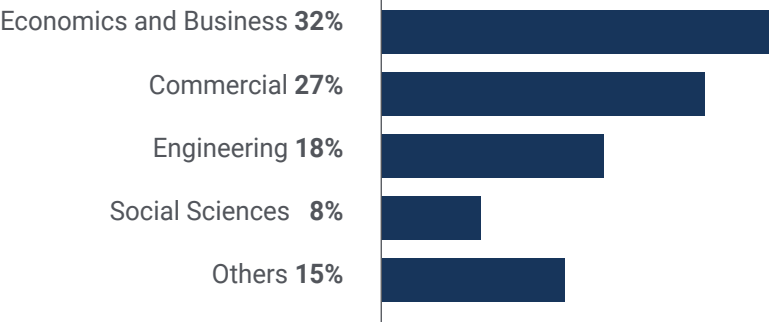
Average Age

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

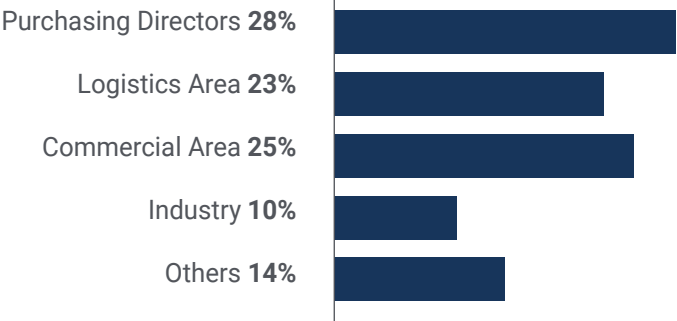
Years of Experience



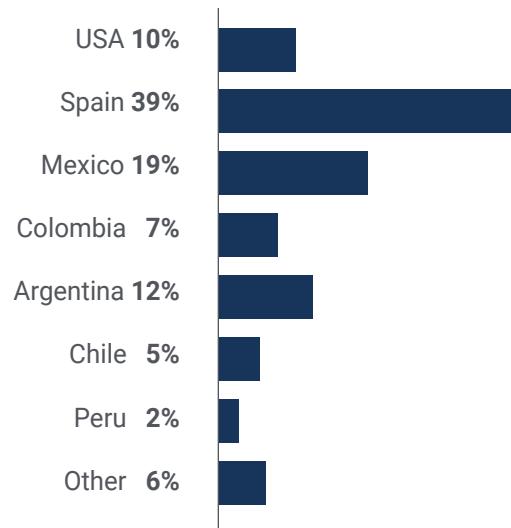
Training



Academic Profile



Geographical Distribution



Alfonso Hurtado Cano

CEO & Founder of a Sustainable Luxury Fashion Consultancy

"The content of this Postgraduate Certificate is everything I was looking for to train 100% of the team of the Marketing and Communication Department of my Fashion and Sustainable Luxury Consultancy. A great success that has already earned us an excellent positioning within the industry"

08

Course Management

The program includes in its teaching staff experts of reference in the field of marketing and fashion, who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the qualification in an interdisciplinary way, making it a unique experience at an academic level for the student.



“

Learn the latest Data Driven insights on Marketing for Luxury Brands and boost your career path to the 21st century luxury customer”

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion sector. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All 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 adaptation 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 retail and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments.

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, development and marketing 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 (KPI).



D. La Sala, Andrea

- Global Brand and Merchandising Director at Giorgio Armani
- 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
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

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

Management



Ms. García Barriga, María

- ♦ Professor of Digital Marketing
- ♦ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ♦ She has worked in major media such as RTVE and Telemadrid
- ♦ Degree in Information Sciences from the UCM
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ♦ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ♦ PhD Candidate in Fashion Trend Creation
- ♦ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends



09

Impact on Your Career

TECH is aware that taking a program of these characteristics is a great economic, professional and of course, personal investment. The ultimate goal of studying this program must be to achieve professional growth and now more than ever, now is the time.



“

Expand your knowledge in fashion and luxury with a global perspective and position yourself in the job market with this TECH Postgraduate Certificate"

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

The Postgraduate Certificate in Data Driven Marketing for Luxury Brands at TECH is an intensive program that will prepare you to face challenges and make important creative and strategic decisions to achieve your objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

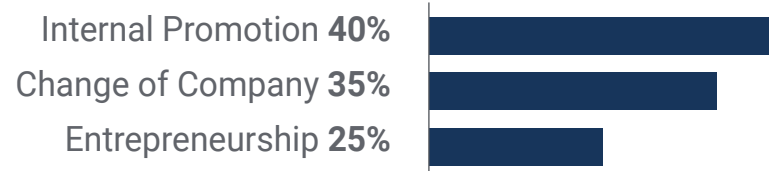
Do not miss the opportunity that TECH offers you and take this program with future projection.

If you want to make a positive change in your profession, the Postgraduate Certificate in Data Driven Marketing for Luxury Brands will help you achieve it.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Data Driven Marketing for Luxury Brands contributes to increase the possibilities of potential employees, an assessment that companies must take into account in order to have a team of the highest level. The more qualified your professionals are, the more likely they are to succeed and the more motivated the group will be. In addition, it drives the achievement of objectives and the preparation of experts who will create the tools of the future, as the new generations do through the mastery of social networks. All this contributes to the professional growth of the staff of companies that, like TECH, are committed to excellence. Therefore, this program is a unique opportunity for companies to have the best in their team, becoming generators of excellent leaders.



“

Bet on a quality workforce. Raise the capabilities of your team with this TECH program"

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

01

Intellectual Capital and Talent Growth

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

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

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of 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

It will equip professionals with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Data Driven Marketing for Luxury Brands 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 Data Driven Marketing for Luxury Brands** 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 Data Driven Marketing for Luxury Brands**

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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Postgraduate Certificate

Data Driven Marketing for Luxury Brands

