

Postgraduate Certificate Permission Marketing





Postgraduate Certificate Permission Marketing

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Global University
- » Accreditation: 4 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: Graduates and professionals with demonstrable experience in the sector

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/permission-marketing

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01 Welcome

The Postgraduate Certificate in Permission Marketing from TECH Global University is an intensive program that prepares you to face challenges and make business decisions at a financial level, globally. Its main objective is to foster your personal and professional growth. Helping you achieve success.

If you want to improve yourself, achieve a positive change professionally, and connect with the best, this is the place for you.



Postgraduate Certificate in Permission Marketing
TECH Global University

“

The figure of the rigid, inflexible, and authoritarian manager has become obsolete. A new profile has emerged, one that is much more aligned with current trends and stands out for having technological knowledge, practicing active listening with employees, 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 center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

08 | Why Study at TECH?

TECH Global University



Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the best international recognition:

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system into our programs. In addition our team received the "Entrepreneur Award" at the Expoelearning 2010 World Congress, the most important e-learning event in spanish-speaking countries.



The Highest Standards

Our admissions criteria are not economic. You don't need 100,000 USD to learn with us. However, to become a TECH graduate, we will push your intelligence and problem-solving skills to the limit. Our academic standards are very high...

65 %

of TECH students successfully complete their studies



Networking

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

38000

executives trained each year

23

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

> 150.000

alumni

400

Annual e-seminars

40

research groups



Academic Excellence

Share a unique experience with us. You will be studying in a multicultural context. In a program with a global vision.

+ 35

nationalities



What makes us unique



Academic Excellence

We offer you the best online learning methodology. We combine the Relearning method (the most internationally recognized postgraduate learning methodology) with Harvard Business School's **case studies**. A complex balance of traditional and state-of-the-art methods within the most demanding academic framework.



Economy of Scale

We are the biggest. The TECH group has a portfolio of more than 1500 postgraduate university students. And in today's new economy, **volume + technology = a ground-breaking price**.



We aren't the most expensive. We're the best. Thanks to our rigorous Methodology, our collaboration with Harvard Business School, and our outstanding faculty"



Learn with the best

Our faculty shares in the classroom what has led them to success in their own companies, teaching from a real, dynamic, and hands-on context.

+3000

professors

+20

nationalities

53%

PhD degrees
from prestigious
universities



Analytical Capability

But above all, we explore your critical side, your ability to question things, your problem-solving skills, as well as your interpersonal skills.

03

Teaching Methodology

Our Postgraduate Certificate in Permission Marketing offers you a revolutionary method to develop your managerial skills. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.



“

*Our school is the first in the world to combine
Harvard Business School's case studies with a
100% online, repetition-based learning system”*

12 | Methodology

An innovative and distinctive learning method.

Our **Postgraduate Certificate in Permission Marketing** offers you a revolutionary method to develop your managerial skills. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment. To achieve this, we rely on the **Harvard Business School case study method**.

The case study method has been the most widely used learning system among the world's most prestigious business schools since their inception. **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 it was established as a standard teaching method at Harvard.

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

Our school is the first in the world to combine Harvard Business School **case studies** with a 100 %, repetition-based learning system that integrates eight distinct elements—an evolution beyond traditional case study analysis.

The student actively builds their **professional competence** through various pedagogical models, such as Roger Schank's (Learning by Doing, Stanford, Yale) and George Kember's (Design Thinking, d.school, Stanford), becoming the key participant in their own teaching and learning process.

We base our case studies on those from Harvard Business School.



“The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

Relearning Methodology



*We promote HBS case studies with the best 100% online teaching method: **Relearning***

“In 2015 we obtained the best learning results of all online universities worldwide”

*The overall score obtained by our learning system is **8.01**, according to the highest international standards.*

...with a personalized learning path guided by experts...

A state-of-the-art methodology to train managers of the future.

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

In our **Postgraduate Certificate in Permission Marketing**, learning is not a linear process, but rather a spiral (we learn – unlearn – forget – relearn). Therefore we combine each of these elements concentrically.

With this methodology **we have trained more than 150,000 university graduates** with unprecedented success. In fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 42 years.

The **Postgraduate Certificate in Permission Marketing** is presented as a training action that fosters connection, learning, participation, and the construction of knowledge.

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

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

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

“Our system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the content from any device with an internet connection (computer, tablet, smartphone)”





Based on the **latest scientific evidence in neuroscience**, we not only know how to organize information, ideas, images, and memories, but we also understand that the place and context in which we learn something is crucial for us to be able to remember it and store it in the hippocampus, retaining it in our long-term memory.

In this way, in what is known as **Neurocognitive Context-Dependent E-learning**, the various elements of our **Postgraduate Certificate in Permission Marketing** are connected with the context in which the participant develops their professional practice.

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

... and all this with the best learning materials at the forefront of teaching and technology.

16 | Methodology

In the Postgraduate Certificate in Permission Marketing at TECH Global University, you will have access to the best educational materials, carefully prepared for you.



Study Material

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

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

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



Masterclasses

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an expert strengthens knowledge and memory, and generates confidence in our future difficult decisions.



Management Skills Exercises

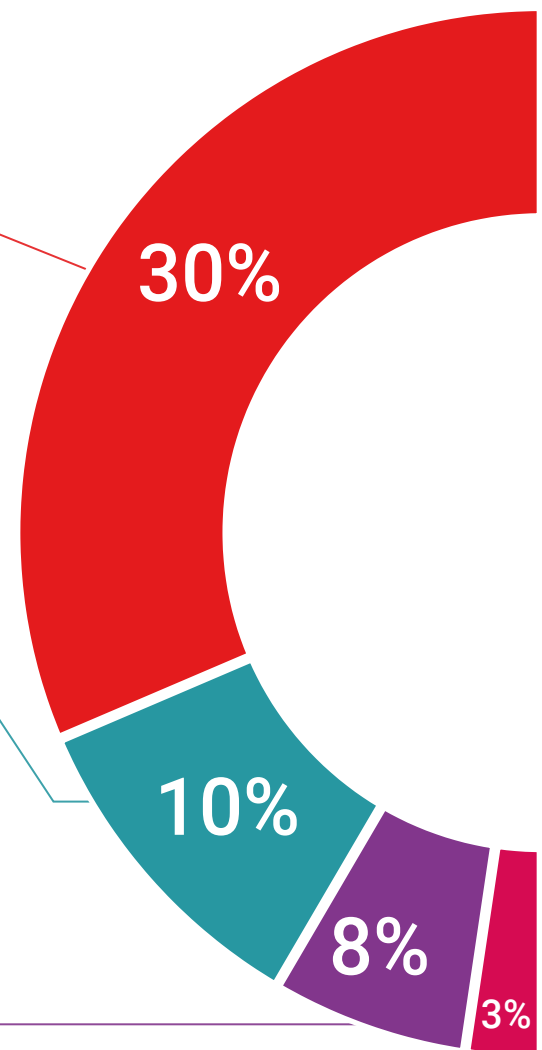
You will carry out activities to develop **specific managerial skills in each subject area**.

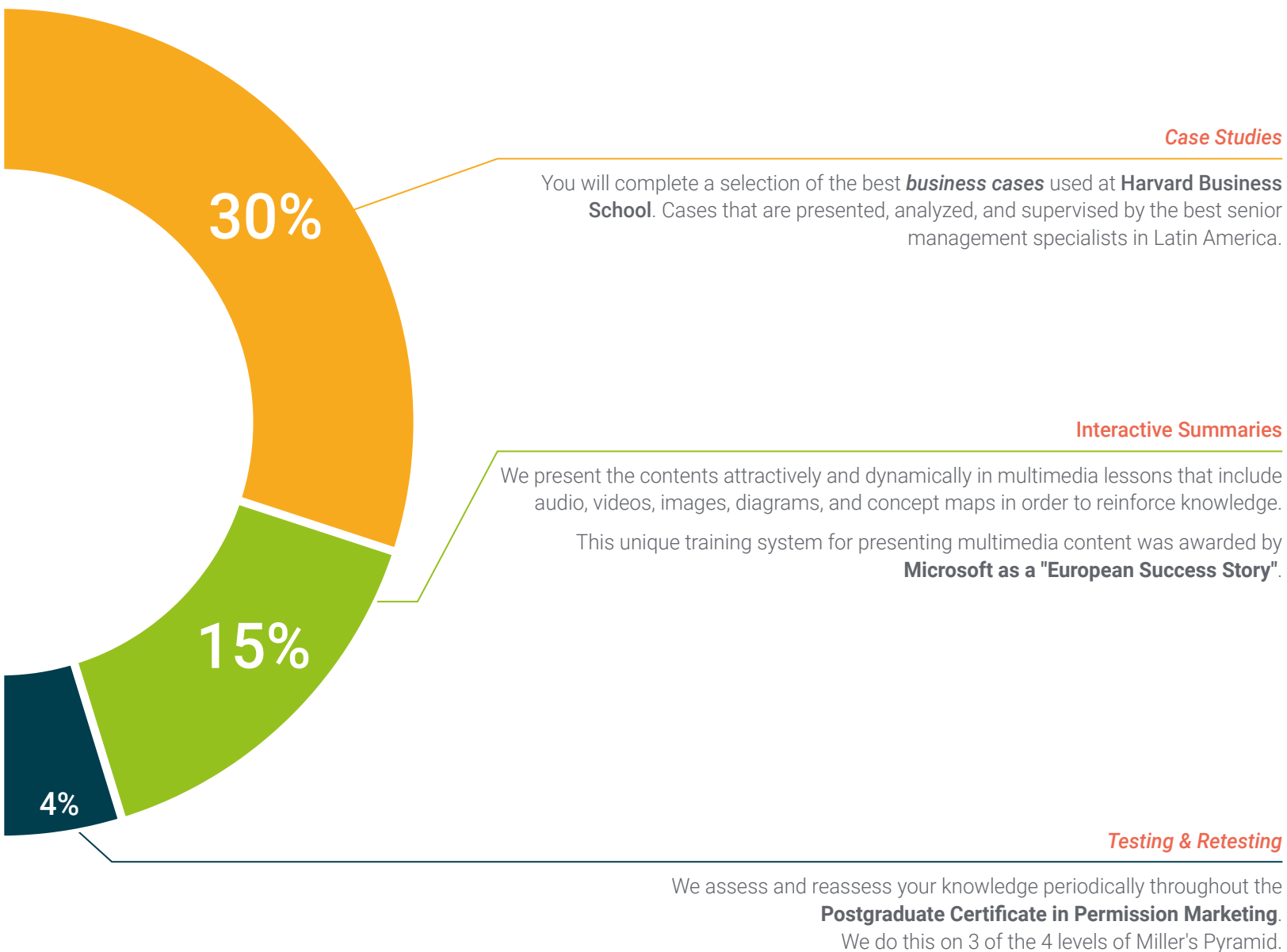
Practical and dynamic activities to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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





04 Objectives

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



“

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

20 | Objectives

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

The **Postgraduate Certificate in Permission Marketing** will enable you to:

01

Understand the concept of permission marketing
to conduct email marketing legally

02

Learn the different methods for obtaining
permission marketing from users





03

Understand the advantages of double opt-in for user acquisition

04

Develop strategies to encourage users to subscribe

05

Structure and Content

The **Postgraduate Certificate in Permission Marketing** from **TECH Global University** is a tailor-made program delivered in a **100 % online** format, allowing you to choose the time and place that best suit your availability, schedule, and interests.

This program lasts for **1 month** aims to be a unique and stimulating experience, laying the foundation for your success as a professional in email marketing.

The content of the Postgraduate Certificate in Permission Marketing is designed to enhance the competencies needed for professionals responsible for email communications in a company. You will learn the legal procedures involved in the company's marketing actions to attract new users.

Over the course of 100 hours, the student analyzes a plethora of practical cases through individual and team work. This is, therefore, a true immersion in real business situations.



“

What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us...”

24 | Structure and Content

Syllabus

A plan designed for you, focused on your professional growth and preparing you to achieve excellence in the field of email marketing. A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way.

This Postgraduate Certificate runs over the course of 1 month and is divided into three modules:

Module 1 | How to Obtain User Permission

Module 2 | Subscription Confirmation

Module 3 | Message Personalization



Where, When and How is it Taught?

This course is developed over the span of 1 month and is divided into three content modules. You can complete it entirely online.

Module 1. How to Obtain a User's Permission?**1.1. Permission Marketing**

- 1.1.1. Origins of Permission Marketing
- 1.1.2. Concept

1.2. How to Obtain Permission Marketing

- 1.2.1. Forms
- 1.2.2. Pop-ups
- 1.2.3. Lead Magnet
- 1.2.4. Calls to Action

Module 2. Subscription Confirmation**2.1. Single Opt-In**

- 2.1.1. What Single Opt-In Consists Of
- 2.1.2. *Single Opt-In vs Double Opt-In*

2.2. Opt-Out

- 2.2.1. Why It's Important for Subscribers to Be Able to Unsubscribe
- 2.2.2. Unsubscribe Link

2.3. Double Opt-In

- 2.3.1. What Double Opt-In Consists Of
- 2.3.2. Benefits of Using Double Opt-In in Subscriber Acquisition Strategy

2.4. Soft Opt-In

- 2.4.1. Creating Customer Lists
- 2.4.2. Recommendations for Soft Opt-In

Module 3. Message Personalization**3.1. Double Opt-In Enrollment Process**

- 3.1.1. Capturing Form
- 3.1.2. Subscription Confirmation reCAPTCHA
- 3.1.3. Thank You Page
- 3.1.4. Confirmation Email
- 3.1.5. Confirmation Page
- 3.1.6. Welcome Email

3.2. Inclusion in Email Marketing Lists

- 3.2.1. What an Email Subscriber List Is Used For
- 3.2.2. Segmenting by Interests
- 3.2.3. Working with Lists in Different Email Strategies



A unique, essential, and decisive learning experience to boost your professional development and make the definitive leap"

06

Our Students' Profile

The Postgraduate Certificate in Permission Marketing is aimed at professionals in Online Marketing and Communication who want to learn the legitimate and legal ways to acquire new users.



“

If you believe you need to improve your user acquisition skills and seek meaningful career growth while continuing to work, this is the program for you!”

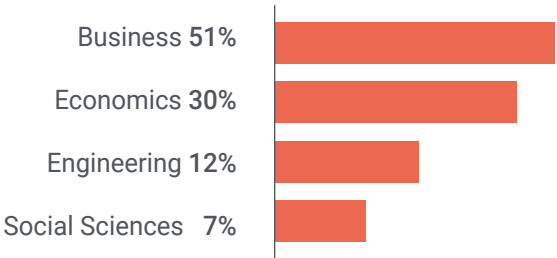
Average Age

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

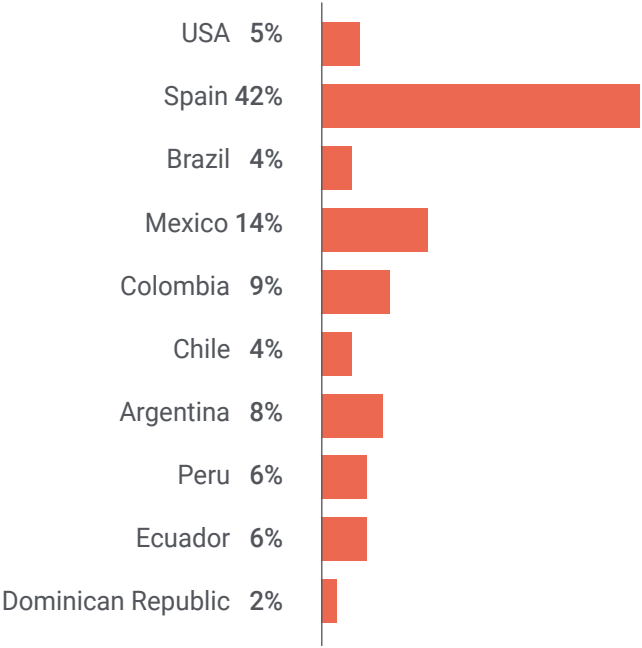
Years of Experience

10 years

Training



Geographical Distribution





"The combination of academic content and the expertise of the faculty makes the Postgraduate Certificate in Permission Marketing a key tool for evolving both professionally and personally. I have been pleasantly surprised by the quality and professionalism of all the members of the faculty"

Luis Sánchez Ortiz

Marketing Director

07

Certificate

The **Postgraduate Certificate in Permission Marketing** guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the 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”*

32 | Certificate

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Permission Marketing** 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** private qualification, 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 Permission Marketing**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**



*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.



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- » Modality: online
- » Duration: 4 weeks
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- » Accreditation: 4 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Permission Marketing

