

Postgraduate Certificate User Experience and Conversion Rate Optimization





Postgraduate Certificate User Experience and Conversion Rate Optimization

- » 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 economic/financial areas

Website: www.techtitude.com/us/school-of-business/postgraduate-certificate/user-experience-conversion-rate-optimization

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Study Methodology

p. 10

04

Objectives

p. 20

05

Structure and Content

p. 24

06

Our Students' Profile

p. 30

07

Certificate

p. 34

01 Welcome

The Postgraduate Certificate in User Experience and Conversion Rate Optimization at TECH Global University is an intensive program that prepares you to face challenges and business decisions in the field of e-commerce and digital marketing management. Its main objective is to foster your personal and professional growth, helping you achieve success.

If you want to surpass yourself, achieve positive professional change, and connect with the best, this is the place for you.



Postgraduate Certificate in User Experience and Conversion Rate Optimization
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"

TECH Global University



Innovation

We offer you an online learning model that combines the latest educational technology with the highest pedagogical rigor. 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 set 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



Learn with the best

In the classroom, our teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic 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.

What makes us unique



Mission

Our mission is to stimulate the professional development of future leaders and executives, enhancing their skills and competencies in a real and constructive business environment.



Vision

The vision of TECH Global University is to establish an innovative, rigorous, and internationally recognized learning environment, capable of transmitting values that inspire transformation and business change towards creative and socially responsible models.



Values

- ♦ Innovation and Creativity
- ♦ Excellence
- ♦ Spirit of self-improvement
- ♦ Social commitment
- ♦ Exclusivity and leadership
- ♦ Passion



We enhance your talent. We increase your creativity. We position you at the forefront of leadership"

03

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

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, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

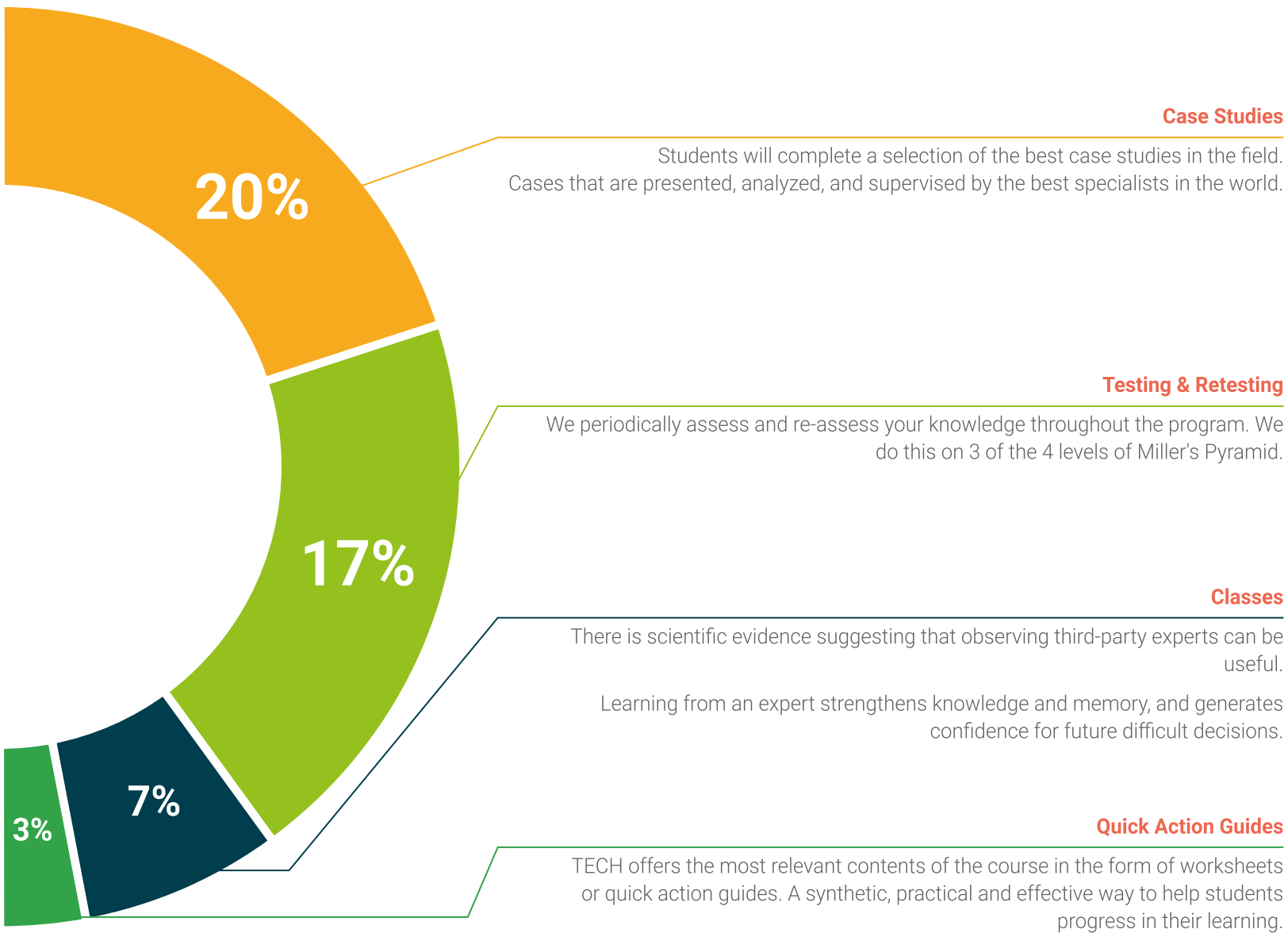
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

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





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 completing this program you will be able to make global decisions with an innovative perspective and an international vision.



“

One of our primary objectives is to help you develop the essential skills to strategically manage a business”

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

The Postgraduate Certificate in User Experience and Conversion Rate Optimization will enable students to:

01

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

02

Discover new digital tools to acquire customers and strengthen your brand





03

Understand the new digital communication paradigm

04

Develop a solid and complete digital marketing plan for the organization

05

Structure and Content

The Postgraduate Certificate in User Experience and Conversion Rate Optimization at TECH Global University is a program tailored to you, delivered in a 100% online format, allowing you to choose the time and place that best fits your availability, schedule, and interests.

A program developed over the course of one month, designed to be a unique and stimulating experience that lays the foundation for your success as a Digital Marketing Director.



“

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...”

Syllabus

The Postgraduate Certificate in User Experience and Conversion Rate Optimization is designed to foster the development of leadership competencies that enable decision-making with greater rigor in uncertain environments.

Over the course of 100 hours of training, students will analyze a plethora of practical cases through individual and teamwork. This is, therefore, a true immersion in real business situations.

This Postgraduate Certificate delves deeply into all operational areas of the company and is designed to train executives who understand Marketing Management and operations from a strategic, international, and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management.

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 takes place over one month and consists of 1 module:

Module 1

Conversion Optimization



Where, When and How is it Taught?

This Postgraduate Certificate takes place over a month. You can complete it entirely online, including attending our virtual workshops and conferences.

Module 1. Conversion Optimization

1.1. Introduction to Conversion Rate Optimization

- 1.1.1. Purchase Cycle and Elements of Online Behavior
- 1.1.2. Fundamentals of Neuromarketing
- 1.1.3. Usability vs. Persuasion

2.1. CRO Methodology

- 2.1.1. The Scientific Method
- 2.1.2. Conversion Pyramid
- 2.1.3. The CRO Process

3.1. User Experience and Conversion Rate Optimization

- 3.1.1. Lean and User Experience
- 3.1.2. Wireframing
- 3.1.3. Persuasive Copy

4.1. CRO and Psychology

- 4.1.1. Neuromarketing
- 4.1.2. Web Design and Neuromarketing
- 4.1.3. Learning, Memory, and Emotions

5.1. Behavioral Economics

- 5.1.1. Decision Factors
- 5.1.2. Motivation and Anchoring
- 5.1.3. The Role of the Unconscious

6.1. Experimentation in CRO

- 6.1.1. A/B vs Multivariates
- 6.1.2. Testing Tools
- 6.1.3. Implementation and Execution



“

A unique, essential, and decisive training experience to boost your professional development and make the final leap”

06

Our Students' Profile

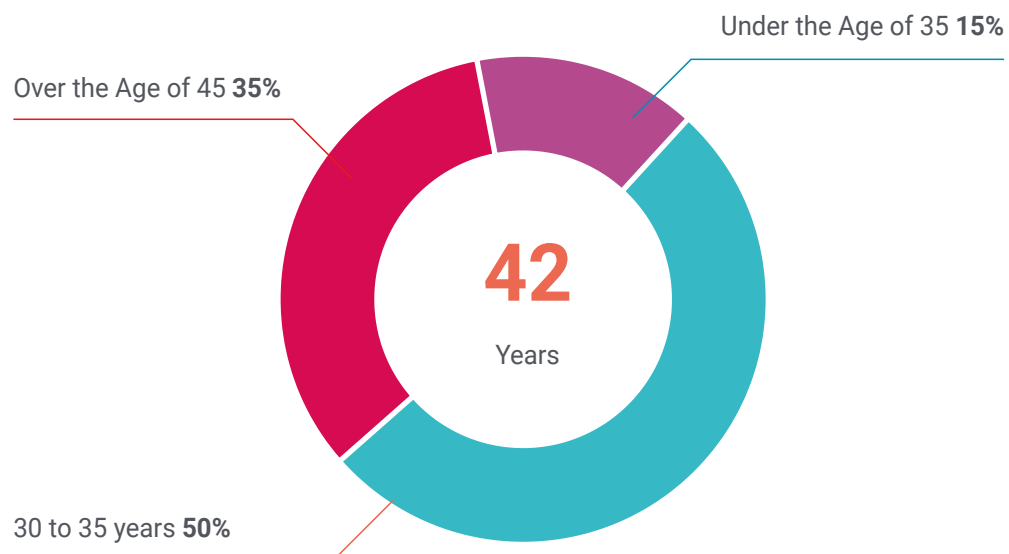
The Postgraduate Certificate in User Experience and Conversion Rate Optimization is a program aimed at professionals in the commercial and marketing fields who wish to update their knowledge, discover new approaches to financial management, and advance in their professional careers.



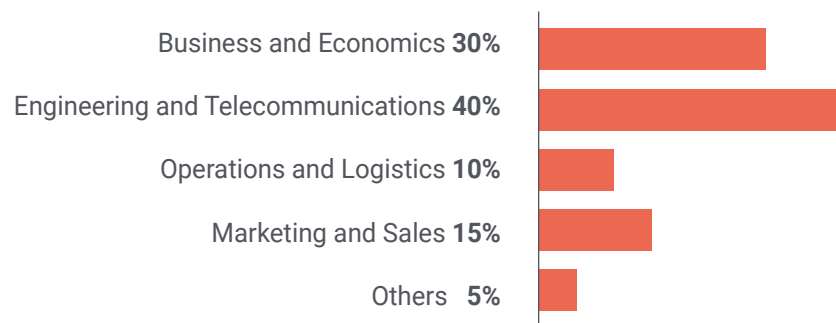
“

If you have experience in people management and are looking for an interesting career enhancement while continuing to work, this is the program for you”

Average Age



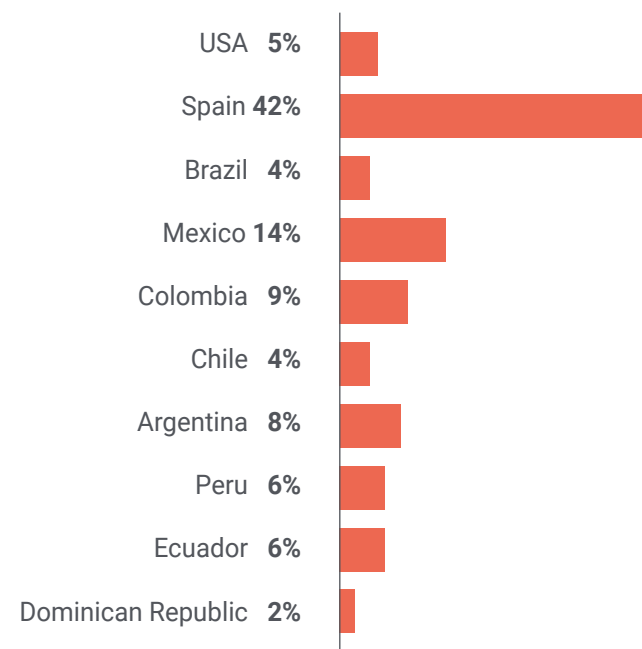
Previous Training of Participants



Years of Experience

10 years

Geographical Distribution





"The Postgraduate Certificate in User Experience and Conversion Rate Optimization offers the most comprehensive educational syllabus on the market, designed by professionals in the sector who guide and advise you throughout the entire training process."

Susana Pérez

Digital Marketing Director

07

Certificate

The Postgraduate Certificate in User Experience and Conversion Rate Optimization 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.



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in User Experience and Conversion Rate Optimization** 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 User Experience and Conversion Rate Optimization**

Modality: **online**

Duration: **4 weeks**

Accreditation: **4 ECTS**





Postgraduate Certificate User Experience and Conversion Rate Optimization

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

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