

# Postgraduate Certificate Marketing Channels in the Digital Era

MARKETING  
STRATEGY





## Postgraduate Certificate Marketing Channels in the Digital Era

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Official N° of Hours: Graduates who want to specialize and acquire specific knowledge and the latest trends in cultural diversity, innovation leadership and the latest technologies offered for digital transformation in their organization or to improve their professional projection.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/marketing-channels-digital-era](http://www.techtute.com/us/school-of-business/postgraduate-certificate/marketing-channels-digital-era)

# 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

In this current technological context, communication has been transformed, giving way to new channels where advertising is aimed directly at users and customers. Given the emerging importance of these forms of communication, professionals with a specific specialization in this branch of marketing will have a decisive competitive advantage to position themselves for more prestigious management positions. For this reason, TECH has developed a complete program in which the student will enhance their skills and boost their abilities to be a professional digital marketing reference throughout their sector



Postgraduate Certificate in Marketing Channels in the Digital Era.  
TECH Technological University



“

*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. 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

The objective of this program is to train its students to reach the most prestigious management and responsibility positions in the Marketing field. For them, the teaching includes the most elaborate theory around the various marketing channels in the new digital era, so that the graduate's advanced knowledge will support any future candidacy



“

*You will be the marketing manager you are pursuing thanks to the advanced methodology of this Postgraduate Certificate"*



**TECH makes the goals of their students their own goals too**

**We work together in order to achieve them**

The Postgraduate Certificate in Marketing Channels in the Digital Era will enable students to:

01

Develop the vision and the strategic capacity to define a marketing plan as well as knowledge of the tools that are currently used

02

Lead and manage the digital marketing team on a business level





03

Master the digital channels that are being used today

04

Develop a marketing plan

05

# Structure and Content

The Postgraduate Certificate in Marketing Channels in the Digital Era has a completely online format that helps students to adapt it to their own needs and interests. The content of the subject has been written by a team of professional teachers in digital marketing, with extensive experience to help students achieve their professional goals in this competitive business field



“

*Enroll today in the Postgraduate Certificate in Marketing Channels in the Digital Era and don't wait any longer to start your path to business leadership"*

## Syllabus

The Postgraduate Certificate in Marketing Channels in the Digital Era contains all the theory necessary for the student to graduate as an expert in the management of the new digital communication channels, as well as the different marketing strategies applied to them

The content, in addition to teaching the aforementioned, promotes transversal skills such as organization, time management and proactivity, all of which are necessary to be a successful manager

Throughout 150 hours of training, the student will analyze a multitude of practical cases proposed by the teaching staff, based on their own professional experiences. It is, therefore, an authentic immersion in real business situations

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

### Module 1

### Marketing Channels in the Digital Era



### Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 6 weeks of the program, the student will be able to access all the contents of this program at any time, which will allow the student to self-manage his or her study time

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

## Module 1. Marketing Channels in the Digital Era

### 1.1. Redes sociales

- 1.1.1. Relationship
- 1.1.2. Entertainment
- 1.1.3. Professional
- 1.1.4. Niche

### 1.2. Influencer Marketing

- 1.2.1. Classification of Influencers
- 1.2.2. Design of Campaign with Influencers
- 1.2.3. Types of Campaign with Influencers

### 1.3. E-mail Marketing

- 1.3.1. Objectives of E-Mail Marketing
- 1.3.2. Key Factors in E-Mail Marketing
- 1.3.3. E-mail *Automation*

### 1.4. Website and SEO

- 1.4.1. Website
- 1.4.2. SEO On Page
- 1.4.3. SEO Off Page

### 1.5. Mobile Applications and ASO

- 1.5.1. Types of Applications
- 1.5.2. Key Concepts
- 1.5.3. ASO Positioning

### 1.6. Paid Campaigns

- 1.6.1. Paid Media Strategy
- 1.6.2. Google Ads
- 1.6.3. Facebook Ads

### 1.7. Affiliate Marketing

- 1.7.1. Affiliate Marketing Analysis
- 1.7.2. Affiliate Marketing Types
- 1.7.3. Key Aspects

### 1.8. Programmed Advertising

- 1.8.1. Programmed Advertising
- 1.8.2. Fundamental Actors
- 1.8.3. Benefits of Programmed Advertising
- 1.8.4. Real Time Bidding (RTB)

### 1.9. Loyalty Programs

- 1.9.1. Loyalty Programs
- 1.9.2. Importance of Gammification
- 1.9.3. Types of Loyalty Programs

### 1.10. Financial Co-Branding

- 1.10.1. Co-Branding Campaign
- 1.10.2. Co-Branding Types
- 1.10.3. Co-Branding vs. Co-Marketing



*This is the springboard you're looking for to get to that marketing manager position you're dreaming of"*





# 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.*



### **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.



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

Students entering this program come mainly from the business side of Marketing, with a special interest in the newly emerging digital channels. You will also find business enthusiasts looking for a potential avenue of improvement for their own project. It is therefore a great opportunity to build a Networking network of people with the same interests as the student





“

*If you think your marketing or management experience needs a new boost, sign up for this Postgraduate Certificate"*

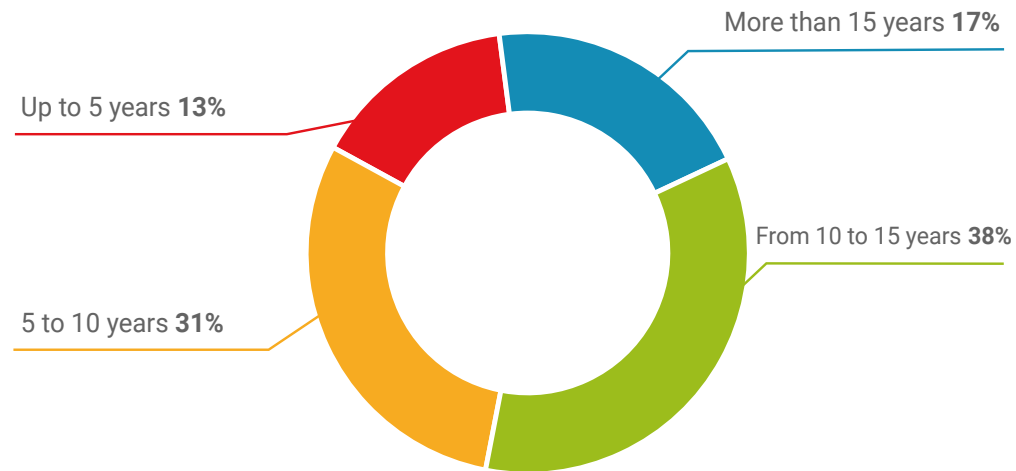
### Average Age

---

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

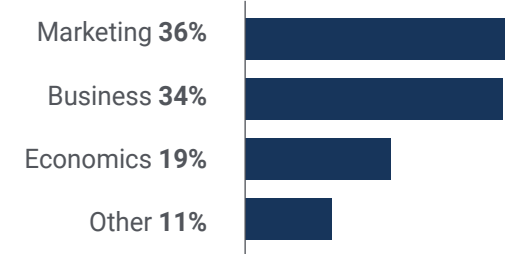
### Years of Experience

---



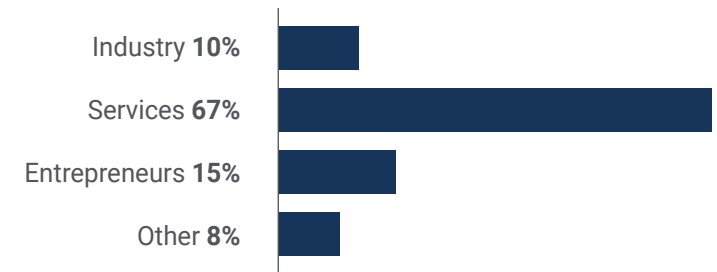
### Training

---



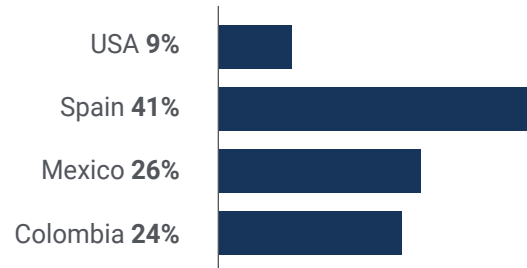
### Academic Profile

---



## Geographical Distribution

---



## Ricardo Rodio

---

*Project Manager*

*"This Postgraduate Certificate has given me the resources I needed to succeed in my department. Thanks to extensive knowledge in digital channels, I was assigned marketing projects of greater responsibility, which eventually landed me my project manager position"*

08

# Course Management

The program includes in its teaching staff leading experts in auditing accounts, who bring their years of experience to this program. Additionally, other specialists of recognized prestige in related areas participate in its design and elaboration, completing the Postgraduate Certificate in an interdisciplinary way, making it, therefore, a unique and highly nourishing experience at an educational level for the student







“

*We have a highly regarded international teaching faculty”*

## Management



### **Barrientos, Giancarlo**

- ◆ Information Systems Engineer
- ◆ Specialization in Software Engineering from U.S.A.L, Buenos Aires, Argentina. He started his professional experience focusing on different markets in Latam America and Europe as a software engineer for Young & Rubicam Brands, Rocket Internet GmbH and Grupo Clarín
- ◆ Creator of a technology company for the digital transformation of the insurance industry in Argentina, logistics in Mexico and real estate in Colombia, which he sells to an insurance business
- ◆ He is currently IT Manager at Assist-365



### **Mr. Nieto-Sandoval González- Nicolás, David**

- ◆ Industrial Technical Engineer by the E.U.P of Málaga.
- ◆ Industrial Engineer by the E.T.S.I.I. of Ciudad Real.
- ◆ Data Protection Officer (DPO), Antonio Nebrija University
- ◆ Expert in project management and business consultant and mentor in organizations such as Youth Business Spain or COGITI of Ciudad Real
- ◆ CEO of the start-up GoWork oriented to competency management and professional development and business expansion through hyperlabels.
- ◆ Writer of technological training content for both public and private entities.
- ◆ Professor certified by the EOI in the areas of industry, entrepreneurship, human resources, energy, new technologies and technological innovation

## Professors

### Ms. García Salvador, Laura

- ◆ Degree in Public Relations, Administration and Business Management
- ◆ Master's Degree in Digital Marketing in ESIC (Spain)
- ◆ Started her professional experience in the CONTRAPUNTO BBDO advertising agency, Creator of: Adopta Un Abuelo (NGO) and Ruralka Hotels (Enchanting Quality Hotels Club)

### Mr. Goenaga Peña, Andrés

- ◆ Lawyer and Writer
- ◆ Master's Degree in Industrial Property, Copyrights and New Technologies from the Externado de Colombia University
- ◆ Experience in advising on issues related to privacy policies and personal data processing, digital platforms, software licensing processes and technology transfer, data and digital content analysis.

### Ms. Garrido, Stephanie

- ◆ Industrial Engineer
- ◆ Postgraduate degree in Coaching, NLP and team leadership, logistics and process management from the Escuela de Negocios Europea de Barcelona.
- ◆ Experience in coordination of operations and logistics processes
- ◆ Participation as a leader in project management for the optimization of processes in the Occupational Health and Safety sector. Also, in the development of information systems to automate the performance of vehicle safety and logistics operations.

### Ms. Gómez, María Daniela

- ◆ Industrial engineer from Universidad del Norte
- ◆ Diploma in pedagogical training
- ◆ Experience in the productive and educational sector
- ◆ Experience in teaching, as well as in project design and process optimization through the use of management indicators.
- ◆ Leader in the implementation of technological tools to improve performance in user services

09

# Impact on Your Career

TECH seeks the greatest positive impact on the career path of its students. That is why the innovative educational methodology employed in this Postgraduate Certificate allows students to start improving their skills and work techniques even before completing the qualification, so that the job change can take place as soon as possible



“

*Are you ready to make the leap towards a better working future? By choosing TECH you are ensuring quality and guaranteed success”*



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

This Postgraduate Certificate in Marketing Channels in the Digital Era prepares students for the most important challenges of their careers, with realistic business situations in which they will have to give their best and demonstrate that they are capable of leading large work teams

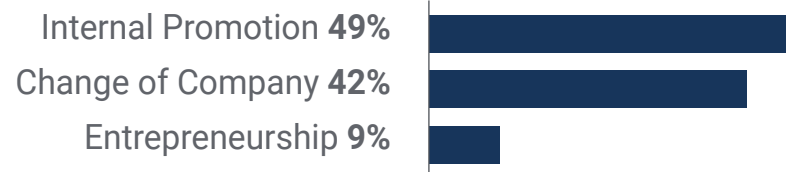
*Become the reference in your sector to be on everyone's lips and gain access to the most privileged jobs.*

### When the change occurs

*You will be closer to the top of digital marketing with this Postgraduate Certificate.*



### Type of change



### Salary increase

---

This program represents a salary increase of more than **25%** for our students



10

# Benefits for Your Company

Students are not the only beneficiaries of this program, as companies also receive an important boost in their online advertising campaigns by incorporating a graduate of this qualification. With a comprehensive knowledge of all newly emerging channels, communication actions will be much better directed and focused, saving resources and increasing effectiveness





“

*By the end of this program, you'll be ready for the career change you're looking for"*

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 manager 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 Marketing Channels in the Digital Era 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 Marketing Channels in the Digital Era** 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 Marketing Channels in the Digital Era**

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.



## Postgraduate Certificate Marketing Channels in the Digital Era

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

# Postgraduate Certificate Marketing Channels in the Digital Era