

Postgraduate Certificate

Digital Platforms Experience



Postgraduate Certificate Digital Platforms Experience

- » 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 fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: www.techtitute.com/in/school-of-business/postgraduate-certificate/digital-platforms-experience

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

The Digital Platforms Experience has become critical to the success of online businesses. The ability to provide a satisfactory user experience on digital platforms is essential to increase customer loyalty and retention, as well as enhance brand image and reputation. Technology is advancing rapidly, which means that companies must keep up-to-date and adapt to the latest trends to provide the best possible experience for their users. This 100% online university program will enable specialists to receive a complete program with the most cutting-edge advances to enhance customer experiences in the digital realm. Thanks to the program's format, students can organize their educational resources according to their needs, combining their work and personal responsibilities with their studies.



Postgraduate Certificate in Digital Platforms Experience.
TECH Technological University



“

Give a definitive boost to your professional career with a Postgraduate Certificate that will place you at the zenith of Customer Experience, demonstrating your ability to manage incidents of all kinds"

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

By pursuing this program, professionals will be able to achieve several objectives. First, they will acquire knowledge and skills to design and improve the user experience on digital platforms. They will also learn how to analyze and measure user experience results to make informed strategic decisions. In addition, this Postgraduate Certificate can help specialists understand current trends and best practices in the digital platform industry, enabling them to stay current in a constantly evolving environment.





“

You will meet your most ambitious goals thanks to an effective academic methodology, which focuses on the key aspects of the impact of technology on the shopping experience"

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

The **Postgraduate Certificate in Digital Platforms Experience** will enable students to:

01

Analyze the impact of technology on the shopping experience and how to use it to improve customer interaction in the physical store

02

Design an effective, multi-role, decision-oriented customer satisfaction governance model

03

Identify the best customer experience KPI based on the nature of the company





04

Use emotional marketing and storytelling to create a memorable shopping experience

05

Reflect on the importance of sustainability, social responsibility and the environmental impact of companies in the new consumer environment, and how they can improve their relationship with customers through these practices

06

Establish work methodologies that streamline and encourage creativity and continuous improvement

05

Structure and Content

The university program has been designed with the purpose of meeting the needs of Digital Marketing professionals. It is offered in an online format, which allows students the freedom to choose the time and place of study. Lasting six weeks, the Postgraduate Certificate offers a unique and motivating learning experience that provides an essential foundation to succeed in the Customer Experience field. Likewise, the structure of the program is flexible and accessible, allowing specialists to adapt their educational resources to their schedules and work responsibilities, in this way guaranteeing maximum use of the contents.



“

All program content is downloadable from any device with an Internet connection, allowing you to access it even from your own smartphone”

Syllabus

The Postgraduate Certificate in Digital Platforms Experience seeks to improve analytical skills and effective decision making in the field of Consumer Experience on digital platforms, from acquisition to after-sales support.

During six weeks, key topics such as digital channels, the web channel, mobile applications and social networks, Content Marketing, Chatbots, voice technology and the concept of Frictionless will be addressed. The syllabus aims to train leaders capable of leading high-performance teams in the digital sector, acquiring skills in decision-making and project management from a strategic, technological and innovative perspective.

The program adapts to the educational needs of each student by offering didactic materials in various multimedia and textual formats, which guarantees a personalized and efficient learning experience. It also promotes leadership and teamwork to develop skills from a strategic and technological perspective.

In conclusion, this Postgraduate Certificate program seeks to update and expand the skills of digital professionals with an innovative perspective and solid educational training. With this, students will be able to develop management skills and acquire practical knowledge to apply in their work environment, giving them an advantage in the competitive Digital Marketing field.

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

Module 1

Digital Platforms Experience



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Digital Platforms Experience 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 educational experience, key and decisive to boost your professional development and make the definitive leap.

Module 1. Digital Platforms Experience

1.1. Digital Channels

- 1.1.1. IoT Industrial Internet of Things and Its Role in Digital Channels
- 1.1.2. Digital Channel Types
- 1.1.3. Choosing the Right Digital Channels for Your Business

1.2. Web Channel

- 1.2.1. User Experience Analysis in the Web Channel
- 1.2.2. Search Engine Optimization (SEO)
- 1.2.3. Liquid Web Design: Mobile Devices Adaptation

1.3. Mobile Applications and Social Media

- 1.3.1. Mobile Applications Types
- 1.3.2. Essential App Functions Implementation
- 1.3.3. Impact of Social Media on Customer Experience
 - 1.3.3.1. Improving Customer Interaction and Satisfaction

1.4. Chatbots

- 1.4.1. Chatbots Types:
 - 1.4.1.1. Rules-Based Chatbots
 - 1.4.1.2. Artificial Intelligence-Based Chatbots
 - 1.4.1.3. Hybrid Chatbots
- 1.4.2. Integration of Chatbots into Digital Channels to Improve Customer Service and Efficiency
- 1.4.3. Chatbot Design for an Intuitive and Effective User Experience

1.5. Voice Technology

- 1.5.1. The Voice Technology Case Uses
- 1.5.2. Virtual Assistants to Improve Customer Experience
- 1.5.3. Voice Technology in the Customer Experience Trends and Future

1.6. Customer Experience in Digital Channels

- 1.6.1. Customer Experience in Digital Channels
- 1.6.2. Web Design as a Driver for Improving User Experience
- 1.6.3. Efficiency as Part of the Experience

1.7. Design for Channels

- 1.7.1. Omnichannel Design
- 1.7.2. Design Management to Enhance the Experience across Channels
- 1.7.3. Design Systems: Atomic Design and Design System

1.8. Working with Channels

- 1.8.1. Content Marketing
 - 1.8.1.1. Creation of Valuable and Relevant Content for the Customer in Digital Channels
- 1.8.2. Optimization of Digital Channels to Improve Positioning in Search Results
- 1.8.3. Use of Influencers and Celebrities to Provide an Emotionally Connected Customer Experience

1.9. Personalization

- 1.9.1. Omnichannel Personalization Personalized User Experience
- 1.9.2. Artificial Intelligence
 - 1.9.2.1. Clustering and Hyper-Customization
- 1.9.3. Personalization to Create Relevant and Attractive Offers and Promotions for Each Customer

1.10. Omnichannel and Frictionless

- 1.10.1. The Frictionless Concept and the Impact on Customer Experience
- 1.10.2. Customer Friction Identification and Management



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.

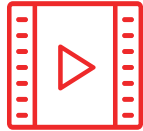
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



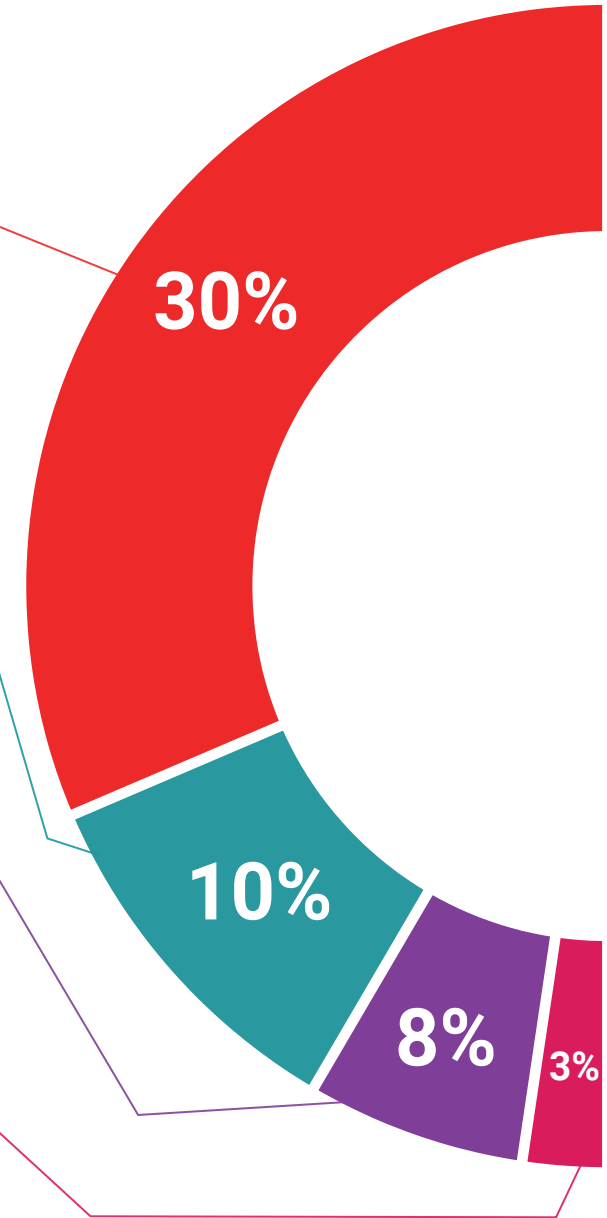
Management Skills Exercises

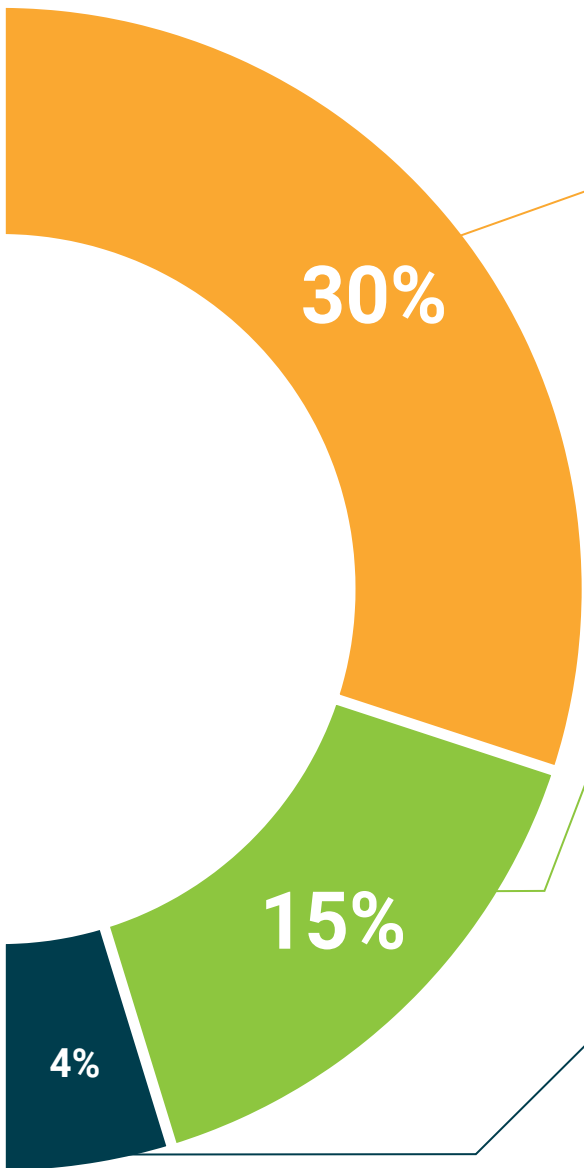
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

The Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

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

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Digital Marketing.



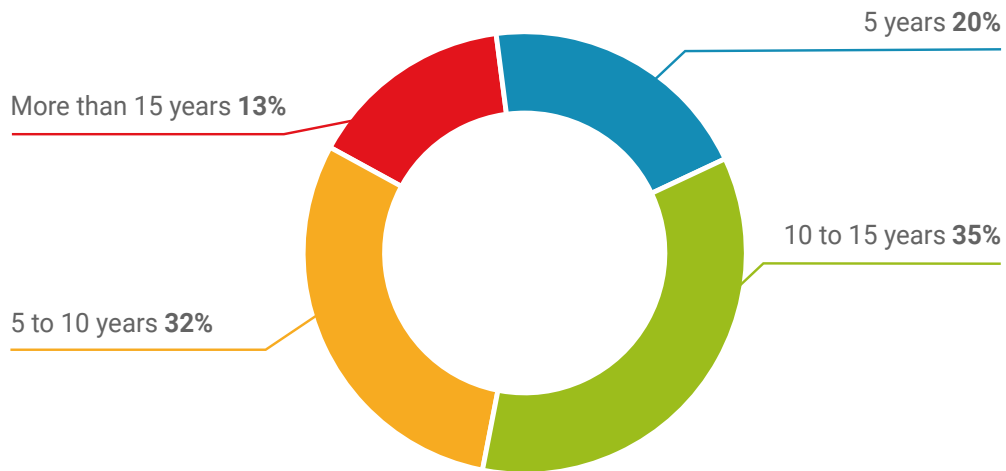
“

Add an innovative and modern touch to your professional profile by integrating the skills acquired in this Postgraduate Certificate, and in this way improve your value proposition"

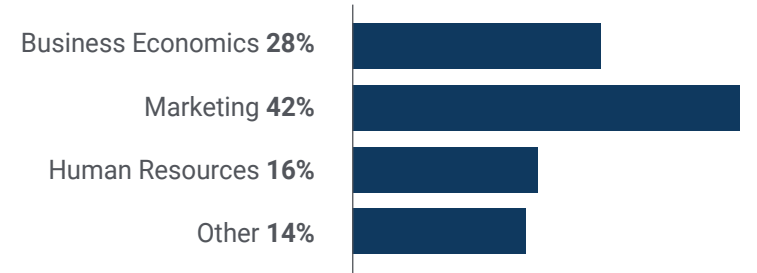
Average Age

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

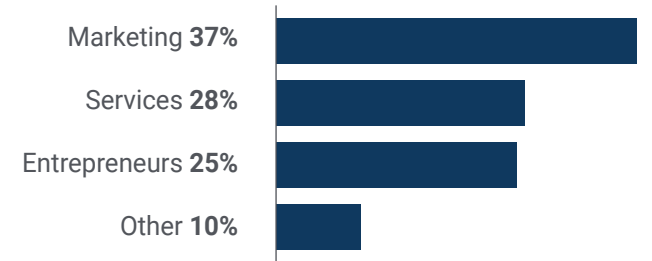
Years of Experience



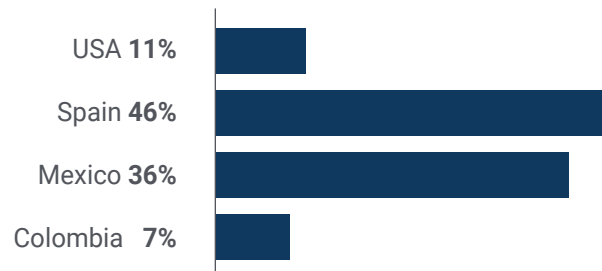
Training



Educational Profile



Geographical Distribution



Roberto González Ravelo

Web and Mobile Developer

"The Postgraduate Certificate in Digital Platforms Experience gave me the necessary tools to stand out in the field of Digital Marketing and Consumer Experience on digital platforms. Thanks to the flexibility of the program, I was able to adapt my studies to my work schedule and obtain new skills that I now apply in my job."

08

Course Management

TECH has carefully selected a team of experts in Customer Service and digital platforms. It is a group of professionals with hands-on experience in creating and enhancing user experiences in diverse digital environments, allowing them to share their knowledge and skills effectively with students. In addition, the teachers are committed to the success of the students and will provide ongoing, personalized support to ensure that they get the maximum benefit from the Postgraduate Certificate.



“

Thanks to the fact that the teachers of this Postgraduate Certificate are active, you will be able to immediately apply what you learn in your work environment"

Management



Ms. Yépez Molina, Pilar

- ♦ Marketing Consultant and Trainer for companies under the brand La Digitalista
- ♦ Executive Creative Director and Founding Partner creating and developing Online and Offline Marketing campaigns at ÚbicaBelow
- ♦ Executive Creative Director creating and developing Promotional and Relationship Marketing campaigns for Online and Offline clients at Sidecar SGM
- ♦ Online Creative Manager and Creative Executive at MC Comunicación
- ♦ Digital Marketing teacher at the College of Journalists of Catalonia
- ♦ Teacher of Digital Marketing and Communication Strategies in the Engineering Degree at BES La Salle
- ♦ Digital Marketing teacher in Euncet Business School
- ♦ Postgraduate Degree in Relationship Marketing by the Institute of Digital Economy ICEMD
- ♦ Degree in Advertising and Public Relations from the University of Seville

Professors

Ms. De los Reyes Flores, Paloma

- ♦ Account Manager and Influencer Marketing at The NewsRoom Digital Group
- ♦ Production Assistant at Elle Magazine
- ♦ Master's Degree in Fashion Business Management by ESDEN Business School
- ♦ Double Degree in Law-ADE at the University of Castilla-La Mancha



09

Impact on Your Career

The Postgraduate Certificate in Digital Platforms Experience can have a significant impact on the careers of digital professionals. Acquiring new skills in key areas, such as consumer experience on digital platforms, Content Marketing or voice technology, can improve decision-making efficiency and project management performance. In addition, the program will enable leaders ready to lead high-performing teams in the marketplace, with a strategic and innovative perspective, can be highly valued by companies and open up new job opportunities. Personalizing the learning experience and tailoring it to the academic needs of each student can also enhance learning capacity and motivation, resulting in greater engagement and job satisfaction.



“

By improving your skills with the Postgraduate Certificate in Digital Platforms Experience, you will have the opportunity to advance your career and aspire to higher and more responsible positions in your work environment"

Enroll now in this Postgraduate Certificate and do not miss the opportunity to continue growing in a field with more and more opportunities for improvement.

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

TECH's Postgraduate Certificate in Digital Platforms Experience is an intensive program that prepares you to face challenges and business decisions in the field of Customer Service. Its main objective is to promote your personal and professional growth. Helping you achieve success.

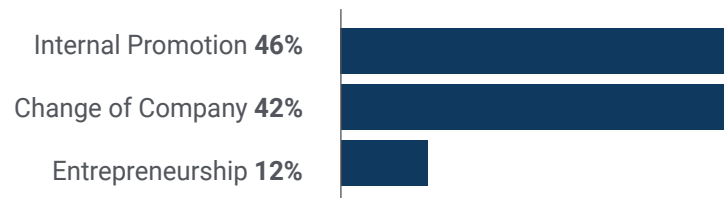
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

You will achieve your professional growth and salary objectives with the help of a highly committed technical team that will support you at all times.

Time of Change



Type of change



Salary increase

The completion of this program represents a salary increase of more than **25.2%** for our students.



10

Benefits for Your Company

For companies, having a Digital Platforms Experience specialist who has completed this university program can be a key competitive advantage. Professionals specialized in this field are able to design effective digital marketing strategies, identify business opportunities in the online environment and improve the customer experience in different digital channels. In addition, their program will enable them to lead teams with an innovative and up-to-date perspective, which can lead to increased profitability and user satisfaction.



“

Become a key asset for your company and lead User Experience strategies thanks to the digital platform management skills you gain from this program"

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.

11

Certificate

The Postgraduate Certificate in Digital Platforms Experience guarantees, 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 Platforms Experience** 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 certificate 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 Platforms Experience**

Official N° of Hours: **150 h.**



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



Postgraduate Certificate Digital Platforms Experience

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate Digital Platforms Experience

