

# Postgraduate Certificate

Social Media Intelligence and Growth  
Marketing Applied to Neuromarketing





## Postgraduate Certificate Social Media Intelligence and Growth Marketing Applied to Neuromarketing

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

Website: [www.techtute.com/in/school-of-business/postgraduate-certificate/social-media-intelligence-growth-marketing-applied-neuromarketing](http://www.techtute.com/in/school-of-business/postgraduate-certificate/social-media-intelligence-growth-marketing-applied-neuromarketing)

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# 01 Welcome

In an increasingly digital world, it is key to understand how social networks work and how the brain processes and responds to marketing. Social Media Intelligence and Growth Marketing applied to Neuromarketing are essential disciplines in the design of effective strategies. TECH offers this 100% online program that allows to delve into these topics and apply them to companies. Professionals who study this program will be able to improve their performance in Digital Marketing and achieve success in their companies. In addition, the syllabus offers up-to-date information, taught by experts in the field.

Being 100% online, students enjoy flexibility in schedules and the possibility of learning from anywhere in the world.



Postgraduate Certificate in Social Media Intelligence and Growth Marketing Applied to Neuromarketing  
TECH Technological University



“

*This 100% online Postgraduate Certificate will lead you to create pioneering cultural documentation projects in this sector”*

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 Technological 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:



### 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 analyses in academia"*

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 Technological University community.

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

# 04 Objectives

TECH has designed this program with the main objective of offering managers, directors and professionals in the cultural sector, the most advanced and comprehensive learning on Cultural Documentation. For this purpose, this academic institution provides innovative pedagogical tools that can be accessed 24 hours a day, from any electronic device with an Internet connection.

In this way, the specialist will have access to the latest information, which will allow them to establish the most efficient documentary systems in public and/or private entities, while allowing them to advance professionally in this sector, where highly qualified profiles are in demand.



“

*Apply in your cultural entity the latest tools used to implement information management”*

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

The **Postgraduate Certificate in Social Media Intelligence and Growth Marketing Applied to Neuromarketing** will enable students to:

01

Develop market studies where the focus is not only on the competition and the product, but also on the consumers and their behaviors

02

Learn how to read data to demonstrate what consumer behaviors are and how to establish a strategy to achieve the objectives

03

Examine the web and compile data to help develop the next steps of the strategy and facilitate decision making to optimize performance







04

Identify each step of the strategy within the Growth Marketing funnel, defining the KPIs that helped to better understand how to approach the brand's objectives

05

Identify the customer value of the brand and analyze the different ways in which the measurement of this KPIs can be proposed, in order to establish a long-term strategy based on Lifetime Value data

06

Apply all Growth Tools merged with Neuromarketing to develop a more analytical thinking based on both concepts and their fusion

05

# Structure and Content

The study methodology of this Postgraduate Certificate of TECH in Social Media Intelligence and Growth Marketing applied to Neuromarketing is based on the resolution of practical cases, which allows students to apply the knowledge acquired to real business situations. The structure of the program is divided into thematic modules that cover from Social Media Intelligence to Neuromarketing, and offers an up-to-date and complete education in the key disciplines of Digital Marketing. Moreover, being 100% online, students can learn from anywhere in the world and at a time that suits them, which allows for flexibility that adapts to the needs of each student.



“

*Take advantage of this methodology based on the resolution of practical cases, to apply the knowledge acquired to real business situations”*

## Syllabus

Today, Digital Marketing is a key discipline for the success of any company, and this course offers the opportunity to acquire up-to-date knowledge and practical skills in the key disciplines of digital marketing.

The syllabus of the Postgraduate Certificate of TECH in Social Media Intelligence and Growth Marketing applied to Neuromarketing is designed to offer a comprehensive and up-to-date education in the key disciplines of Digital Marketing. This program offers a practical approach based on case resolution, allowing students to apply the knowledge acquired to real business situations.

The program agenda includes relevant topics such as Growth Marketing, Neuromarketing and the fusion of both to create Neuro Growth Marketing, which allow understanding how the brain processes and responds to marketing stimuli and how to use this knowledge to design more effective strategies. In addition, topics such as brand presence in the digital ecosystem, user experience and web analytics, which are essential to achieve success in the digital marketing world, are addressed.

In addition, being a 100% online program, students can learn from anywhere in the world and at a time that suits them best, allowing flexibility that adapts to the needs of each student. Its practical and up-to-date methodology is taught by experts in the field, which makes it an excellent opportunity for those who wish to improve their skills and knowledge in Digital Marketing.

### Module 1

Social Media Intelligence and Growth Marketing Applied to Neuromarketing



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

TECH offers the possibility of developing this Postgraduate Certificate in Social Media Intelligence and Growth Marketing Applied to Neuromarketing completely online. During the 6 weeks of the training, the student will be able to access all the contents of this program at any time, which will allow them 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. Social Media Intelligence and Growth Marketing Applied to Neuromarketing**

**1.1. Growth and its Interaction with Neuromarketing**

- 1.1.1. Growth Marketing
- 1.1.2. Growth Neuromarketing
- 1.1.3. Meeting Points of Both Spaces

**1.2. Neuro Growth Marketing, the Fusion of the Future**

- 1.2.1. Growth Data and Neuromarketing Analyses
- 1.2.2. Market Research Under Neuro Growth Parameters
- 1.2.3. Strategy Development from the Neuro Growth Fusion

**1.3. Social Media Intelligence and its Touch Point with Neuromarketing**

- 1.3.1. Market Analysis with a Transversal Approach
- 1.3.2. Benchmarking and Neuromarketing
- 1.3.3. The Market, Analysis, Data and First Steps of the Strategy

**1.4. Growth Marketing Funnel and its KPIs Associated with Neuromarketing**

- 1.4.1. Traditional Growth Funnel vs Neuro Growth Funnel
- 1.4.2. KPIs Goals and Actionable KPIs of the Strategy
- 1.4.3. Determination of Objectives and Brand Strategy

**1.5. The Strategy and the Purchase Decision Process from a Neuro Growth Approach**

- 1.5.1. Data and Analysis on the Trigger in the Purchase Decision Process
- 1.5.2. Experience as an Ally in the Strategy
- 1.5.3. E-Commerce and its Role in the Purchasing Process

**1.6. Buyer Persona, its Path in the Buying Process**

- 1.6.1. Researching the Target Consumer from Neuro Growth
- 1.6.2. Touch Point of the Buyer Persona and the Decision-Making Process in Neuro Growth
- 1.6.3. Customer Journey Map, Expectations and Our Value Proposition

**1.7. Digital Ecosystem, Brand Presence and Neuromarketing**

- 1.7.1. Buyer Persona Expectations on Social Networks
- 1.7.2. Impact Generation Beyond Paid Media
- 1.7.3. Content Strategy Thinking about the Buyers and their Buying Process

**1.8. Content in Social Media from Neuromarketing**

- 1.8.1. Content and its Role in Buyer's Decision-Making
- 1.8.2. The Communication Tone and its Influence on Consumer's Decisions
- 1.8.3. Social Media, Omnichannel and the Experience with my Brand

**1.9. Life Time Value. The Long-Term Experience in Neuro Growth**

- 1.9.1. Understanding the Life Cycle of my Customer and the Product
- 1.9.2. Customer Life Time Value. Experiences as Determining Elements
- 1.9.3. Neuro Growth and the Optimization of my Customer's Life Time Value.

**1.10. Web Analytics and Purchase Flow in the Digital Channel**

- 1.10.1. Google Analytics and the Flow of the Purchase Process within the Web
- 1.10.2. Interpretation and Analysis of the Leakage in the Process Under the Eyes of Neuro Growth
- 1.10.3. Web Analytics Data, Analysis, Optimizations and Neuro Growth



“

*Study from anywhere in the world and at the time that suits you best with this 100% online and flexible study system”*

# 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.*



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

### 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.

## 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.



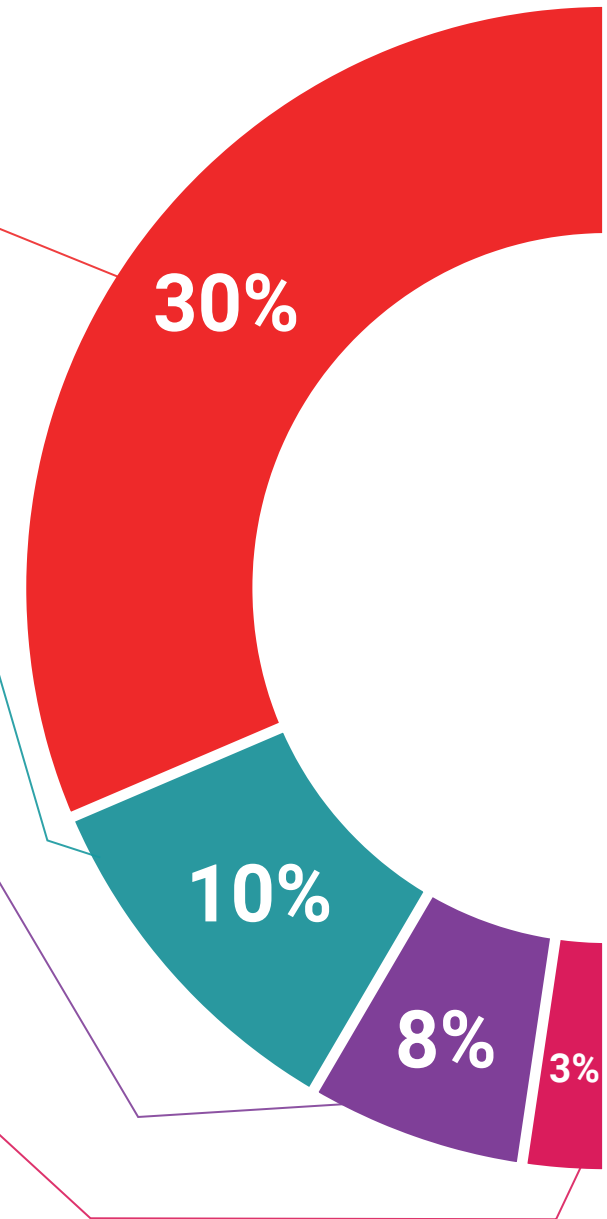
### Management Skills Exercises

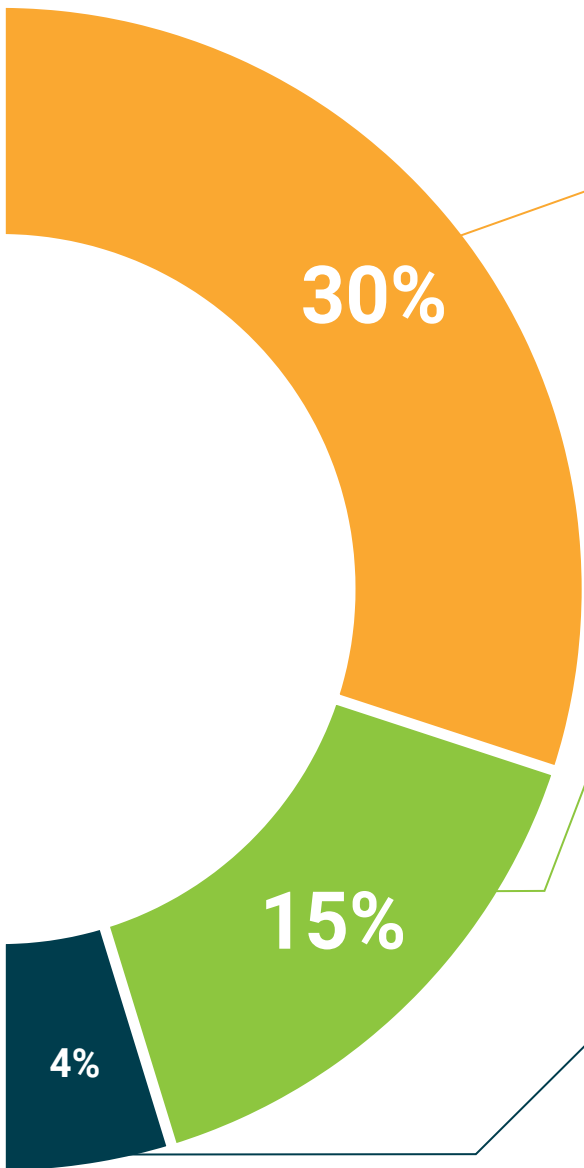
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 in Social Media Intelligence and Growth Marketing Applied to Neuromarketing is aimed at graduates, postgraduates and university graduates who have previously completed any of the following programs in the fields of Social Sciences, Administration, Economy and Business Sciences.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

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 Digital Marketing.







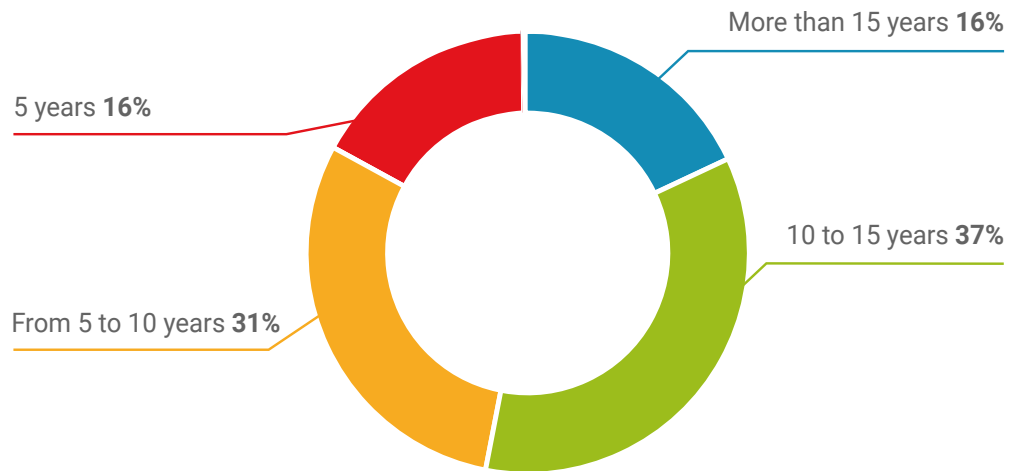
“

*Learn the techniques and tools of neuroscience research to design more effective and persuasive marketing strategies”*

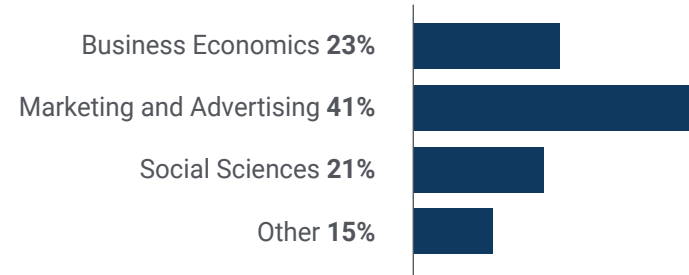
### Average Age

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

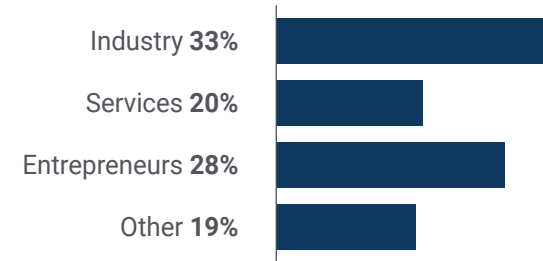
### Years of Experience



### Training

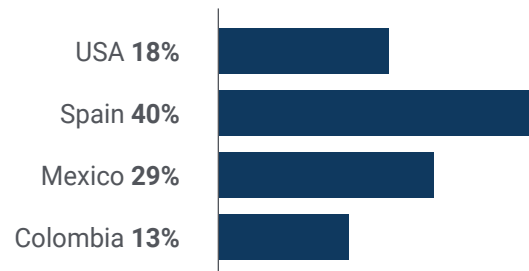


### Academic Profile



## Geographical Distribution

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## Carlos Fernández

**Marketing Director of a leading company in the food sector**

*"Taking the Postgraduate Certificate in Social Media Intelligence and Growth Marketing applied to Neuromarketing was a very enriching experience. I learned fundamental tools and techniques to develop effective Digital Marketing strategies that have allowed us to better connect with our customers and improve our results. Without a doubt, I recommend this course to all professionals who want to be at the forefront of Digital Marketing"*

08

# Course Management

The teaching staff of this TECH Postgraduate Certificate in Social Media Intelligence and Growth Marketing applied to Neuromarketing is composed of renowned experts in the field of Digital Marketing and Neuromarketing. The professors are highly qualified and have practical experience in the field, allowing them to deliver up-to-date and practical teaching. Students will have the opportunity to learn from highly experienced professionals and will have their guidance to acquire solid knowledge in these key disciplines. Therefore, the teaching staff of this program is one of the strengths that make it an excellent option for business professionals who wish to delve deeper into Digital Marketing.





“

*This program offers high quality education, taught by experts in the field of Digital Marketing and Neuromarketing”*

## Management



### **Mr. Carrascosa Mendoza, Gabriel**

- ◆ Consultant in the areas of Marketing, Market Research, Neuromarketing and Communication at the European Neuromarketing Association– AEN
- ◆ Degree in Business Administration and Management from the University of Wales
- ◆ Master's Degree in Neuromarketing and Consumer Behavior from the European University Miguel de Cervantes UEMC
- ◆ Postgraduate Diploma: Neuromarketing and Consumer Behavior by Nebrija University
- ◆ Technical Course on development and applications of Eye Tracking in Neuromarketing-SMI
- ◆ Honorary Member of AMNAC (Mexican Association of Neuromarketing and Consumer Analysis)



## Professors

### Ms. Carvacho, Carol

- ♦ Growth Marketing Consultant in Ecommerce
- ♦ Web Analytics Consultant at Centria Group
- ♦ Teacher in IT Education, in different subjects such as Digital Marketing, Google Analytics, Social media ads, Ecommerce, HTML 5 Introduction, Email Marketing among others
- ♦ Degree in Design
- ♦ Neuromarketing Specialist
- ♦ Postgraduate in Neuromarketing
- ♦ Course in Ecommerce, Digital Media, Growth Marketing and Product Owner

09

# Impact on Your Career

This Postgraduate Certificate in Social Media Intelligence and Growth Marketing applied to Neuromarketing is an excellent opportunity to boost your career in the field of Digital Marketing. With it, you will be able to acquire up-to-date and relevant skills and knowledge to face the challenges of today's digital world. In addition, you will be able to apply this knowledge in your work and stand out in your area of performance. In short, this program can mark a before and after in your professional career.





“

*Become an expert in the application of Neuromarketing techniques to understand how the brain processes and responds to Marketing stimuli”*

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

The Postgraduate Certificate in Social Media Intelligence and Growth Marketing Applied to Neuromarketing from TECH is an intensive program that prepares you to face challenges and business decisions in this field from Neuromarketing. 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.

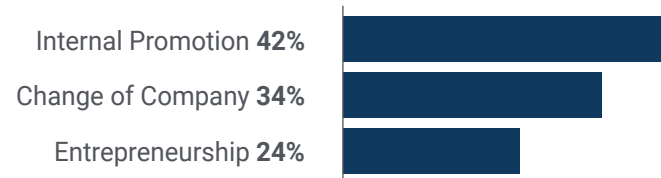
*Increase your professional and career growth opportunities with this up-to-date university program in a discipline that is key to the success of any company.*

*Take advantage of the opportunity to update yourself with TECH, at your own pace and with the quality you expect.*

### When the change occurs



### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than **27.35%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Social Media Intelligence and Growth Marketing applied to Neuromarketing can be a great benefit for companies seeking to be at the forefront of Digital Marketing. By empowering your marketing team with the up-to-date and relevant skills and knowledge, they will be able to develop effective strategies to connect with your target audience and improve your positioning in the marketplace. Therefore, this program can help the company increase its profitability and stay competitive in an increasingly digitized marketplace.



“

*This program will enable you to develop the skills and competencies necessary to design innovative and effective marketing strategies in today's digital world”*

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.

---

**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.

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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 Social Media Intelligence and Growth Marketing Applied to Neuromarketing 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 Social Media Intelligence and Growth Marketing Applied to Neuromarketing** 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 certificate 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 Social Media Intelligence and Growth Marketing Applied to Neuromarketing**

Official N° of Hours: **150 h.**



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



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# Postgraduate Certificate

## Social Media Intelligence and Growth Marketing Applied to Neuromarketing

