

# Postgraduate Certificate Shopping Experience



## Postgraduate Certificate Shopping Experience

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/shopping-experience](http://www.techtute.com/us/school-of-business/postgraduate-certificate/shopping-experience)

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# 01

# Welcome

The Shopping Experience has become a key factor for the success of any company. Consumers increasingly expect a complete and satisfying shopping experience that allows them not only to purchase a product or service, but also to enjoy the process and feel valued as customers. For this reason, companies are investing in improving the shopping experience for their users, both in physical and online stores, through innovation in product presentation, customer service, logistics and technology. This 100% online TECH university program offers students the opportunity to acquire the skills and knowledge necessary to design, implement and manage a quality Shopping Experience for a company's customers.



Postgraduate Certificate in Shopping Experience.  
TECH Global University



“

*If you are looking to become a Customer Service Specialist or a UX Designer, this Postgraduate Certificate is for you"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

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

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### 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 education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

The main objective of this university program is to enable professionals with the skills and knowledge necessary to design and implement an exceptional shopping experience in any company. Students will learn to identify user needs and expectations, design innovative and customized solutions, measure customer satisfaction and implement strategies to continuously improve the shopping experience. In this way, they will be prepared to play key roles in the Shopping Experience and contribute to the success of the companies in which they work.



“

*You will be able to design an effective and quality customer satisfaction governance model, all under the umbrella of emotional marketing”*

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

The Postgraduate Certificate in Shopping Experience will enable students to:

01

Establish work methodologies that streamline and encourage creativity and continuous improvement

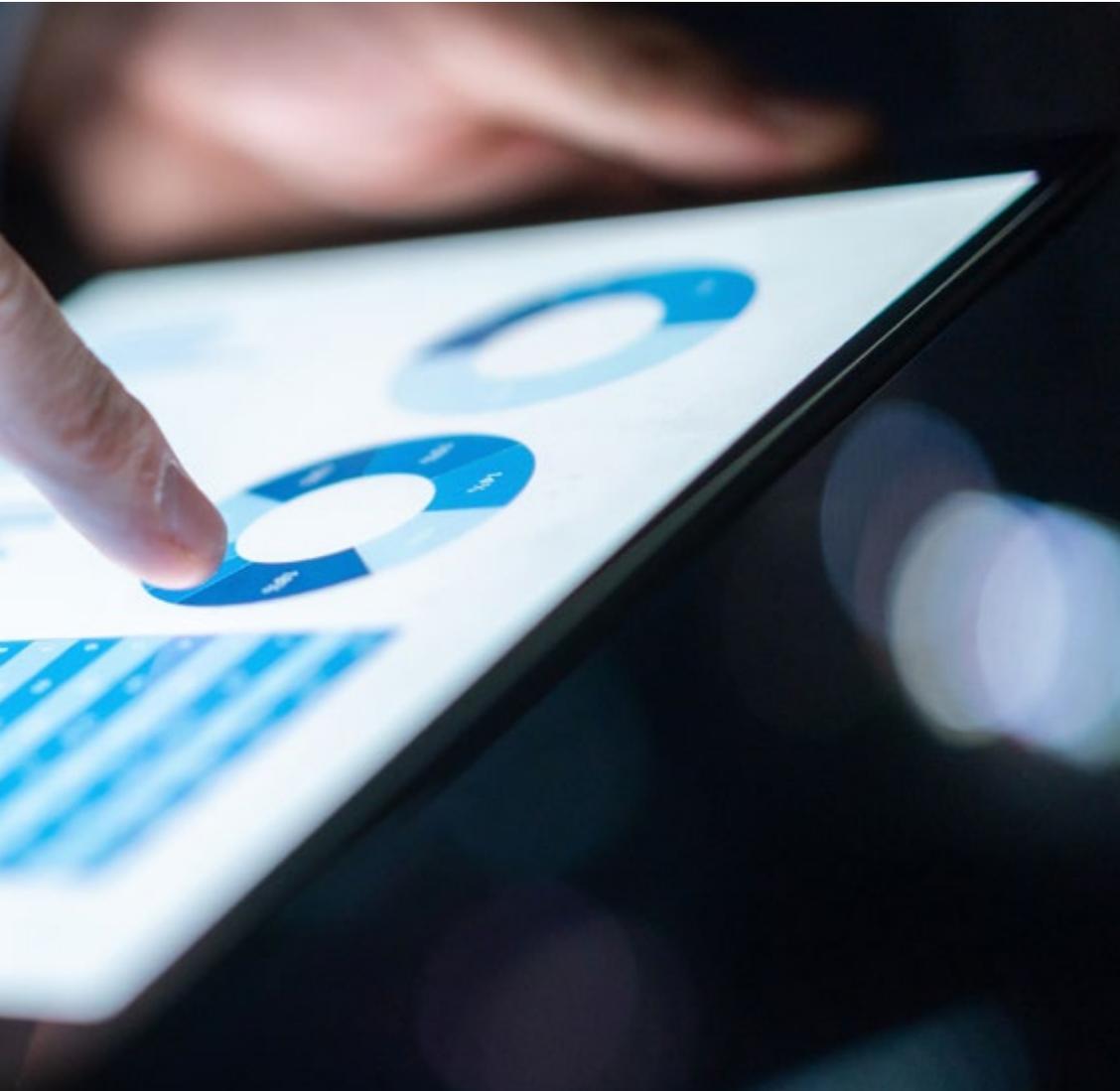
02

Define the fundamentals for implementing a CX project

03

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





04

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

05

Use emotional marketing and storytelling to create a memorable shopping experience

06

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

05

# Structure and Content

This university program has been designed to meet the needs of Digital Marketing professionals. It is offered in an online format that allows freedom of choice of time and place of study. It also lasts six weeks and offers a unique and motivating learning experience that lays the essential foundation to stand out in the Customer Experience field. In addition, the flexible and accessible structure of the program allows specialists to adapt their educational resources to their schedules and work responsibilities.



“

*With this Postgraduate Certificate you will delve into the application of new technologies to physical purchasing processes. Enroll now”*

## Syllabus

The Postgraduate Certificate in Shopping Experience aims to improve the capacity of analysis and efficient decision making in the field of Consumer Experience, from acquisition to after-sales support.

Over the course of six weeks, key competencies such as the buying process and the sales cycle, excellence in customer service and after-sales service, technological application in physical stores, and emotional and sensory marketing, among other topics, will be covered. The syllabus seeks to train leaders capable of leading high-performance teams in the digital sector and to acquire skills in decision-making and project management from a strategic, technological and innovative perspective.

The Postgraduate Certificate is adapted to the educational needs of each student by offering the didactic materials in various multimedia and textual formats, which guarantees a personalized and efficient learning experience. In addition, leadership and teamwork are encouraged to develop skills from a strategic and technological perspective.

In conclusion, the program seeks to update and expand the competencies of professionals in the digital sector with an innovative perspective and solid educational training, which will enable them to develop their managerial skills and acquire practical knowledge to apply in their work environment.

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

### Module 1

### Shopping Experience



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

TECH offers the possibility of developing this Postgraduate Certificate in Shopping Experience completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Shopping Experience**

**1.1. Shopping Experience**

- 1.1.1. Shopping Experience
- 1.1.2. Generation of Experiences as a Way of Differentiation
- 1.1.3. Keys to Understand the Shopping Experience

**1.2. The Buying Process and Sales Cycle**

- 1.2.1. Consumer Psychology in Purchase Decision Making
- 1.2.2. The Sales Cycle Keys to Optimize the Sales Process
- 1.2.3. The Market and Buying Patterns

**1.3. Excellence in Customer Service and After-Sales Service**

- 1.3.1. Customer Service and After-Sales Service
- 1.3.2. Omnichannel Customer Service
- 1.3.3. Effective Customer Communication Techniques
- 1.3.4. Influence of Store Personnel on the Shopping Experience

**1.4. User Experience Personalization**

- 1.4.1. Personalization of the User Experience Relevance
- 1.4.2. Influence of Personalization on Purchase Decision Making
- 1.4.3. Personalization in Physical Customer Service

**1.5. Customer Experience Design in the Physical Store**

- 1.5.1. Store Layout Design to Improve Customer Experience
- 1.5.2. Use of the Senses to Generate Positive Emotions in the Consumer
- 1.5.3. Strategies to Improve the Physical Store Experience

**1.6. In-Store Technology**

- 1.6.1. Interactive Displays in Physical Stores
- 1.6.2. Geotargeting Use of Beacons to Personalize the Shopping Experience
- 1.6.3. Data Analysis to Improve the Shopping Experience

**1.7. Emotional Marketing in the Shopping Experience**

- 1.7.1. Emotions in Purchase Decision Making Influence
- 1.7.2. Emotional Marketing Strategy Design
- 1.7.3. Use of Storytelling in the Shopping Experience

**1.8. Sensory Marketing in the Shopping Experience**

- 1.8.1. Sensory Marketing Relevance
- 1.8.2. Sensory Marketing Techniques:
  - 1.8.2.1. The Senses, Generators of Positive Consumer Emotions
- 1.8.3. Trends in Sensory Marketing. Future

**1.9. Shopping Experience Evaluation**

- 1.9.1. Metrics
- 1.9.2. Collection of Customer Feedback
- 1.9.3. Actions and Techniques for Evaluation of the Physical Store Experience

**1.10. Creating a Memorable Shopping Experience**

- 1.10.1. Creating a Memorable Shopping Experience
- 1.10.2. Retail Trends
- 1.10.3. Accessible Shopping Experience



“

*An enriching program that will give you the keys to focus on creating a memorable shopping experience in an increasingly competitive marketplace”*

# 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.

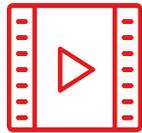
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



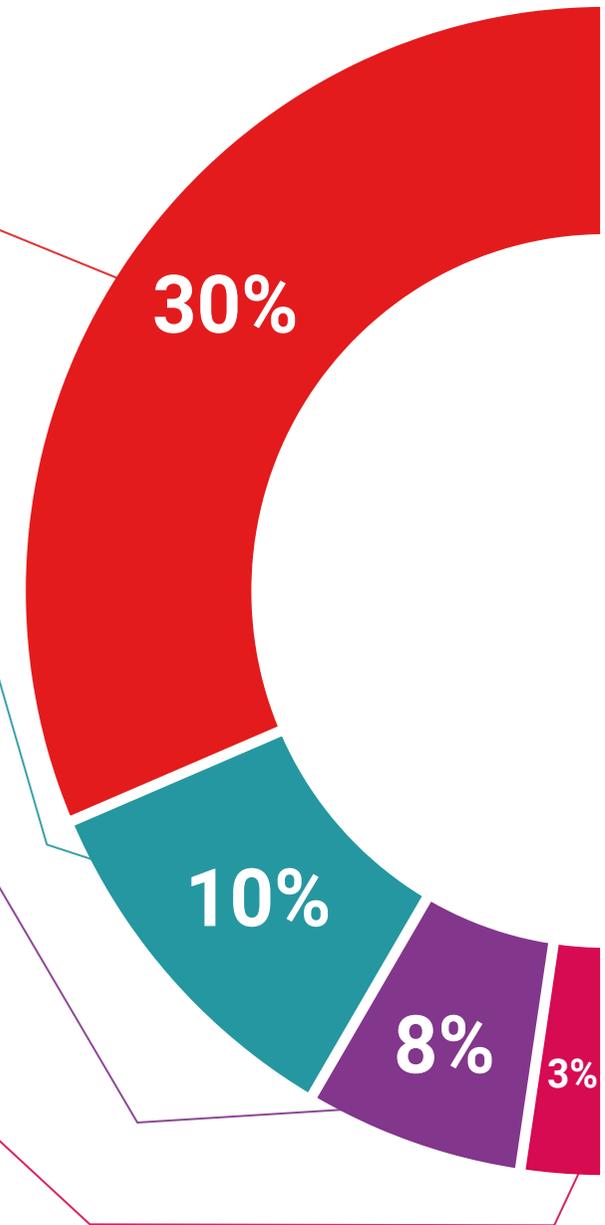
### Management Skills Exercises

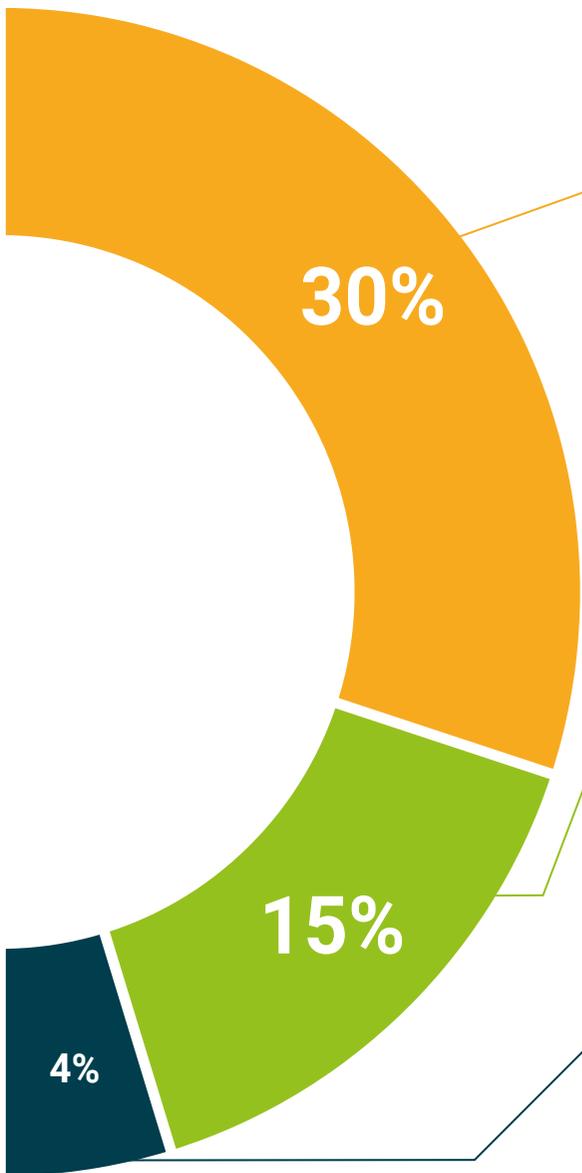
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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

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

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

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





“

*If you have experience in Customer Experience, and you are looking for an interesting improvement in your career while you continue working, this is the program for you"*

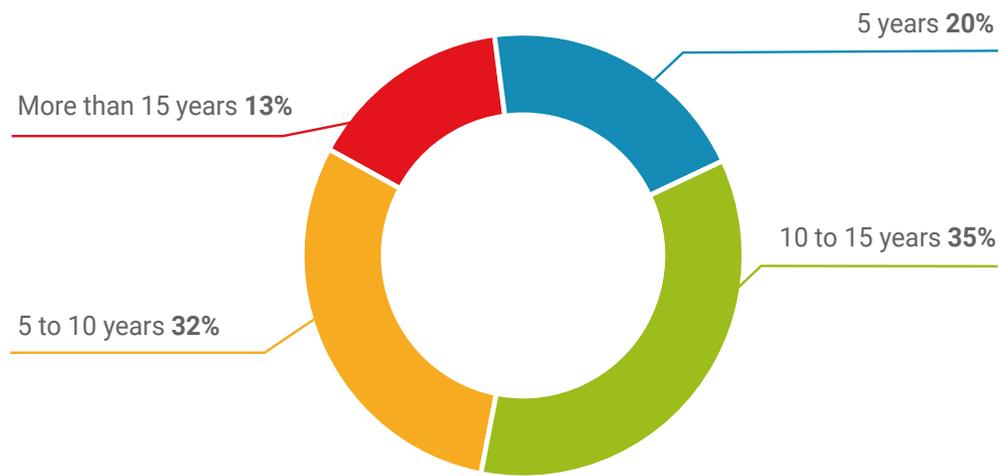
### Average Age

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

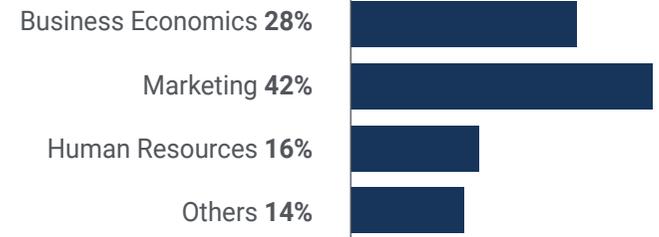
### Years of Experience

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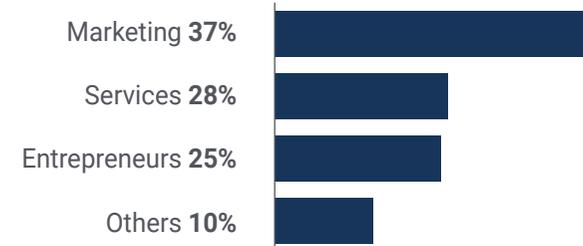
### Training

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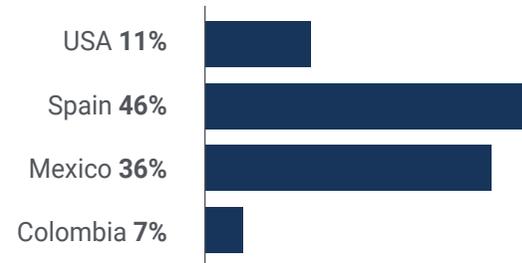
### Educational Profile

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## Geographical Distribution

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## Carlos Eduardo Piñón Roubi

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Specialist in Digital Marketing

*"My experience in the Postgraduate Certificate in Shopping Experience has been highly enriching. The teachers, active professionals, have transmitted their knowledge and experience in a pleasant and motivating way. The flexibility of the program allowed me to combine my studies with my daily work and to expand my professional network. I recommend it without hesitation"*

08

# Course Management

The teaching team of the Postgraduate Certificate in Shopping Experience is composed of active professionals with extensive experience in the field of Customer Experience and Digital Marketing. All of them have a solid educational background and a great deal of practical experience, which allows them to transmit to the students knowledge and practical skills of great value in the world of work. In addition, their experience as working professionals allows them to keep abreast of the latest trends and technologies in this field and to adapt the content of the university program to the needs and challenges of today's market.



“

*TECH has carefully selected the best experts in Digital Marketing with extensive leadership, management and teaching skills"*

## Management



### Ms. Yépez Molina, Pilar

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

## Professors

### Ms. De los Reyes Flores, Paloma

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



09

# Impact on Your Career

The Postgraduate Certificate in Shopping Experience is a unique opportunity for Digital Marketing professionals to expand and update their knowledge in a field of growing relevance in the sector. The Consumer Experience program and the managerial skills acquired are highly valued by companies, and can be a key driver to access new positions of responsibility or improve the position in the current company. In addition, the Relearning methodology favors the development of leadership and teamwork skills that are essential in the labor market.



“

*Are you looking for a positive change at a professional level? TECH offers you a customized Postgraduate Certificate to stand out in an ever-growing sector"*

### Are you ready to take the leap?

#### Excellent professional development awaits you.

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

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

*Master the uses, techniques and methods of implementing a Shopping Experience thanks to TECH.*

*If you want to improve yourself and specialize in Shopping Experience, this Postgraduate Certificate will help you achieve it.*

#### Time of Change



#### Type of change



### Salary increase

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This program represents a salary increase of more than **27%** for our students



10

# Benefits for Your Company

Having a professional who has completed this university program can make all the difference in a company's Customer Experience strategy. Management and technology skills training in this area is a key competitive advantage for companies seeking to improve customer satisfaction and build loyalty among their user base. In addition, professionals trained with this Postgraduate Certificate will enable them to lead high-performance projects and teams, which can be an added value for the organization.





“

*The up-to-date entrepreneur will bring to the labor market new concepts, strategies and perspectives that can bring about indispensable changes in the digital paradigm"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Shopping Experience guarantees, 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 Shopping Experience** 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 Shopping Experience**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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