

Postgraduate Certificate

Digital Marketing for Fashion Brands



TRENDS

tech technological
university



Postgraduate Certificate Digital Marketing for Fashion Brands

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: students and professionals in the fashion industry interested in the business, management and digital transformation of the sector. As well as to all those who want to boost their professional career by acquiring new knowledge about the fashion business necessary to understand the inner workings of the sector, strategies and digital trends that move it today

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/digital-marketing-fashion-brands

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01 Welcome

Marketing has become an essential multifactorial tool for the success of any fashion company. Knowing the new developments mastering the classics, driving the key steps of e-commerce and future trends are some of the elements you need and that in this high-impact program we will cover.

Learn with TECH all aspects of the fashion business with the skills of an expert. They will learn, apply and boost their business with the most up-to-date knowledge in this area of work.



Postgraduate Certificate in Digital Marketing for Fashion Brands
TECH Technological University



“

All aspects of digital marketing in the new Fashion Business scenario developed in an intensive program with a high educational impact”

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 groundbreaking 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

This Postgraduate Certificate in Digital Marketing for Fashion Brands will give you the theoretical knowledge and practical skills necessary to develop and promote your fashion company or your brand with the momentum of a highly effective strategy and innovative and competitive management. A very complete program that will make you grow as a professional with the ability to boost a company or fashion project positioning it and working with the control of the necessary tools to do so.



“

The objective of this program is to give you the necessary skills to interpret the movements and flows of fashion from a deep knowledge of its historical evolution. An objective that you will achieve with the help of a high-level specialization"

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

The **Postgraduate Certificate in Digital Marketing for Fashion Brands** qualifies students to:

01

Know the principles of online marketing

02

Assess and develop online marketing strategies

03

Understand and manage the principles of search engine optimization and search engine marketing





04

Develop skills for the realization of internet advertising campaigns

05

Develop plans for Influencer Marketing

06

Learn how to use the most important metrics and analysis tools for online marketing

05

Structure and Content

The contents of this program have been developed by the different teachers of this program, with a clear purpose: to ensure that our students acquire each and every one of the skills necessary to become true experts in Digital Marketing for Fashion Brands.

The content of this Postgraduate Certificate will allow you to learn all aspects of the different disciplines involved in this field: a very complete and well-structured program that will lead you to the highest standards of quality and success.



“

A comprehensive teaching program, structured in well-developed teaching units, oriented towards efficient and swift learning that is compatible with your personal and professional life"

Syllabus

The Postgraduate Certificate in Digital Marketing for Fashion Brands at TECH Technological University is an intensive program that will prepare you to design and implement the necessary tools and strategies in this form of sales and customer relationship.

The content of the Postgraduate Certificate in Digital Marketing for Fashion Brands designed to promote the development of skills that allow decision-making with greater rigor in the changing environment of the fashion industry.

Throughout the program, the student will analyze a multitude of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Certificate deals in depth with different areas of the company and is designed to specialize managers who understand project management from a strategic, international and innovative perspective.

A plan designed for professionals in this field, focused on your professional improvement and that will prepare you to achieve excellence and extreme capacity in this work context. A program that understands your needs and those of your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the competencies to solve critical situations in a creative and efficient way.

This Postgraduate Certificate takes place over 6 weeks and it consists of 1 module:

Module 1

Digital Marketing for Fashion Brands



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Marketing for Fashion 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. Digital Marketing for Fashion Brands

1.1. Introduction and Basic Vocabulary.	1.2. Online Sales Models	1.3. Types of Clients	1.4. Key e-Commerce Steps Associated with Digital Marketing
1.5. Social Media Marketing	1.6. E-Mail Marketing	1.7. Mobile Marketing	1.8. Viral Marketing and Influencer Marketing
1.9. Online Sales Promotion and Sponsorships	1.10. Future Tendencies		



“

A learning process so complete and exciting that it will become a unique experience of professional and personal growth"

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

Our Postgraduate Certificate in Digital Marketing for Fashion Brands is a program aimed at professionals who want to update their knowledge, discover new ways to innovate and advance in their professional career.

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





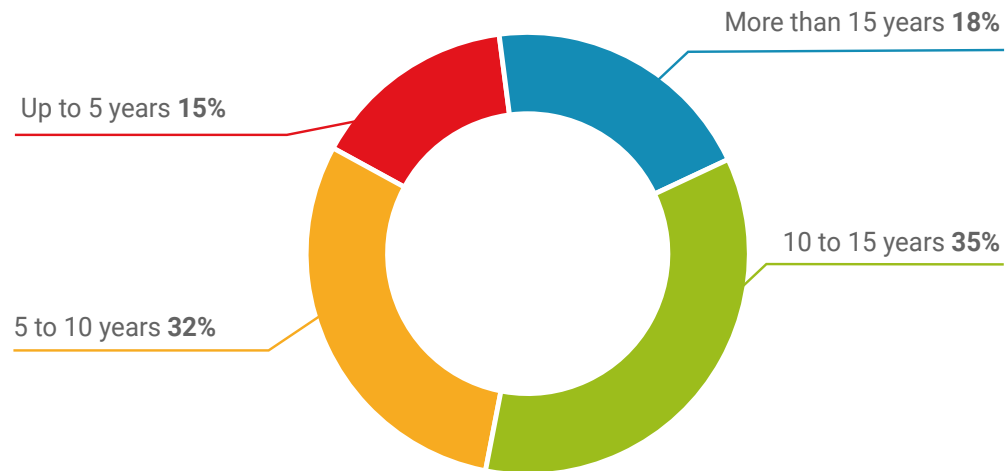
“

If you are looking to acquire new skills to boost your business and perfectly combine your studies with other commitments, this is the program for you”

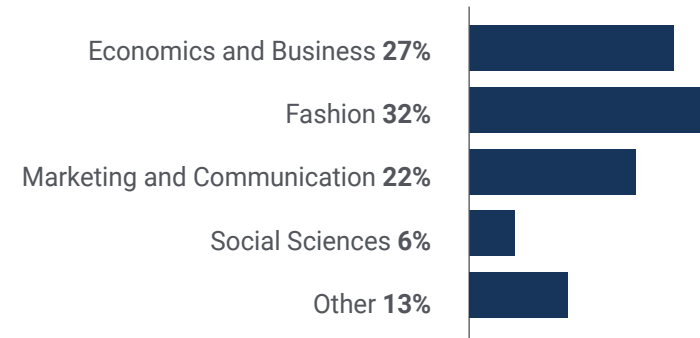
Average Age

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

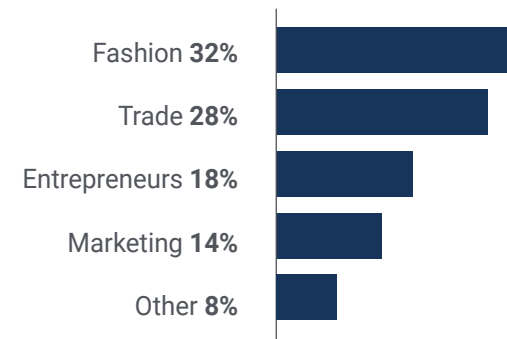
Years of Experience



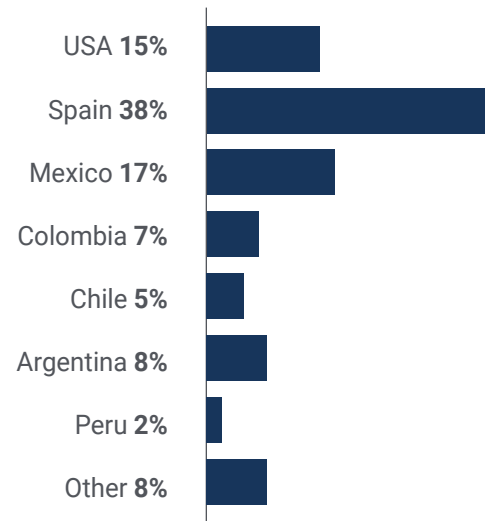
Training



Academic Profile



Geographical Distribution



María Lobeño

Entrepreneur

"Omnichannel was a challenge for me that I didn't feel qualified to take on with my fashion brand. After the Postgraduate Certificate, I was able to implement the digital strategies I needed. And I did it just in time to be able to stay in the market in an increasingly demanding situation"

08

Course Management

The program's teaching staff includes leading , a experts who contribute their vast work experience to this program. Additionally, other recognized experts participate in its design and preparation, completing the program in an interdisciplinary manner.



“

Learn about the latest advances in Digital Marketing for Fashion Brands from leading experts in the field"

Management



Ms. Bravo Durán, Sandra

- Expert in Trend Forecasting and Customer Insights
- Client and Digital Consultant at Everis
- Sociologist and economist from the University of Salamanca.
- Executive Master's Degree in Fashion Business Management by ISEM Fashion Business School
- Social Innovation, Sustainability and Reputation of Fashion Companies Program at ISEM
- PhD Candidate in Applied Creativity from the University of Navarra
- Teaching classes at different universities and business schools in the fashion and luxury industry. Present

Professors

Dr. Velar, Marga

- ◆ Associate Professor at the University Antonio of Nebrija. Present
- ◆ Communication and Branding Consultant for small brands and foundations.
- ◆ PhD in Communication from Carlos III University in Madrid.
- ◆ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- ◆ MBA in Fashion Business Management by ISEM Fashion Business School, University of Navarra
- ◆ Director of Forefashion Lab, an observatory of fashion studies, since 2013.
- ◆ She has taught at Villanueva University Center, ISEM Fashion Business School and the Faculty of Communication at the University of Navarra.

Dr. Josa, Eugenia

- ◆ Lecturer in ESNE, CEDEU and ELLE Education
- ◆ Lecturer at ISEM Fashion Business School
- ◆ Teacher of the ISEM Fashion Business School Master's Degree
- ◆ Responsible for Fashion and Creativity Management and Professor of Design Workshop IV in the Degree in Design at the University of Navarra
- ◆ PhD in Applied Creativity from the University of Navarra
- ◆ Degree in Architecture from the University of Navarra
- ◆ Specialized Architecture in Landscape and Environment from the University of Navarra
- ◆ Master's Degree in ISEM Fashion Business School

Dr. San Miguel, Patricia

- ◆ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra
- ◆ PhD from the University of Navarra
- ◆ Degree in Advertising and Public Relations from the Complutense University of Madrid
- ◆ Executive Fashion MBA by ISEM
- ◆ Creator and Director of the Observatory for the Analysis of the Digital Impact of Fashion Brands Digital Fashion Brands (digitalfashionbrands.com)
- ◆ Within her work as a teacher and researcher, she is a visiting professor at the University of Italian Switzerland, and visiting researcher at the Fashion Institute of Technology in New York and at the University of Florence
- ◆ Speaker at several national and international congresses on Communication and Marketing

Mr. De Rivera, Javier

- ◆ Partner - Rivera Consulting & Support
- ◆ Transformation and High Performance Retail Consultant Transformation and High Performance Retail Consultant ActioGlobal
- ◆ Associate Member of Huet&Co
- ◆ Board member, CEO, general and financial director, consultant and advisor in companies such as Neck&Neck, Gocco, Textura, Tomblack, Ecoalf, Trucco, Intropia, Saga Furs, Lola Rey, Multiópticas, Silbon
- ◆ Degree in Economics and Business Administration from Pontificia de Comillas University (ICADE)
- ◆ MBA's in Taxation and Tax Consultancy at Esine
- ◆ Deloitte and Spencer Stuart Advisor Program
- ◆ NTL Global Organization Development Certificate
- ◆ Senior Management Program in Internet Business at ISDI
- ◆ Certification Program in Dialogic Coaching and Team Coaching at UFV
- ◆ Teacher at ISEM Fashion Business School
- ◆ Lecturer at Villanueva University
- ◆ Lecturer in executive programs at Esic, IE (Spain) and Universidad de Piura (Peru)

Ms. Opazo, Laura

- ◆ Director of Partnerships at The Confidential Lab
- ◆ Lifestyle Articles Writer in the Blog ElTiempo.es
- ◆ Fashion Section Announcer at EsRadio radio station
- ◆ Fashion Editorial Manager at AMC Networks International Southern Europe
- ◆ Author of the book Armario Sostenible
- ◆ Degree in Advertising and Public Relations from the University Rey Juan Carlos
- ◆ Specialist in Public Relations and Selling Your Own Brand at the School of Fashion of the University of the Arts London
- ◆ MBA in Business Management at ISEM.
- ◆ Sustainable Fashion Course taught by REAS and the Social Market of Madrid

Ms. Gárate, Mercedes

- ◆ Industry Business Director at NTTData
- ◆ Senior Manager at Everis
- ◆ Strategy and Business Manager at Everis
- ◆ Degree in Industrial Engineering from the Polytechnic University of Madrid.
- ◆ MBA at EOI Business School
- ◆ Certified in Customer Experience by the DEC Association



Mr. Sanjosé, Carlos

- ◆ Head of Digital at MURPH
- ◆ Degree in Advertising and Public Relations from Cardenal Herrera-CEU University.
- ◆ Extensive professional experience in the field of Digital Marketing, Social Ads, digital strategies and e-commerce platforms
- ◆ Specialist in Digital Marketing for more than 5 years, with special experience in the Fashion Retailsector
- ◆ Content creator at 25 Grams. More than 8 years

Ms. García Barriga, María

- ◆ Digital marketing professional and researcher in the technological application of fashion.
- ◆ Graduate in Information Sciences,UCM
- ◆ MBA from the European Business School of Barcelona

Dr. Delgado, María

- ◆ Retail product manager at Mayoral
- ◆ Bachelor's degree in business administration and management
- ◆ Master's degree in project management
- ◆ Mba in business management with specialization in fashion
- ◆ Superior program in image consulting and styling

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason TECH has created this global system that favors the achievement of optimal results giving them the facilities and stimuli that will keep them motivated throughout the program, so that their career acquires the renovating impulse they are looking for.





“

Our challenge is to generate a positive change in your professional career. We are fully committed to helping you achieve it"

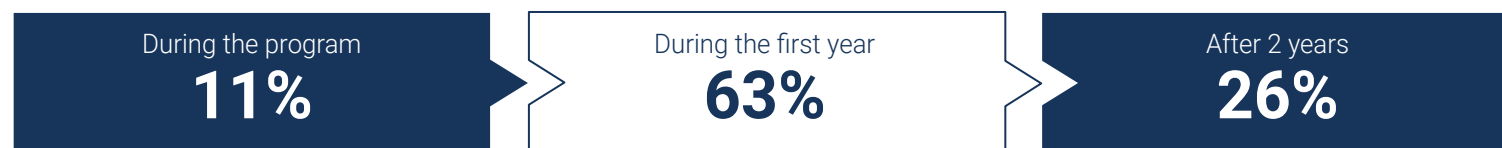
Are you ready to take the leap? Excellent professional development awaits you.

The TECH Postgraduate Certificate in Digital Marketing for Fashion Brands is an intensive program that will prepare you to face challenges and position yourself successfully after each one of them. Its main objective is to promote your personal and professional growth: to help you achieve success.

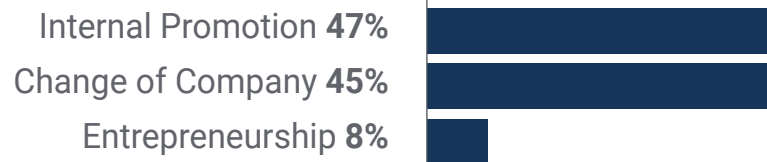
The fashion professional needs constant, intensive and quality education to reach and maintain their space in the market. This program is the answer.

The market does not wait: seize the moment and put yourself at the forefront of the Fashion Business with this program. Now or never.

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 Digital Marketing for Fashion Brands is what your fashion business needs in order to become part of the reality of the profession. In addition, participating in this Postgraduate Certificate in Digital Marketing for Fashion Brands is a unique opportunity to access a wide network of contacts in the sector, in which to find future professional partners, customers or suppliers.



“

You will learn how to be the driving force behind the transformation of your business or project with the greatest background in Digital Marketing for Fashion Brands"

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

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

Managers will be able to work on a real project or develop new projects in the R&D or Business Development area of their company.

06

Increased competitiveness

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

11

Certificate

The Postgraduate Certificate in Digital Marketing for Fashion 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 Digital Marketing for Fashion 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 Digital Marketing for Fashion 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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