

Postgraduate Certificate

New Digital Marketing:
Marketing Automation





Postgraduate Certificate New Digital Marketing: Marketing Automation

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: professionals from various academic disciplines who wish to deepen their knowledge of the new luxury world, its growth and commercialization opportunities.

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

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01 Welcome

The Postgraduate Certificate in New Digital Marketing: Marketing Automation at TECH enables the professional to understand in depth the nature of the message of a fashion brand or a luxury product, as well as its basic components. It also addresses the main automated communication tools that are currently used in the luxury sector.

All in all, it is important that once the Postgraduate Certificate is completed, the student identifies the style of messages, images and contents that are elaborated in the industry, making it possible for the student to replicate and organize them in time. You will therefore control advertising banners the legacy of mass media and master CRM and CMS tools aimed at automating customer communications.



Postgraduate Certificate in New Digital Marketing: Marketing Automation
TECH Technological University



“

Become an expert in the New Digital Marketing and master seasonal marketing strategies, anticipating the predictable campaigns of the competition after an analytical study and the assessment of their positioning”

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.

WATCH OUR VIRTUAL REALITY CATWALK SHOW

TOPSHOP UNIQUE AW14

Experience a virtual front row seat from the store window



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"

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.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

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

04 Objectives

This Postgraduate Certificate is designed to strengthen knowledge about the digital formulas of the world of fashion and luxury and enhance its various attributes thanks to the tools of marketing, an issue in continuous readaptation. The student of this Postgraduate Certificate will understand the impact of cultural legacies on marketing campaigns, the luxury product and consumer psychology, understanding everything that surrounds the world of fashion and the sales messages it produces. In this way, you will acquire the necessary tools to understand the role of automated marketing in companies that sell exclusivity, mastering the main automated communication tools that are currently used in the luxury sector.



“

You are one step away from developing the strategy that will move a fashion concept store to its online positioning thanks to the new Digital Marketing”

TECH makes the objectives of its students its own.
Working together to achieve them.

The Postgraduate Certificate in New Digital Marketing: Marketing Automation will enable the student to:

01

Knowledge of Western and Eastern cultures for the correct development of consumer profiles and marketing campaigns at an international level

03

Understand the progress of new digital marketing tools



02

Discover the triple approach brand-strategy-consumer

04

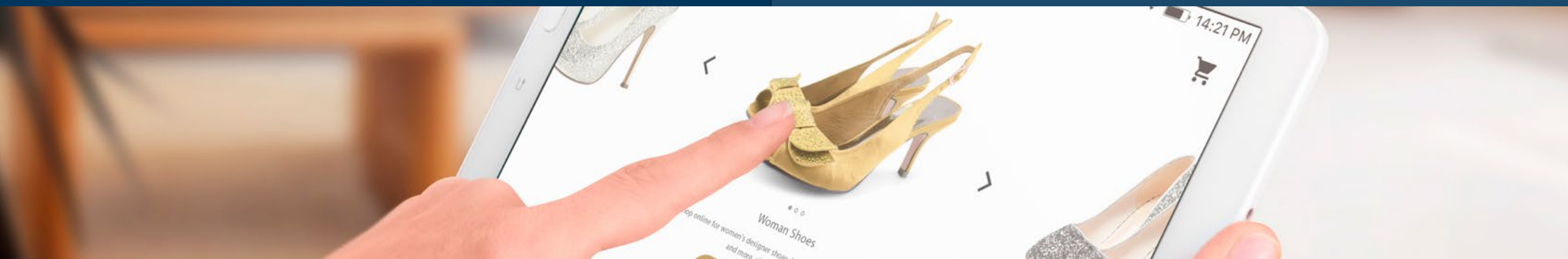
Acquire critical thinking in relation to sustainability and innovation in luxury marketing

05

Expand the ability to analyze the commercial scenario of brands

07

Develop strategic skills to adapt to the new labor market



06

Improve decision making in the business and business development context

08

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

09

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term

10

Learn to project the brand's identity to society as a whole

11

Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product





12

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

13

Understand in depth the nature of the message and its basic components, as well as the main automated communication tools currently used in the luxury environment

14

Identify the style of messages, images and contents that are elaborated in the industry being possible for the student to replicate and organize them temporally

05

Structure and Content

The Postgraduate Certificate in New Digital Marketing: Marketing Automation is developed by several professionals from the fashion, marketing, communication and advertising sectors who have put their knowledge and experience into a complete and up-to-date syllabus. It covers the latest developments in the industry and luxury 2.0, that is, with a clear focus on new technologies and their online positioning. Its 100% online format will allow students to study it at the time and place that best suits their availability, schedules and interests, within a period of 6 weeks. Time in which you will expand your knowledge of marketing applied to luxury, thus boosting your professional career towards excellence and your future career.



“

You will become an expert in keywords in the language of fashion, with the messages of Fast and Slow Fashion”

Syllabus

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This Postgraduate Certificate teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment, which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason it is essential that all professionals, even if they are responsible for only one area of the company, are aware of the impact on other areas and, above all, on the end customer. In other words, they must have transversal knowledge.

The Postgraduate Certificate in New Digital Marketing: Marketing Automation at TECH Technological University is an intensive program that prepares the student to master the marketing of selected products thanks to automated positioning at an expert level. The content of the program is designed to promote the development of the skills required for this service.

Thus, this Postgraduate Certificate deals in depth with the fundamentals of marketing, the environment in which it is applied and the mastery of the digital universe, enhanced after the impact of covid-19. However, the best experts in the sector have designed a curriculum in which they have synthesized the content that the professional must know, so that the student can achieve excellence in such a competitive field as fashion and luxury.

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

Module 1

New Digital Marketing: Marketing Automation



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in New Digital Marketing: Marketing Automation 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. New Digital Marketing: Marketing Automation

1.1. Marketing Strategy in the Current Industry

- 1.1.1 The Communication Process in Relation to Marketing
- 1.1.2 Cognitive, Emotional and Social Messages
- 1.1.3 The Slogan as a Legacy of Luxury Brands

1.2. Mass Media to *Global Media*

- 1.2.1 Sources of Transmission of Values: Advertising
- 1.2.2 The Training of the Stereotype from the Prototype
- 1.2.3 Storyboard & Global Storyboard

1.3. Digital Media Ads

- 1.3.1 Google Ads Algorithm
- 1.3.2 Check Matching Levels
- 1.3.3 The Banner and Display for a Fashion and Luxury Company

1.4. Branded Content

- 1.4.1 Fashion Consumer Preferences
- 1.4.2 The Omnichannel Strategy Applied to the Luxury Sector
- 1.4.3 Marketing Information in the Luxury Market

1.5. Personalization of the Fashion and Luxury Sector

- 1.5.1 Keywords in the Language of Fashion
- 1.5.2 The Messages of Fast and Slow Fashion
- 1.5.3 Omnidirectional Communication between Brand and User

1.6. Email Marketing CRM & Salesforce

- 1.6.1 Content Automation
- 1.6.2 Segmentation and Message
- 1.6.3 Salesforce as an Automation Tool

1.7. Newsletter Design

- 1.7.1 An Efficient and Attractive Structure
- 1.7.2 Personalization of Luxury Content
- 1.7.3 Frequency of Notifications and Measurement of Impact

1.8. Virality in the Luxury Industry

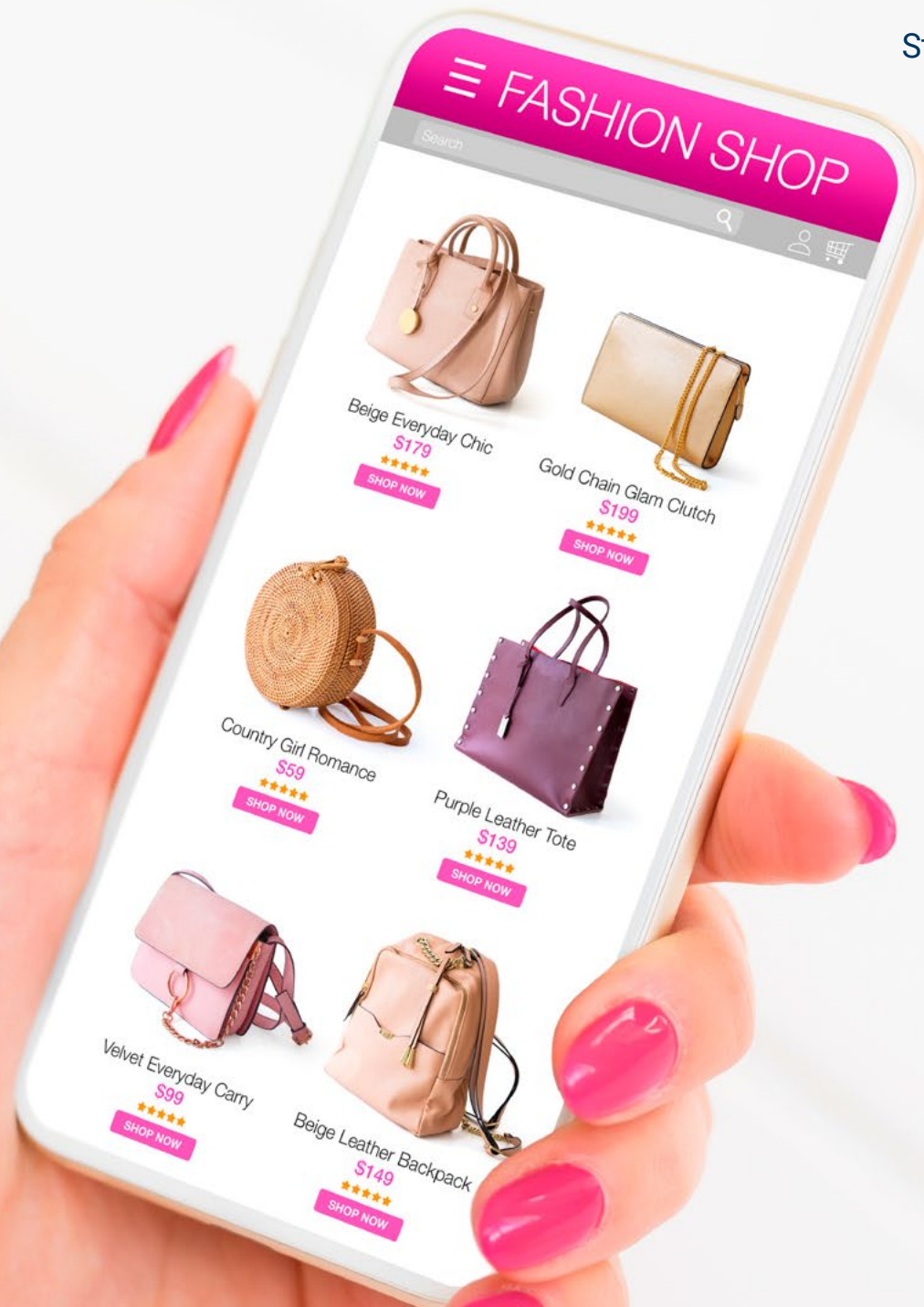
- 1.8.1 Information Dissemination Strategies
- 1.8.2 Real Repositioning
- 1.8.3 From Opinion Leaders to Influencers

1.9. The Usability of CMS

- 1.9.1 Content Managers
- 1.9.2 Stay Up to Date on the Fashion Web
- 1.9.3 Prestashop: Luxury Marketing

1.10. Content Design

- 1.10.1 Strategic Scope of the Creative Effort: Create to Convert
- 1.10.2 Seasonal Marketing: Predictable Marketing Campaigns
- 1.10.3 Flash! Surprise



Beige Everyday Chic
\$179
★★★★★
SHOP NOW

Gold Chain Glam Clutch
\$199
★★★★★
SHOP NOW

Country Girl Romance
\$59
★★★★★
SHOP NOW

Purple Leather Tote
\$139
★★★★★
SHOP NOW

Velvet Everyday Carry
\$99
★★★★★
SHOP NOW

Beige Leather Backpack
\$149
★★★★★
SHOP NOW

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.

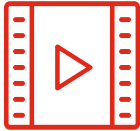
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



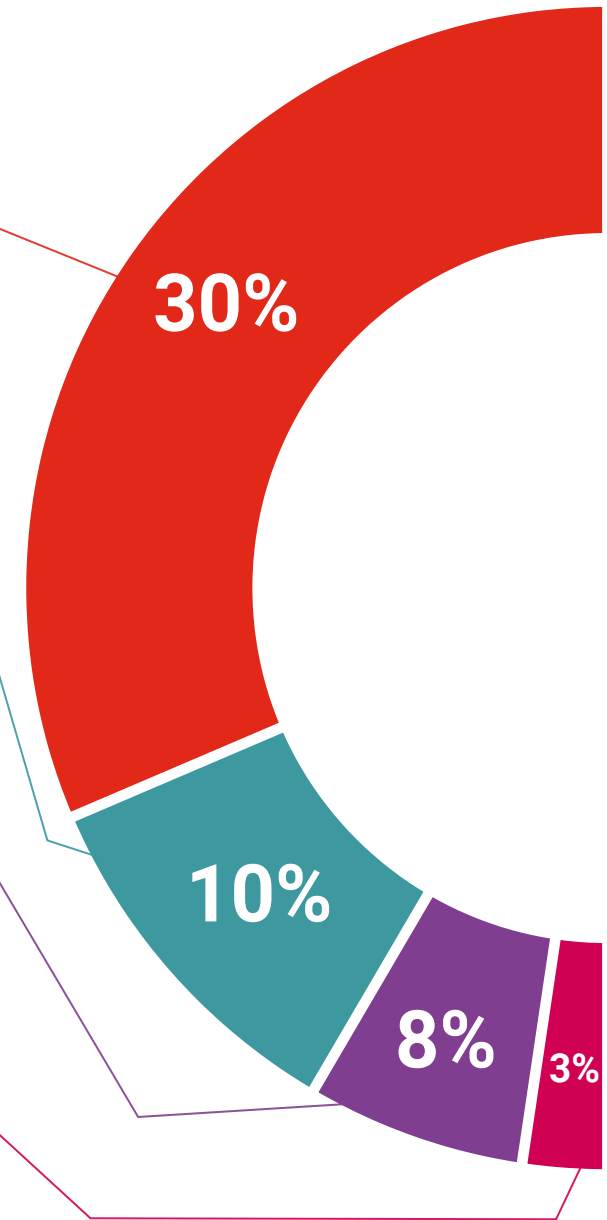
Management Skills Exercises

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

This Postgraduate Certificate is designed for professionals and students from various academic disciplines who wish to delve into the new scenario that arises in the world of luxury, those who are able to pose challenges and opportunities for growth and marketing. Therefore, there is no single profile, as the student body is diverse and coming from different sectors with a common interest: marketing, fashion and luxury.

This diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program. The development of a deep knowledge of marketing in the luxury industry will enable them to find the balance between creative and analytical talent and to face economic and social changes with agility.



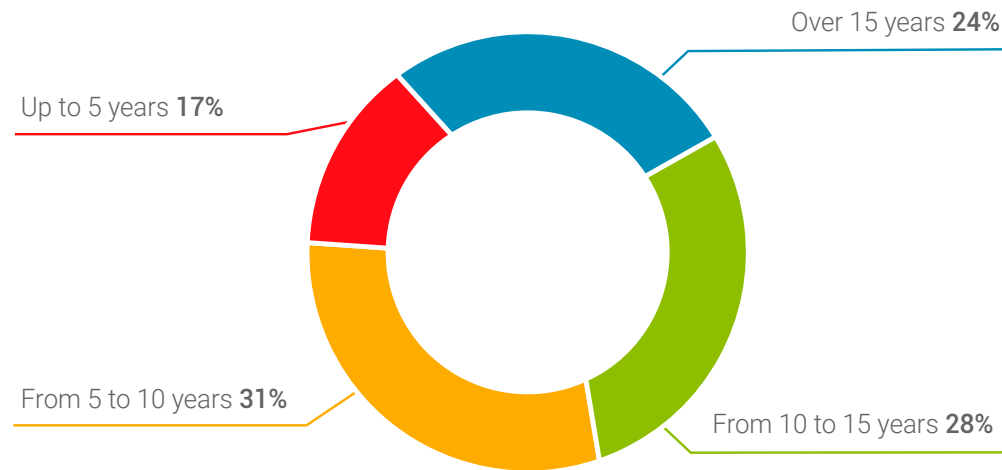


Master the tools of the new digital marketing, automated marketing and drive online sales of new fashion brands"

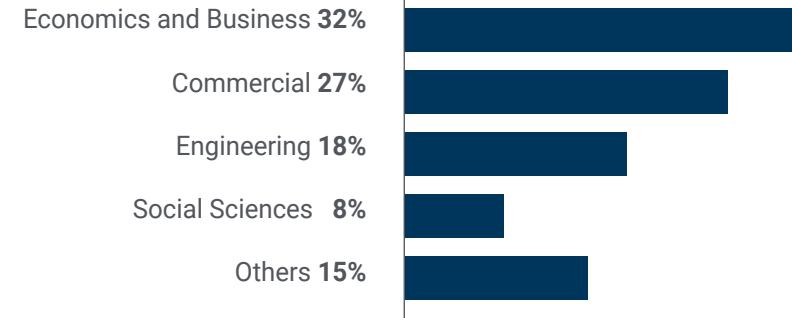
Average Age

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

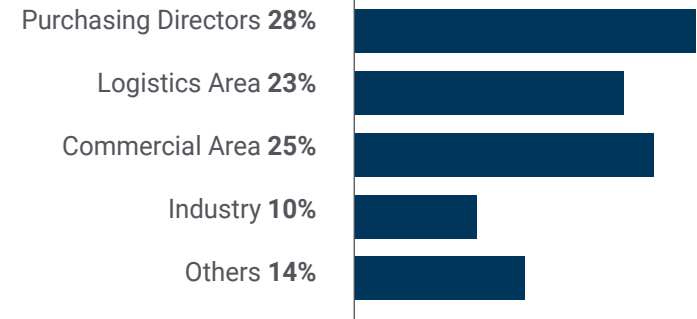
Years of Experience



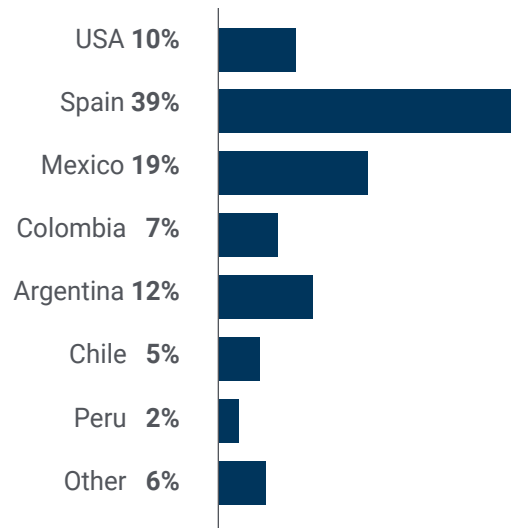
Training



Academic Profile



Geographical Distribution



Alfonso Arzúa

Technology Consultant

"The company I work for offered me a luxury project for which I needed to apply the latest knowledge in marketing automation in the market, something I didn't know in depth. The content of this Postgraduate Certificate is very good and its online study gave me the opportunity to specialize in a booming field in my industry in a comfortable way"

08

Course Management

The program includes in its teaching staff experts of reference in the field of marketing and fashion, who contribute their years of work experience to this syllabus as well as the link they have maintained throughout their professional careers with this exclusive environment. Other experts of recognized prestige in related areas also participate in its design and elaboration, completing the syllabus of the qualification in an interdisciplinary way, making it a unique experience at an academic level for the student.





“

Experts in different areas of luxury marketing have created for you this unique program with quality content”

International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion sector. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptation to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of marketing strategies for apparel and accessories. His tactics have also focused on retail and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as team leader in the Design, Communication and Sales departments.

On the other hand, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, development and marketing of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns. He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPI).



D. La Sala, Andrea

- ♦ Global Brand and Merchandising Director at Giorgio Armani
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce & Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

“

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

Management



Ms. García Barriga, María

- ◆ Professor of Digital Marketing
- ◆ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ◆ She has worked in major media such as RTVE and Telemadrid
- ◆ Degree in Information Sciences from the UCM
- ◆ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ◆ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ◆ PhD Candidate in Fashion Trend Creation
- ◆ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends



Professors

Ms. Villamil Navarro, Camila

- ◆ Journalist and creator of fashion and trends content for El Tiempo newspaper
- ◆ Consultant in trainings, conferences and lectures on fashion communication, social media content, image and personal branding. She has worked on different types of projects with important brands in the industry such as Coach, TOUS, Swarovski, Tommy Hilfiger, Desigual, Estée Lauder, Lancome, Natura, Rosa Clará, ALDO, Falabella and Emporio Armani, among others
- ◆ Professor of Fashion Journalism and Personal Branding at the Faculty of Communication at La Sabana University and is the coordinator of the Diploma in Communication and Fashion Journalism. In the Diploma she taught Fashion Journalism and Social Networks and Fashion
- ◆ Teacher in areas such as Public Relations and Event Organization. In 2019 she taught the first course "Latin American Fashion: Growth, Evolution and Opportunities" to students at Emporia State University in Kansas
- ◆ Social communicator and journalist graduated from La Sabana University
- ◆ Focused on the coverage and reporting of the most important fashion weeks (New York, Milan and Paris) She has also been dedicated to covering and investigating the growth of Latin American fashion She has attended fashion weeks in Mexico, Panama, Brazil, Argentina, Uruguay and of course, Colombia

09

Impact on Your Career

TECH is aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of carrying out this great effort must be to achieve professional growth and now, more than ever, is the time.





“

It is time to take the step towards new digital techniques. Specialize in a booming sector: the new marketing automation at TECH"

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

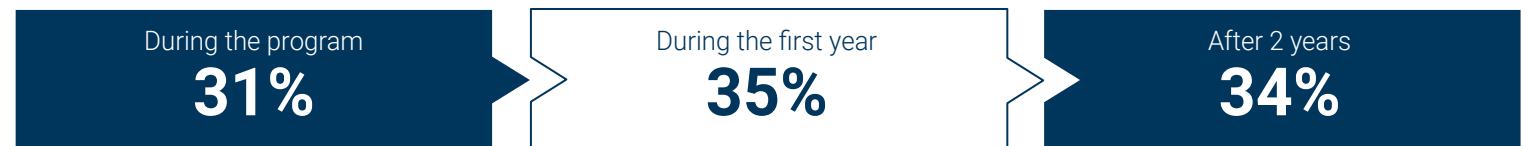
The Postgraduate Certificate in New Digital Marketing: Marketing Automation at TECH is an intensive program that will prepare you to face challenges and make compelling creative and strategic decisions to achieve your goals. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

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

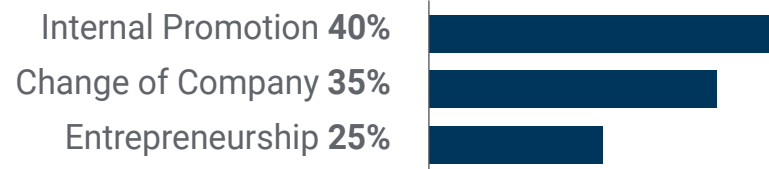
A unique opportunity to specialize in an area that is increasingly in demand.

If you want to make a positive change in your profession, the Postgraduate Certificate in New Digital Marketing: Marketing Automation will help you achieve it.

When the change occurs



Type of change



Salary increase

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



10

Benefits for Your Company

The Postgraduate Certificate in New Digital Marketing: Automation Marketing contributes to increase the possibilities of potential employees, an assessment that companies must take into account in order to have a team of the highest level. The more qualified your professionals are, the more likely they are to succeed and the more motivated the group will be. In addition, it drives the achievement of objectives and the preparation of experts who will create the tools of the future, as the new generations do through the mastery of social networks. All this contributes to the professional growth of the staff of companies that, like TECH, are committed to excellence. Therefore, this program is a unique opportunity for companies to have the best people in their team and to see the results after the objectives set.





“

Marketing now has new allies such as social networks, of which the new generations are assiduous. Give your team the potential to master them and exploit the possibilities of these platforms”

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

Be able to make decisions in times of uncertainty and crisis, helping the organization to overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets of 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

It will equip professionals with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in New Digital Marketing: Marketing Automation 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 New Digital Marketing: Marketing Automation** 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 New Digital Marketing: Marketing Automation**

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 New Digital Marketing: Marketing Automation

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

Postgraduate Certificate

New Digital Marketing:
Marketing Automation

How to get more likes?



Improve your
social media

CREATE AMAZING STORIES

Style. Morocco

Size. 16:9

tech technological
university