Postgraduate Certificate
Internet Analytics and Metrics

tech global university

tech global university

Postgraduate Certificate
Internet Analytics and Metrics

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **6 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

» Target Group: **Executives or middle management with demonstrable experience in managerial areas**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/internet-analytics-metrics**

Index

01
Welcome

Internet analytics and metrics have become essential for any business that is considering taking the digital leap or is already immersed in the world of networks. With booming technologies such as Big Data or data science, professionals with specific instruction in analytics and cyber metrics have an excellent opportunity to rise as relevant figures within their sector. That is why TECH wants to take advantage of this incipient business niche to instruct its students with the best possible methodology in this field, giving them the necessary tools to get the professional boost they are looking for in their career.

Postgraduate Certificate in Internet Analytics and Metrics.
TECH Global University

A new era of the digital data revolution has arrived. Get ready to join this change with this TECH qualification"

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"

tech

At TECH Global 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.

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.

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.

At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

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.

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 Global University community.

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

04
Objectives

This program has been designed to strengthen students' management skills in the field of Internet analytics and metrics, so that upon graduation they can apply with greater confidence and curricular support to positions of greater relevance within their own organization or in other fields of work.

This training will enhance your professionalism and problem-solving skills, enabling you to achieve your highest ambitions in the business of data analytics"

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

The **Postgraduate Certificate in Internet Analytics and Metrics** will enable students to:

01 Master Google Analytics

02 Apply the latest web analytics tools and techniques

03 Interpret and report web analytics results

04 Develop strategies to carry out decision-making in a complex and unstable environment

05 Know and apply the main digital tools for market analysis and metrics

06 Apply the latest developments in mobile analytics

Structure and Content

The Postgraduate Certificate in Internet Analytics and Metrics has been created with the best possible teaching team, who have put their own professional experience in this field of data analysis into all the teaching material. In this way, students are obtaining a quality education that will serve to catapult their careers and pleasantly increase their professional expectations.

This program will be your key to access to better positions in your organization, being able to lead even your own data analysis teams"

Syllabus

This Postgraduate Certificate in Internet Analytics and Metrics is an excellent opportunity for all professionals who want to specialize in this field, as they will find a curriculum that meets their requirements.

During the 150 hours that make up the program, the student will see real cases where the use of Internet analysis and metrics has led to business success, so that the teaching is contextualized and acquired in a much more natural way.

Thanks to the unique set of skills that students possess upon graduation, they will have a stronger backing with which to reinforce possible candidacies for management positions in data analytics departments, making this an excellent professional opportunity to take advantage of this new market niche.

This Postgraduate Certificate takes place over 6 weeks and is made up of just 1 module:

Module 1	Internet Analytics and Metrics

Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Internet Analytics and Metrics 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. Internet Analytics and Metrics

1.1. Information Systems for Decision-Making
1.1.1. Intelligence Management
1.1.2. Data Warehouse
1.1.3. Balanced Scorecard (BSC)

1.2. Web Analysis
1.2.1. The Fundamentals of Web Analytics
1.2.2. Classical Media vs. Digital Media
1.2.3. The Web Analyst's Basic Methodology

1.3. Google Analytics
1.3.1. Configuring an Account
1.3.2. Javascript Tracking API
1.3.3. Customized Reports and Segments

1.4. Qualitative Analysis
1.4.1. Research Techniques Applied in Web Analytics
1.4.2. Customer Journey
1.4.3. Purchase Funnel

1.5. Digital Metrics
1.5.1. Basic Metrics
1.5.2. Ratios
1.5.3. Setting Objectives and KPIs

1.6. Strategy Analysis Areas
1.6.1. Web Traffic Acquisition
1.6.2. Activation
1.6.3. Conversion
1.6.4. Loyalty

1.7. Data Science and Big Data
1.7.1. Intelligence Management
1.7.2. Methodology and Analysis of Large Volumes of Data
1.7.3. Data Extraction, Processing, and Loading

1.8. Web Analytics Tools
1.8.1. Technological Basis of WA Tool
1.8.2. Logs and Tags
1.8.3. Basic and Ad-hoc Labeling

1.9. Data Visualization
1.9.1. Viewing and Interpreting Dashboard
1.9.2. Converting Data into a Value
1.9.3. Integrating Sources
1.9.4. Presenting Reports

1.10. Mobile Analytics
1.10.1. Mobile Measurement and Analysis Methodologies
1.10.2. Mobile Metrics: Main KPIs
1.10.3. Profitability Analysis
1.10.4. Mobile Analytics

A unique educational experience with which to add more points in your career advancement towards a future with better remuneration and greater prestige"

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

Professionals who decide to take this Postgraduate Certificate in Internet Analytics and Metrics seek professional improvement through excellence in their skills and abilities. Therefore, the students have profiles coming from the Marketing and IT fields, where this knowledge is of great help for their daily work.

"
If you have leadership and management experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"
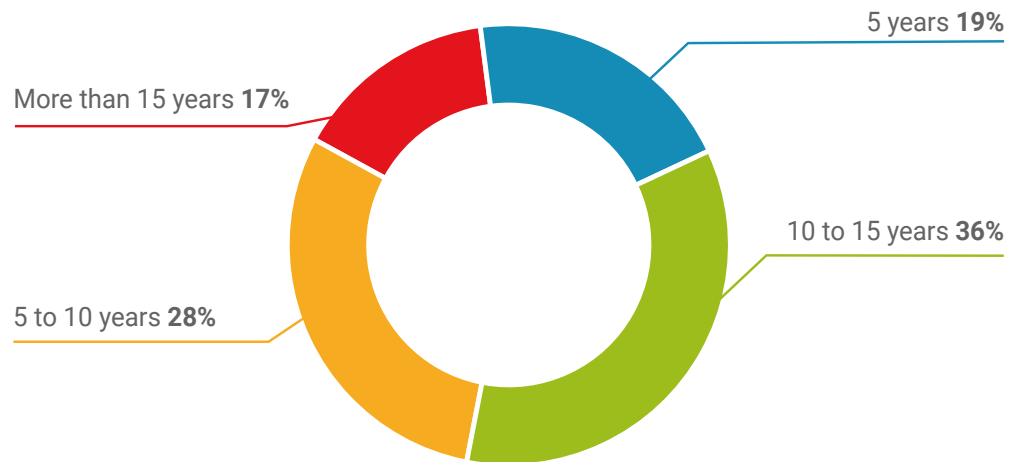
Average Age

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

Years of Experience

5 years **19%**

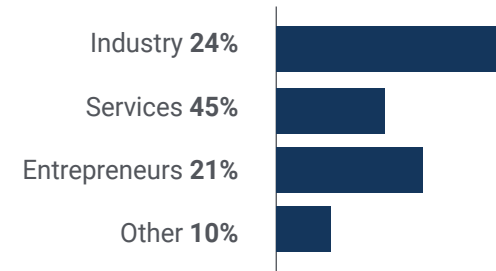More than 15 years **17%**

10 to 15 years **36%**

5 to 10 years **28%**

Training

Marketing **54%**

Engineering **26%**

Social Sciences **6%**

Other **14%**

Academic Profile

Industry **24%**

Services **45%**

Entrepreneurs **21%**

Other **10%**
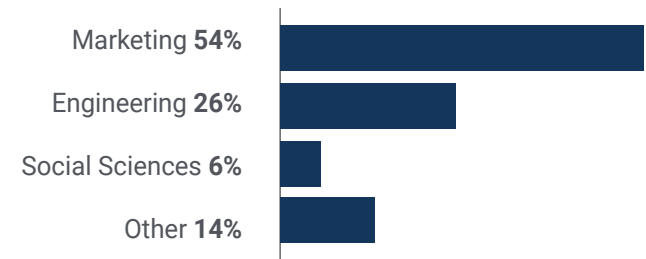
Geographical Distribution

USA **7%**
Spain **62%**
Mexico **18%**
Colombia **13%**

Francisco Calero

Analytics Manager

"Thanks to this Postgraduate Certificate in Internet Analytics and Metrics, I was able to advance in my Marketing career. I gradually improved the results of my department, which ended up generating an opportunity for me to lead this field of data analysis that I am passionate about"

Course Management

TECH has professionals specialized in each area of knowledge, who bring the experience of their work to our programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.

Our teaching team, experts in Internet Analytics and Metrics, will help you achieve success in your profession"

International Guest Director

Mina Bastawros is a prestigious **Aerospace Engineer** with more than 13 years of professional experience driving **digital innovation, marketing and entrepreneurship** in recognized institutions. He is highly specialized in generating new disruptive business opportunities, has demonstrated a visionary approach in **creating and executing strategic projects** that connect with diverse audiences and **stakeholders**. His passion for **aviation and technology** has led him to design campaigns that not only promote products, but also inspire his team and the market.

Throughout his career, he has held positions of responsibility as **Head of Creative and Digital Marketing** and **Director of Strategic Marketing** at Airbus. In doing so, he has led the transformation of Advertising within companies, ensuring that tactics are not only more effective, but reflect an approach **aligned with** industry **trends**. In addition, he has overseen the execution of **high-impact campaigns** that have increased enthusiasm for aircraft sales, enhancing the corporation's presence in the marketplace.

In addition, he has been recognized internationally for his ability to lead advertising initiatives that have redefined the way **aerospace products** are promoted. In this sense, his disruptive and results-oriented approach has earned him multiple recognitions in the industry, consolidating him as a key figure in this field. In addition, his ability to guide his team has made him a benchmark in promoting creativity in the industry.

On the other hand, he has also contributed to improving the understanding of these matters through various **innovation projects**. Therefore, his work has focused on the **integration of digital technologies** and the exploration of new forms of **intrapreneurship**.

Mr. Bastawros, Mina

- Vice President of Creative and Digital Marketing at Airbus, Toulouse, France
- Strategic Marketing Director at Airbus
- Corporate Founder - New Business Development at Airbus
- Supply Chain and Quality Lead Manager at Airbus
- Project Engineer at Airbus
- Stress Engineer at Airbus
- Aerospace Engineer at Air New Zealand
- MSc in Aerospace, Aeronautical and Astronautical Engineering from Loughborough University
- B.Sc. in Aerospace Engineering at the Polytechnic University of Turin

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

Management

Mr. López Rausell, Adolfo

- Director of TECH Business School
- Technical Direction in Projects and Market Studies at Investgroup
- Management at Club Innovation Club of the Valencian Community
- Degree in Economics and Business Administration, Universitat de València
- Diploma in Marketing in ESEM Business School

09

Impact on Your Career

As students who decide to pursue this qualification are looking for a good boost to their professional careers, TECH makes sure to offer them all possible facilities to achieve the career success they desire. That is why this Postgraduate Certificate has the best possible teaching staff, in addition to the most innovative educational methodology for the graduate to be an expert in analytics and metrics on the Internet.

Enroll now in this Postgraduate Certificate and learn how to use Big Data and web analytics to enhance your professionalism"

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

The Postgraduate Certificate in Internet Analytics and Metrics at TECH Global University prepares all its students for the most demanding challenges of the Marketing and data analysis landscape, so students must strive and give the best version of themselves, reaching their maximum potential.

Don't miss the opportunity to train with us and you will find the career boost you were looking for.

If you want to achieve a positive change in your profession, the Postgraduate Certificate in Internet Analytics and Metrics will help you achieve it.

When the change occurs

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of change

Internal Promotion **47%**

Change of Company **45%**

Entrepreneurship **8%**
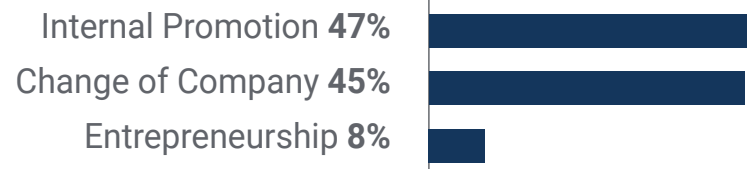
Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10
Benefits for Your Company

The Postgraduate Certificate in Internet Analytics and Metrics benefits not only the students who decide to take it, but also the companies that incorporate recent graduates of the program, since their new perspective on Internet analytics can give a quality turn to the entire work department, providing innovative solutions with Google Analytics and strategy analysis.

"

This is your great opportunity to make the most of your full potential. Don't hesitate and enroll now"

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

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their 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 Internet Analytics and Metrics guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Certificate in Internet Analytics and Metrics** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
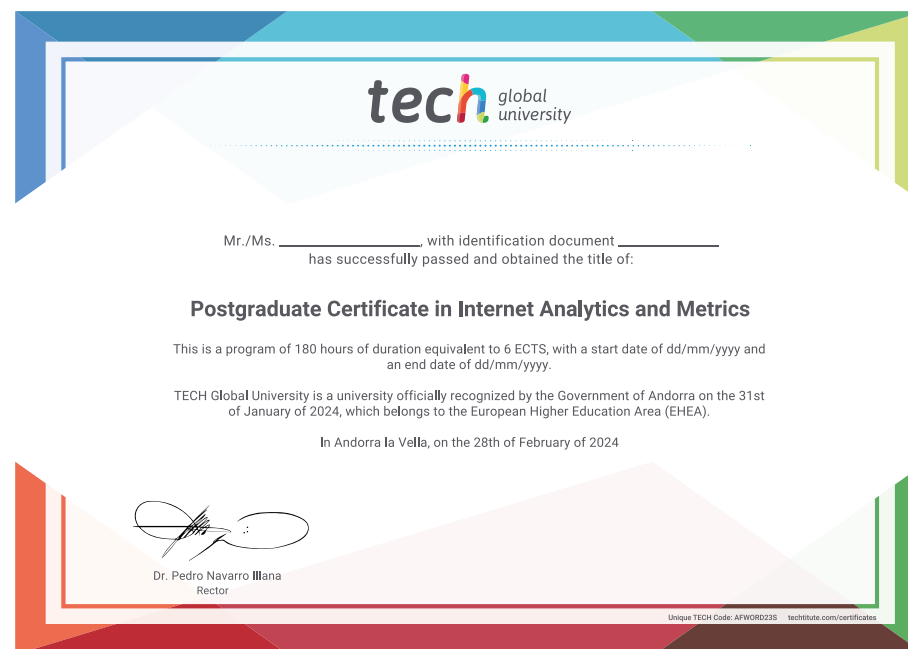
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Internet Analytics and Metrics**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Internet Analytics and Metrics

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

tech global university

Postgraduate Certificate
Internet Analytics
and Metrics

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **6 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Postgraduate Certificate
Internet Analytics and Metrics

35%

40%

...nes, cellphones, tablets TV and game consoles

tech global university