

# Postgraduate Certificate

## Digital Marketing: The Transformation of Communication and Marketing



## Postgraduate Certificate Digital Marketing: The Transformation of Communication and Marketing

Language: English

Course Modality: Online

Duration: 6 weeks

Accreditation: TECH - Technological University

6 ECTS Credits

Teaching Hours: 150 hours.

Website: [www.techtitute.com/school-of-business/postgraduate-certificate/digital-marketing-transformation-communication-marketing](http://www.techtitute.com/school-of-business/postgraduate-certificate/digital-marketing-transformation-communication-marketing)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Methodology

---

*p. 10*

04

Objectives

---

*p. 18*

05

Course Management

---

*p. 22*

06

Structure and Content

---

*p. 28*

07

Our Students' Profiles

---

*p. 34*

08

Certificate

---

*p. 38*

# 01 Welcome

The emergence of the Internet has caused consumers to participate in a different way in the commercial communication and brand building process. Nowadays the participation is a lot more active and as a consequence of this, brands must adapt all their communication policies and their publicity campaigns. For this reason, it is essential to know the new tools that digital marketing offers.

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





“

The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practicing active listening and being self-critical of their work”

02

# Why Study at TECH?

**TECH** is the world's largest 100% online business school. We are an elite business school. With a model of the highest standards. A world-class centre for intensive managerial skills training.



“

*Our high value proposition is shaking the foundations of traditional business schools. We have the best academic resources, a teaching staff made up of the most outstanding practicing professionals and the most demanding methodology. And all at a breakthrough price”*

## 08 | Why Study at TECH?

### TECH - Technological University



#### Innovation

We offer you an online learning model that combines the latest educational technology with the most efficient learning systems of the moment. A unique method with the best international recognition.



#### International Recognition.

The success of our way of working has resulted in international recognition and awards: Our innovative Interactive Multimedia Video system received the "Microsoft Europe Success Story" award and our way of working received the Entrepreneur Award at the most important Spanish-speaking event: Expoelearning World Congress.



#### Vocation of Excellence

Our workline is very simple: we train the best professionals. For that reason we provide you will the best human and technological resources to boost you ability for growth. But the effort, commitment and drive that will take you to the top are provided by you. An unbeatable combination.



#### Networking

We offer you an incomparable environment to exchange knowledge and high quality networking opportunities.

**38000**

executives trained each year

**23**

different nationalities



#### Empowerment

Grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players both in Europe and America.

**500+**

collaborative agreements with  
leading companies



#### Talent

We offer you a space to exchange ideas, experiences and reflections among executives, professionals, entrepreneurs and opinion leaders.

**> 150,000**

alumni

**400**

Annual e-seminars

**40**

research  
groups



#### Multicultural Context

In a world without limits, training in multiculturalism is the seed to develop in the international spectrum with fluency and efficiency. Broaden your horizons with TECH.

**35+** nationalities





## What makes us unique



### Academic Excellence

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We offer the most efficient study methodology on the current online market. A system in which the traditional and successful Case Studies of Harvard Business School are combined with the innovative **Relearning** model, the methodology with the best evaluation results at international level. A combination that turns your effort into results as quickly and surely as possible.



### The capacity of a great University, within your reach

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Our quality has allowed us to consolidate ourselves as the biggest university in the online teaching market in the Spanish speaking world. More than 1500 postgraduate courses, 17 faculties and the most state of the art qualifications in the current professional world in a high quality training offer. A capacity that allows us to provide you with elite training at the most competitive prices.



*Being the biggest allows us to offer you the most competitive prices on the market: a chance to achieve your high level training that will make a difference to your CV"*



### Learn with the best

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A dynamic and contextual teaching, which will place you in the most direct reality, by professionals of your sector who will put their real, immediate and direct experience at your service.

**3,000+**

professors

**20+**

nationalities

**53%**

PhD degrees  
from prestigious  
universities



### Analysis

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We boost your professional development in a transversal manner, ensuring that your capacity for growth remains at the highest level after completing the training. With a critical and analytical spirit that will become your best ally in creating your own path to success.

03

# Methodology

Our **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing** offers you a revolutionary methodology for the development of your managerial skills. Our goal is to strengthen your skills in a changing, competitive, and highly demanding environment.





“

*Our school is the first in the world to combine Harvard Business School “case studies” with a 100% online learning system based on reiteration”*

## 12 | Methodology

### A learning method that is different and innovative.

Our **course** offers you a revolutionary method for developing your managerial skills. Our goal is to strengthen your skills in a changing, competitive, and highly demanding environment. That's why we base our training on the Harvard Business School case studies.

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.

In a given situation, what would you do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, you will be presented with multiple real management cases. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Our university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining 8 different elements in each lesson, which represent a revolution with respect to simply studying and analyzing cases.

It is the student themselves who builds their professional skills through different teaching models such as that of Roger Schank (Learning by doing, Stanford, Yale) or of George Kember (Design Thinking, d.school, Stanford) and becomes the active protagonist in the teaching-learning process.

*Studying in a practical way converts learning into real skills. That's why we use the case study method from Harvard as our way of working.*



*We will promote practical learning through the resolution of complex situations extracted from reality"*

## Re-Learning Methodology



*We promote HBS case studies with the best 100% online teaching method: Re-learning*

“

*In 2015 we obtained the best learning results of all online universities in Latin America”*

*With more than 150,000 professionals trained in this methodology and an international satisfaction level of 8.01, relearning has proven to be at the height of the most demanding evaluation environments.*

*It is a technique that develops critical skills and prepares the nursing professional to make decisions, defend their arguments, and contrast opinions.*

### Exclusive state-of-the-art teaching: Re-learning

Our methodology, at the forefront of world teaching, is called **Relearning**. Our business school is the only one in Spanish-speaking countries licensed to incorporate this successful method. In 2015, we have managed to improve the overall satisfaction levels of our students (teaching quality, quality of teaching materials, course structure, objectives...) as far as the indicators of the best online university in Spanish are concerned.

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

With this methodology we have trained more than 150,000 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 42 years.

The **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing** is presented as a training program that favors connection, learning, participation, and knowledge acquisition.

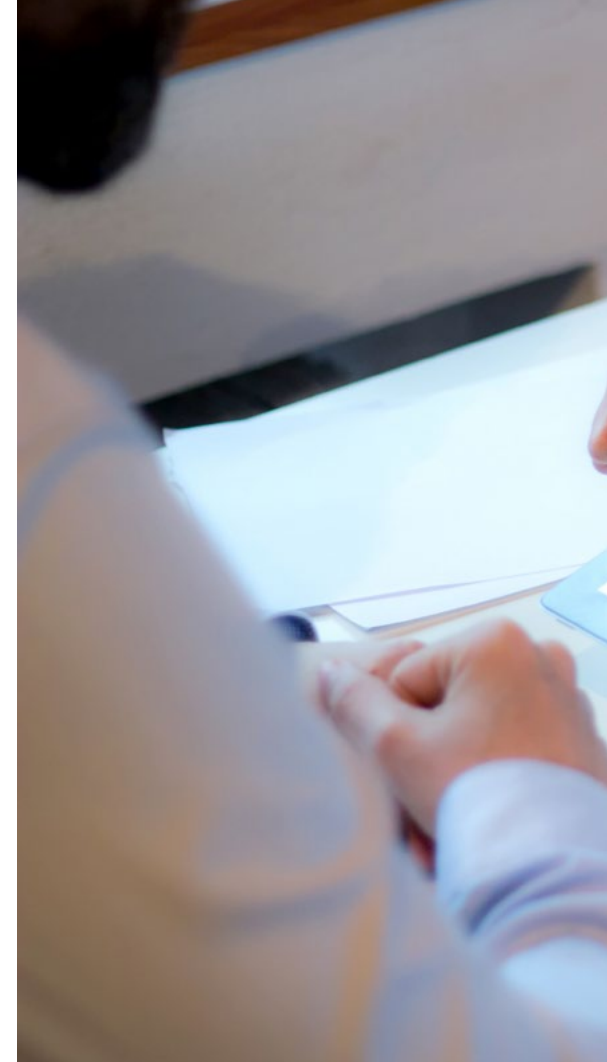
You will embark on a training course with us, designed to be practical, active, and participatory.

Each student has a personal mentor assigned to them who ensures that the program is used to its best advantage.

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



*Re-learning will allow you to learn with less effort and better performance, involving you more in your training, 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.

We promote your intelligence. Your skills. Your ability to solve problems. With a teaching model of the highest standards.

*The student will be able to learn with the advantages of having access to simulated learning environments and the learning-by-observation approach, Learning from an Expert"*

## 16 | Methodology

In the Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing at TECH Technological University you will have access to the best educational material, prepared with you in mind.



### Study Material

After a complex production process, we transform the best content into high-quality educational and audiovisual multimedia.

We select **the best syllabus** and make it available to you. Everything you need to acquire in-depth knowledge of a discipline, from A to Z.

Lessons written and selected by senior executives who are specialists in each of the subjects.



### 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 our future difficult decisions.



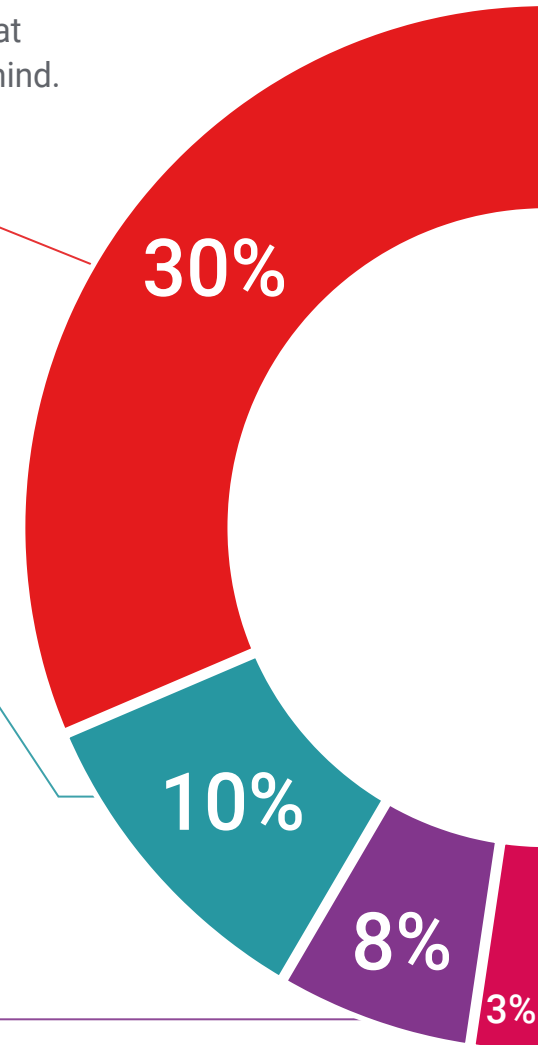
### Management Skills Exercises

You will carry out activities to develop **specific managerial skills in each subject area**. Practical and dynamic activities 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.

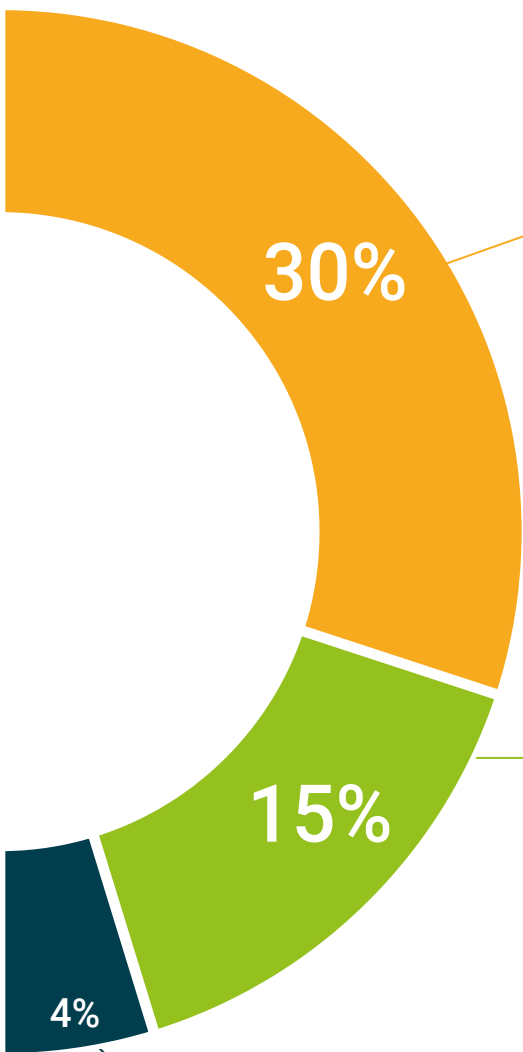


### Additional Reading

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







**Case Studies**

You will complete a selection of the best **business cases** used at **Harvard Business School**. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



**Interactive Summaries**

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

This unique training system for presenting multimedia content was awarded by **Microsoft as a "European Success Story"**.



**Testing & Re-testing**

We assess and re-assess your knowledge periodically throughout the **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing**.

We do this on 3 of the 4 levels of Miller's Pyramid.



04

# Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.



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*International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age"*

Your goals are our goals.

Make this training a before and after in your career, propelling you towards excellence.

The Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing will train you to:

01

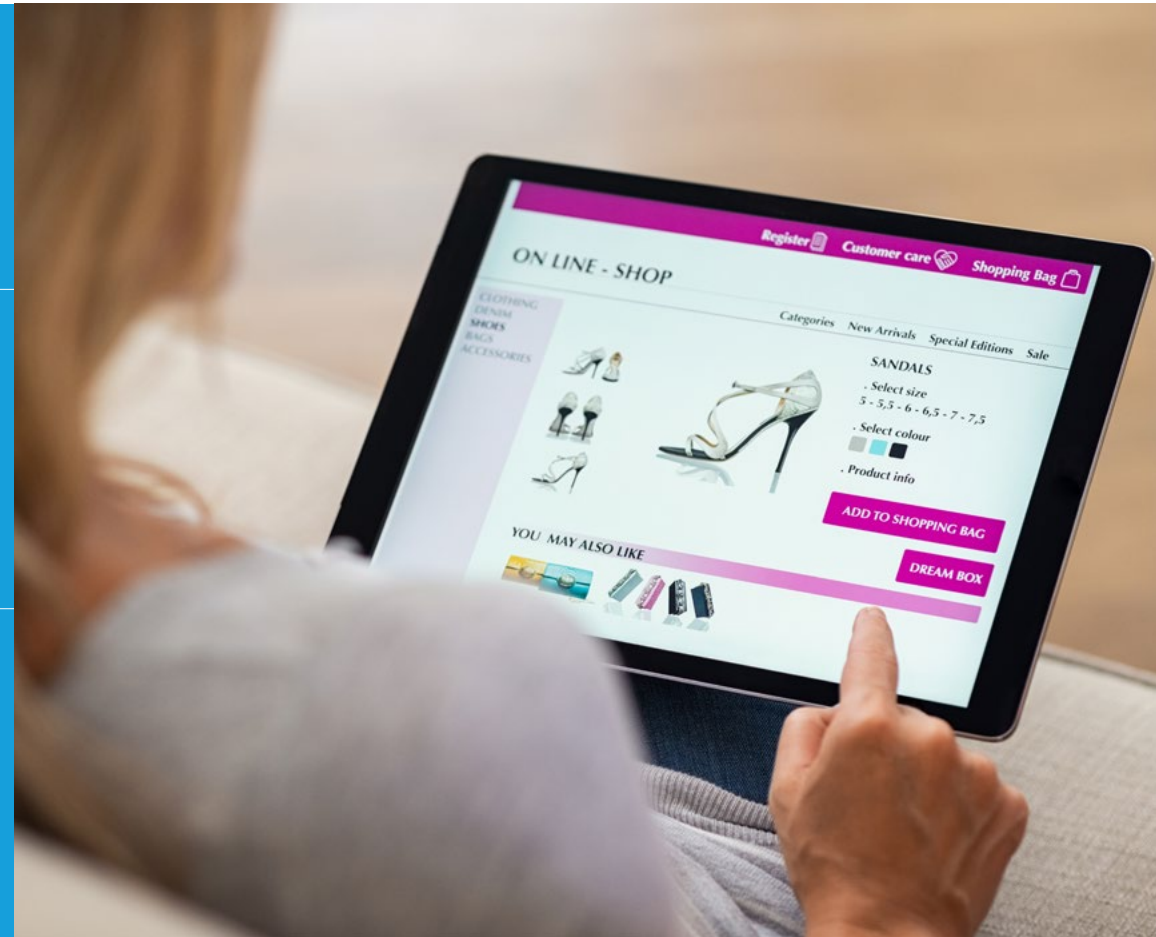
Delve deeper into the impact of the digital revolution on marketing.

02

Create a digital marketing plan, understanding the main differences in approach between traditional and digital marketing.

03

Implement a digital communication and sales strategy



04

Apply the main tools of digital marketing

07

Master the use of the main social networks

05

Develop successful websites

06

Use the main rules of search engine marketing

*“You are TECH”*

06

# Structure and Content

The Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing is a tailor-made program that is taught in a 100% online format so that you can choose the time and place that best suits your availability, schedule and interests.

A program that takes place over 6 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a Business Manager.



“

*What you study is very important. The abilities and skills you acquire are fundamental. You won't find a more complete syllabus than this one, believe us..."*

### Syllabus

The **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing at TECH Technological University** is an intensive program that prepares you to design and implement the tools and strategies needed in this form of sales and customer relationship.

The content of the **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing** is designed to promote the development of skills that enable more rigorous decision making in uncertain environments.

Over the course of 150 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This program 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.

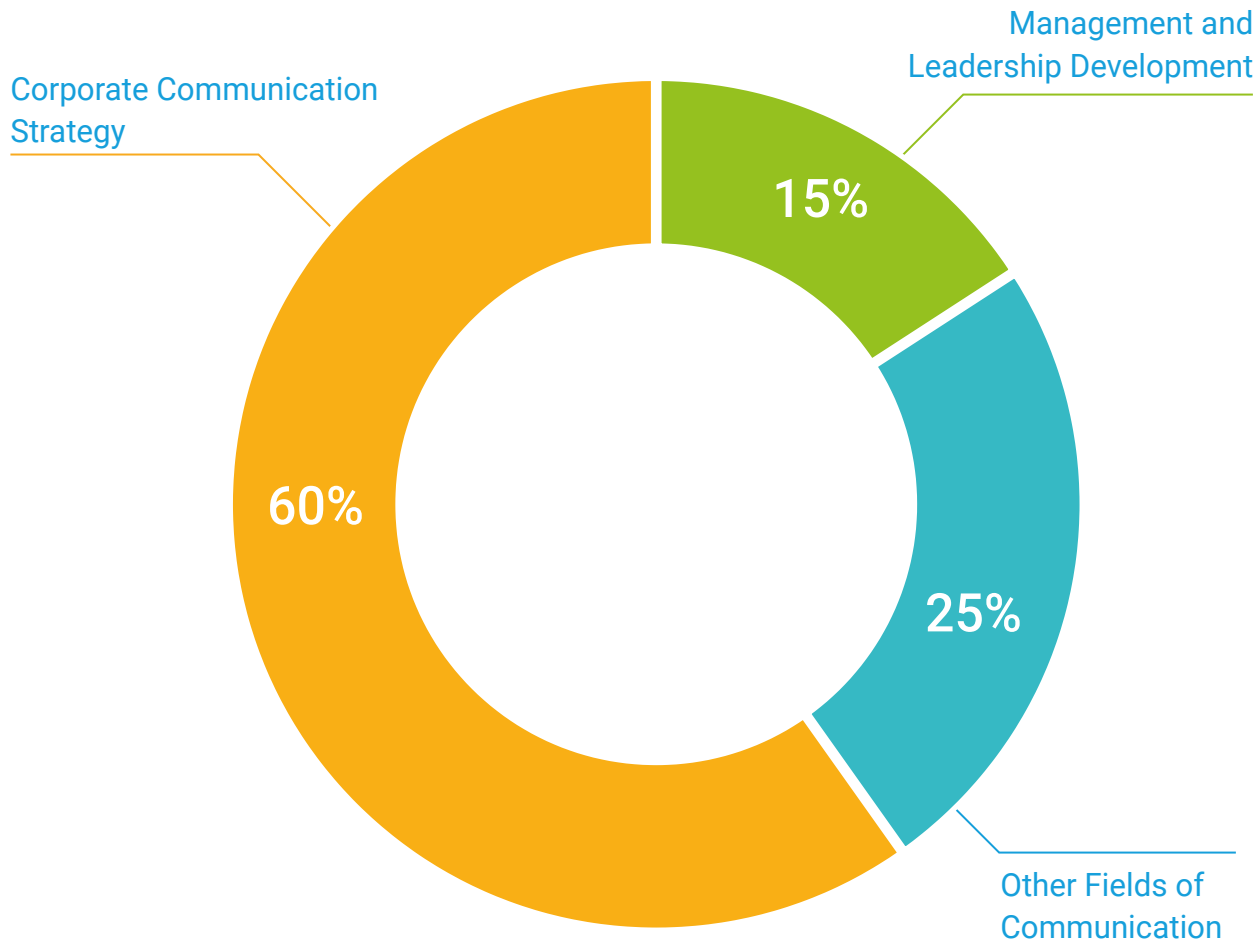
A plan designed for you, focused on improving your career and preparing you to achieve excellence in occupational hazard prevention. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

#### Module 1

Digital Marketing: The Transformation of Communication and Marketing



The distribution of study of the different materials is the following:



### Where, when, and how it is taught

From your electronic device with online connection, or after downloading the contents, you will be able to study wherever you want with total comfort.

With a total flexibility approach, you will always be the one who decides when to study.

This high quality course is designed to be taken totally online with a study plan centered on practice which converts your studies into practical skills in an efficient way.



### Module 1. Digital Marketing: The Transformation of Communication and Marketing

#### 1.1. The Digital Revolution in Marketing

- 1.1.1. The Impact of the Internet on Communication
- 1.1.2. Transcendence of the Internet in Communication
- 1.1.3. The 4 Ps of Online Marketing

#### 1.2. The Marketing Plan in a Digital Environment

- 1.2.1. Utility of the Digital Marketing Plan
- 1.2.2. Plan Parts
- 1.2.3. Preparation of an Effective Marketing Plan

#### 1.3. Competitive Strategy

- 1.3.1. Contribution Value
- 1.3.2. The Brand as a Competitive Element
- 1.3.3. Unique Selling Proposition
- 1.3.4. Changes in Brand-Consumer Relationships

#### 1.4. Communication Objectives

- 1.4.1. Types of Objectives
- 1.4.2. Branding
- 1.4.3. Performance
- 1.4.4. SMART Objectives

#### 1.5. Target Audience

- 1.5.1. How Should Be defined
- 1.5.2. Segmentation
- 1.5.3. Buyer Persona

#### 1.6. Communication Strategy

- 1.6.1. Insights
- 1.6.2. Positioning
- 1.6.3. The Message

#### 1.7. Digital Marketing Tools I: The Web

- 1.7.1. Web
- 1.7.2. Web Types
- 1.7.3. Operation
- 1.7.4. Content Management System (CMS)

#### 1.8. Digital Marketing Tools II: Search Engines

- 1.8.1. Search Engine Marketing
- 1.8.2. SEO
- 1.8.3. SEM

#### 1.9. Digital Marketing Tools III: Social Media

- 1.9.1. Types of Networks
- 1.9.2. Social Media Optimization
- 1.9.3. Social Ads

#### 1.10. Digital Marketing Tools IV: Other Tools

- 1.10.1. Emailing
- 1.10.2. Affiliation
- 1.10.3. Display
- 1.10.4. Video



*A unique, key, and decisive training experience to boost your professional development and make the definitive leap”*

## The program is complemented by

- ♦ Business Development Project
- ♦ Leadership workshops, team work and negotiation
- ♦ Networking events
- ♦ Activities focused on professional development and personal branding
- ♦ Practical seminars
- ♦ Conferences presented by high level businesses
- ♦ Career coaching services
- ♦ Participation in group tasks and research
- ♦ TECH Technological University Entrepreneurship Club

## International weeks (optional)

The international weeks give you a closer look at these three axes of the global economy, what their business environment is like and what opportunities they hide.

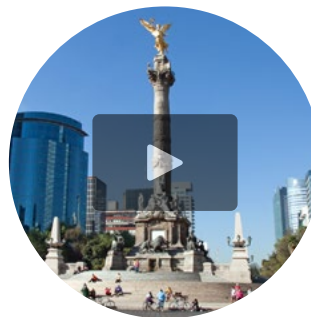
New York



Bogota



Mexico City



London



Valencia



07

# Our Students' Profiles

Our **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing** is a program aimed at managers and executives who want to update their knowledge, discover new ways of managing projects and advance in their professional career.





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*If you have experience in the financial sector and are looking for an interesting career boost while continuing to work, then this is the program for you”*

## 36 | Our Students' Profiles

This program is aimed at:

- **Graduates** who want to specialize and acquire specific knowledge and latest trends in cultural diversity, innovation leadership and the latest technologies offered for digital transformation in their organization or to improve their professional projection.
- **Entrepreneurs** who are looking to successfully create an impact in the processes of innovation in their organizations.
- **Technical C-levels** who want to gain a broader strategic view of how technologies can transform their business operations.
- **Functional Managers** that are undergoing digital transformation processes and want to create new business models and optimize their current operations.
- **Entrepreneurs of technological Start-ups** with innovative vocation.

“

*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”*





## Manuel Pérez

Digital Business Manager

*"This is the best training on the digital impact in businesses that I could have done. The multimedia methodology and the huge number of practical cases has allowed me to quickly acquire the knowledge. Also, everything I have learnt I have been able to implement it in my daily work"*

08

# Certificate

The Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing guarantees you, in addition to the most rigorous and updated training, access to a university degree issued by **TECH Technological University**.





“

*Include in your CV a Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing and the knowledge of a Course in this way of working and give a boost of success to your career"*

## 40 | Certificate

This program will allow you to achieve the **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing**, obtaining a university qualification endorsed by TECH.

TECH University is recognized by the Secretary of Public Education and is incorporated in the register of Higher Education University Institutions.

Degree: **Postgraduate Certificate in Digital Marketing: The Transformation of Communication and Marketing**

Official Number of Hours: **150 hours**.



\*Apostille Convention In the event that the student wishes to have their paper diploma Apostilled, TECH EDUCATION will make the necessary arrangements to obtain it at an additional cost of €140 plus shipping costs of the Apostilled diploma.



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