

Postgraduate Diploma

Digital Marketing for Social Media





Postgraduate Diploma Digital Marketing for Social Media

- » Modality: Online
- » Duration: 6 months.
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitude.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-digital-marketing-social-media

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01 Welcome

The internet dominates today's markets. The percentage of online shoppers continues to grow, even more so after the global pandemic situation where thousands of businesses went digital, and millions of users discovered this new way of shopping for the first time. Since most potential customers are on the networks, a good Digital Marketing strategy focused on social media is mandatory in order to attract this mass of people to our business. TECH aims to provide specialization in this program for professionals seeking to improve their knowledge of social media marketing and thereby broaden their prospects for more reputable and higher-paying employment.



Postgraduate Diploma in Digital Marketing for Social Media
TECH Global University



“

Analyze and optimize the use of new ways and communication strategies of digital media to raise your professional potential to the top"

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, 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:



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 ground-breaking 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 the academic setting"

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

This TECH qualification brings together the best strategies and guidelines for Marketing professionals who want to specialize in social media communication, with the knowledge to create extensive communication strategies with which to distinguish themselves in the *Community Managers collective*.



“

*Enroll now in this Postgraduate Diploma
in Digital Marketing for Social Media
and start achieving your greatest
professional goals"*

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

The **Postgraduate Diploma in Digital Marketing for Social Media** will enable students to:

01

Explore digital economy, consumer trends, and business transformation to address the dynamics of the current market

04

Strengthen brand identity through branded content, storytelling, video marketing, and social sales

02

Develop skills to segment markets, position products and services, and implement innovative marketing strategies

05

Implement advanced strategies such as remarketing, multichannel marketing, and personalized multiplatform campaigns

03

Familiarize yourself with web development, hosting, cloud computing, CMS, digital formats, and e-commerce platforms

06

Manage digital campaigns holistically, from research to launch, integrating both online and offline actions

07

Understand and apply effective inbound marketing strategies to attract, engage, and delight customers

10

Develop strategic intelligence for innovation using tools like technology monitoring, foresight, and cool hunting to identify market trends and opportunities

08

Analyze and model consumer behavior using techniques such as Buyer Personas and Customer Journey Mapping

11

Design and manage viable entrepreneurial projects using innovation management systems, soft skills, and agile approaches such as Lean Management

09

Develop and optimize high-impact content that is relevant for both search engines and users, including the improvement and recycling of existing formats

12

Create successful business plans tailored to the digital age, from conceptualizing the value model to securing resources through various growth phases

05

Structure and Content

The content of the Postgraduate Diploma in Digital Marketing for Social Media is designed to suit the student, with the most cutting-edge methodology in advertising communication in social networks. In addition, the flexibility that its 100% online format allows makes it a great option for any professional who wants to balance their daily work with an education that will bring benefits in the short term in their personal projects and in the long term in their job prospects.



“

Your expertise in social media management and advertising communication will be critical to your development as a future social media department manager”

Syllabus

Marketing strategies are related to communication, which has undergone many changes in the last 20 years due to the creation of a new digital system. This has altered the different modes of communication thanks to the possibilities opened up by technology. In this way, this environment generates different keys to social behavior, requires new languages, and modifies the relationships between senders and receivers of messages, involving new patterns of contextualization and interpretation of content. For all these reasons, it is important to know the role of communication in marketing processes.

Therefore, a program has been created to help develop all the skills the student needs to understand the importance of the Internet in the work of searching and managing information in the field of advertising and public relations. In this way, you will be able to organize an excellent research work and organize a work team to generate a positive change in your company.

Throughout 450 hours of learning, the student will analyze a multitude of case

studies through individual and teamwork. They will be able to understand the importance of social networks and *e-mobiles* as a support and commercial revolution and use these tools to achieve advertising and public relations objectives. The goal of this program is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Digital Marketing and E-Commerce
Module 2	Digital Marketing Strategies
Module 3	Attraction Marketing
Module 4	Entrepreneurship



Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma completely online. Throughout the 6 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

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

Module 1. Digital Marketing and E-Commerce

1.1. Digital Marketing and E-Commerce

- 1.1.1. The Digital Economy and the Sharing Economy
- 1.1.2. Trends and Social Changes in Consumers
- 1.1.3. Digital Transformation of Traditional Companies
- 1.1.4. The Roles of the Chief Digital Officer

1.2. Digital Strategy

- 1.2.1. Segmentation and Positioning in the Competitive Context
- 1.2.2. New Marketing Strategies for Products and Services
- 1.2.3. From Innovation to Cash Flow

1.3. Technology Strategy

- 1.3.1. Basic Concepts of Web Development
- 1.3.2. Hosting and Cloud Computing
- 1.3.3. Content Management Systems (CMS)
- 1.3.4. Formats and Digital Media
- 1.3.5. Technological e-Commerce Platforms

1.4. Digital Regulation

- 1.4.1. Privacy Policy and Personal Data Protection Act
- 1.4.2. Fake Profiles and Fake Followers
- 1.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

1.5. Online Market Research

- 1.5.1. Quantitative Research Tools in Online Markets
- 1.5.2. Dynamic Qualitative Customer Research Tools

1.6. Online Agencies, Media and Channels

- 1.6.1. Integral, Creative and Online Agencies
- 1.6.2. Traditional and New Media
- 1.6.3. Online Channels
- 1.6.4. Other Digital Players

Module 2. Digital Marketing Strategies

2.1. Managing Digital Business

- 2.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 2.1.2. Designing and Creating a Digital Marketing Plan
- 2.1.3. Digital Media Planning and Contracting
- 2.1.4. ROI Analysis in a Digital Marketing Plan

2.2. Digital Marketing to Reinforce a Brand

- 2.2.1. Branded Content and Storytelling
- 2.2.2. Hypersegmentation
- 2.2.3. Videomarketing
- 2.2.4. Social Sales

2.3. Defining the Digital Marketing Strategy

- 2.3.1. Closed Loop Marketing
- 2.3.2. Continuous Loop Marketing
- 2.3.3. Multichannel Marketing

2.4. Digital Marketing to Attract and Retain Customers

- 2.4.1. Hypersegmentation and Micro-Localization
- 2.4.2. Loyalty and Engagement Strategies using the Internet
- 2.4.3. Visitor Relationship Management

2.5. Digital Marketing Trends

- 2.5.1. Remarketing
- 2.5.2. Digital Neuromarketing
- 2.5.3. Avatar Marketing
- 2.5.4. Bluecasting

2.6. Managing Digital Campaigns

- 2.6.1. Display Advertising and Rich Media
- 2.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 2.6.3. Advertising on Digital Television

2.7. Online Marketing Plan

- 2.7.1. Online Research
- 2.7.2. Creating an Online Marketing Plan
- 2.7.3. Configuration and Activation
- 2.7.4. Launch and Management

2.8. Blended Marketing

- 2.8.1. Integrating on and off actions
- 2.8.2. Personalize and Segment
- 2.8.3. Improve the User Experience

Module 3. Attraction Marketing

3.1. The Definition of Inbound Marketing 3.1.1. Effective Inbound Marketing 3.1.2. The Benefits of Inbound Marketing 3.1.3. Measuring the Success of Inbound Marketing	3.2. Target Research 3.2.1. Consumer Intent Modeling and Buyer Personas 3.2.2. Customer Journey Mapping 3.2.3. Content Strategy	3.3. Content Optimization 3.3.1. Content Optimization for Search Engines 3.3.2. Recycling and Content Improvement	3.4. Content Creation 3.4.1. User and Brand Generated Content 3.4.2. Opportunity Blogging 3.4.3. Video and Other Formats
3.5. Content Dynamization 3.5.1. Influencers 3.5.2. Blogger Outreach 3.5.3. Paid Content Seeding	3.6. Conversion 3.6.1. Lead Capturing and CRO 3.6.2. Lead Nurturing and Marketing Automation		

Module 4. Entrepreneurship

4.1. Innovation Methodology and Knowledge Society 4.1.1. Design Thinking 4.1.2. The Blue Ocean Strategy 4.1.3. Collaborative Innovation 4.1.4. Open Innovation	4.2. Strategic Innovation Intelligence 4.2.1. Technology Monitoring 4.2.2. Technology Foresight 4.2.3. Coolhunting	4.3. Entrepreneurship and Innovation 4.3.1. Strategies to Search for Business Opportunities 4.3.2. Assessing the Feasibility of New Projects 4.3.3. Innovation Management Systems 4.3.4. Entrepreneur Soft Skills	4.4. Project Management 4.4.1. Agile Development 4.4.2. Lean Management in Startups 4.4.3. Project Tracking and Project Steering
4.5. Business Plan 4.5.1. Business Plan in the Digital Era 4.5.2. Value Proposition Model	4.6. Financing Startups 4.6.1. Seed Phase: Financial Funds and Subsidies 4.6.2. Startup Phase: Business Angels 4.6.3. Growth Phase: Venture Capital 4.6.4. Consolidation Phase: IPO		

06

Study Methodology

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

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



“

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

The student: the priority of all TECH programs

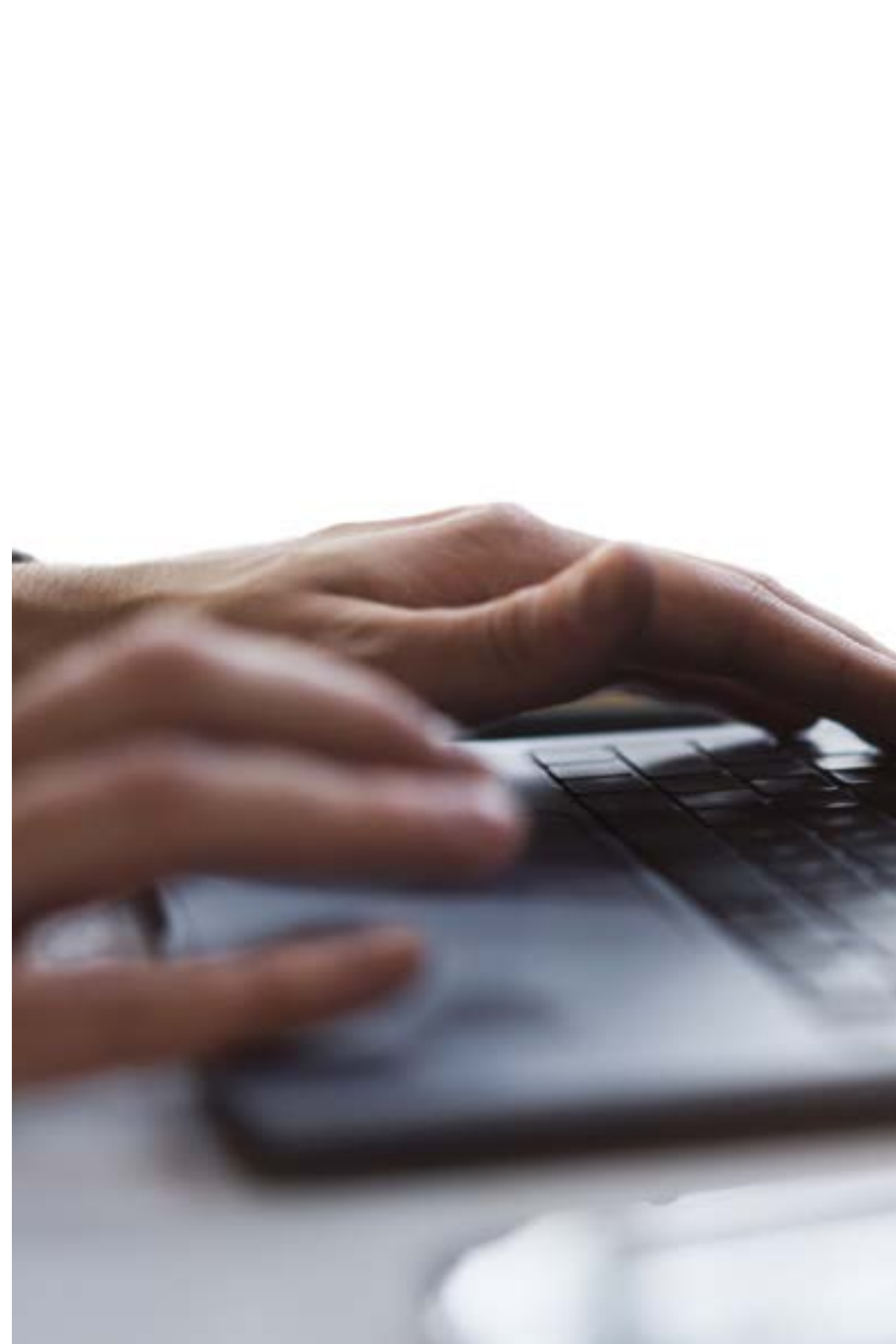
In TECH's study methodology, the student is the absolute protagonist.

The pedagogical 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 the student who chooses the time they spend studying, 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 attend live classes, which many times they cannot attend. The learning activities will be done when it is convenient for them. You will always be able to decide when and from where to study.

“

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



The most comprehensive academic programs worldwide

TECH is distinguished by offering the most complete academic pathways within the higher education landscape. This level of comprehensiveness is achieved through the development of curricula that not only encompass essential knowledge but also integrate the latest innovations in each area of study.

By being constantly updated, 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 preparation that provides them with a notable competitive advantage to advance in 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 smartphone wherever you want, whenever you want and for as long as you want”

Case Studies or Case Method

The case method has been the learning system most used by the best business schools in the world. 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 solve them. In 1924 it was established as a standard teaching method at Harvard.

With this teaching model, it is the student who builds their professional competence through strategies such as Learning by Doing or Design Thinking, which are 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, argue 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 Method

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, they are able to review and reiterate the key concepts of each subject and learn to apply them in a real environment.

Along the same lines, and according to multiple scientific researches, repetition 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 more performance, involving you more in your specialization, developing a critical spirit, defending arguments and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

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 reiteration, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neurosciences 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 for long-term retention. This is a model called Neurocognitive Context-Dependent E-Learning that is consciously applied in this university program.

Furthermore, in order to maximize tutor-student contact, a wide range of communication possibilities are provided, both in real time and deferred (internal messaging, discussion forums, telephone answering service, e-mail contact with the technical secretary, chat and videoconferencing).

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, in accordance with their accelerated professional updating.



The online mode of study of this program will allow you to organize your time and your 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 best rated by its students

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

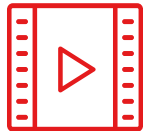
The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution has become the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is up to date with the technological and pedagogical vanguard.

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



Therefore, 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 skills and abilities in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the context of the globalization in which we live.



Interactive Summaries

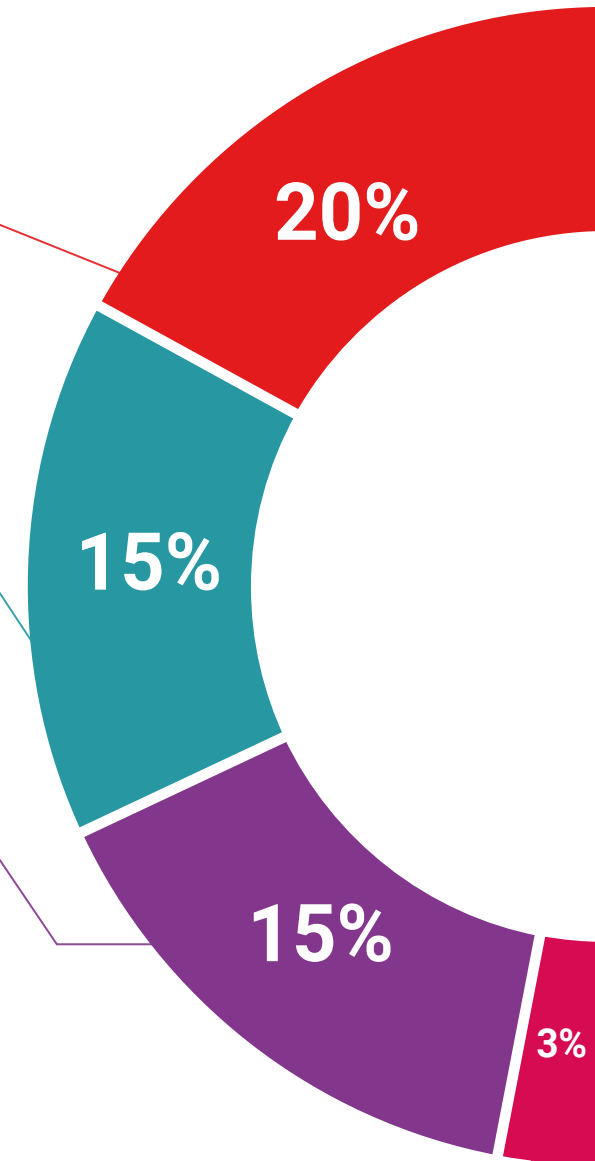
We present the contents in an attractive and dynamic way in multimedia pills that include audio, videos, images, diagrams and concept maps in order to reinforce knowledge.

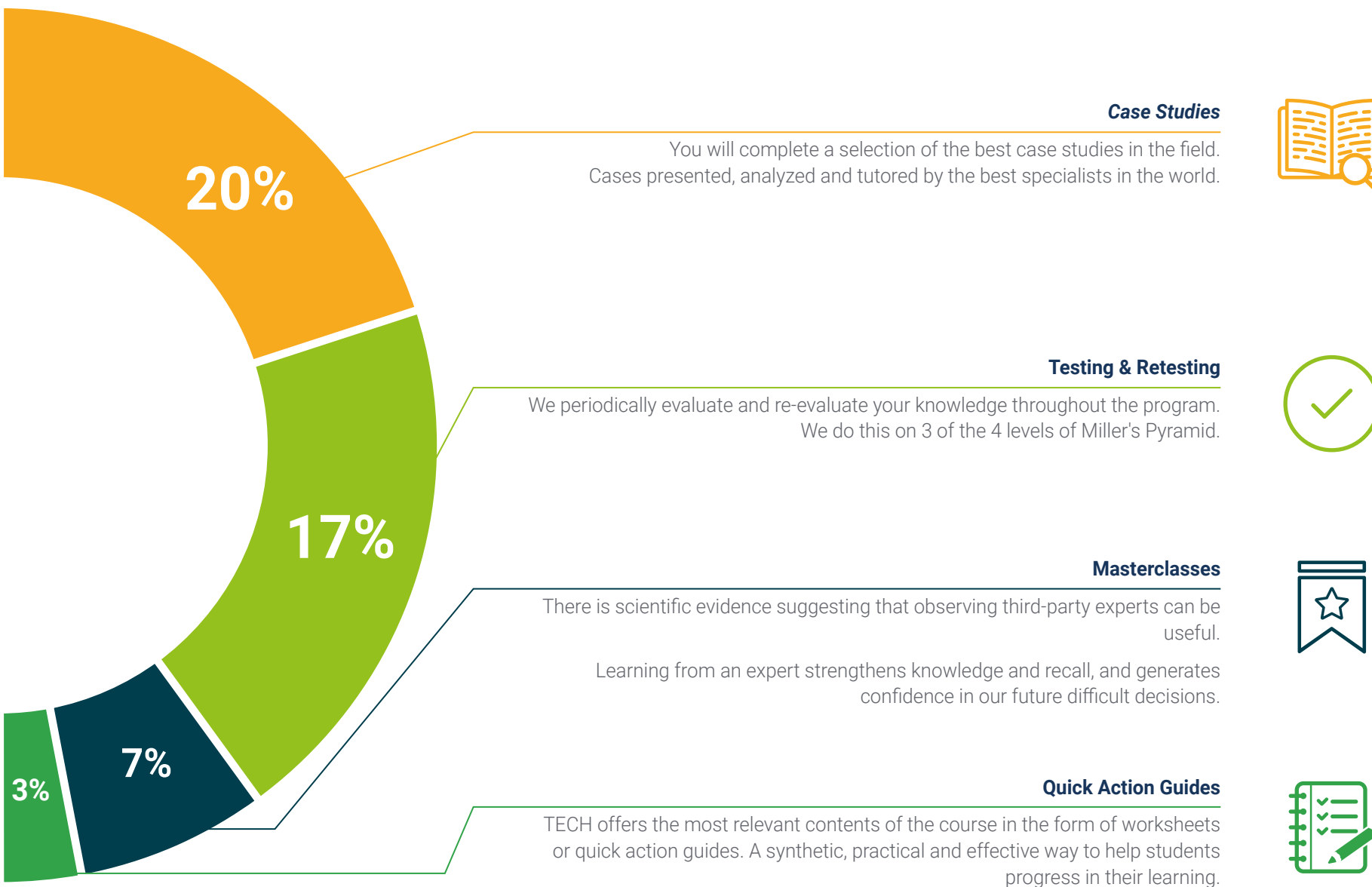
This unique educational system for the presentation of multimedia content was awarded by Microsoft as "Successful Case in Europe."



Additional Reading

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





07

Our Students' Profile

The profile of the students who take this qualification is varied, but they all share the same objective of specializing in Digital Marketing for Social Media focused on social media. The diversity of the student profiles present in this Postgraduate Diploma demonstrates the versatility of the program itself, suitable for the most ambitious students seeking professional improvement through a marked academic distinction.



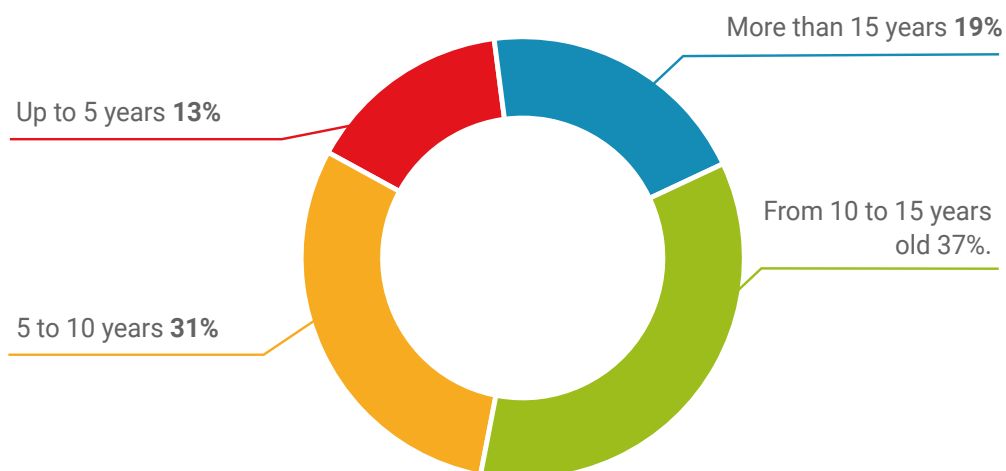
“

Enroll today in this Postgraduate Diploma and join a team of social media professionals that will help you achieve the success you are looking for”

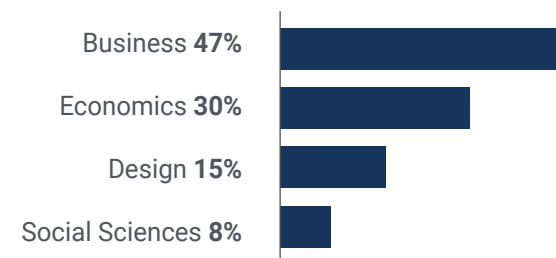
Average Age

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

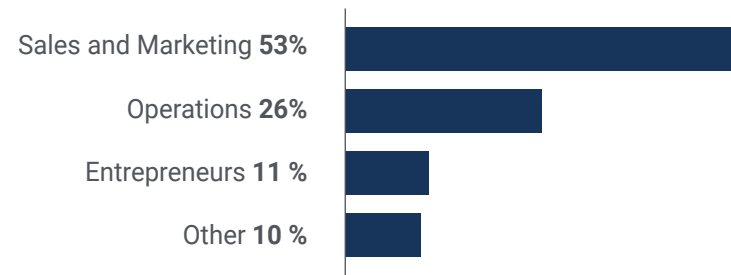
Years of Experience



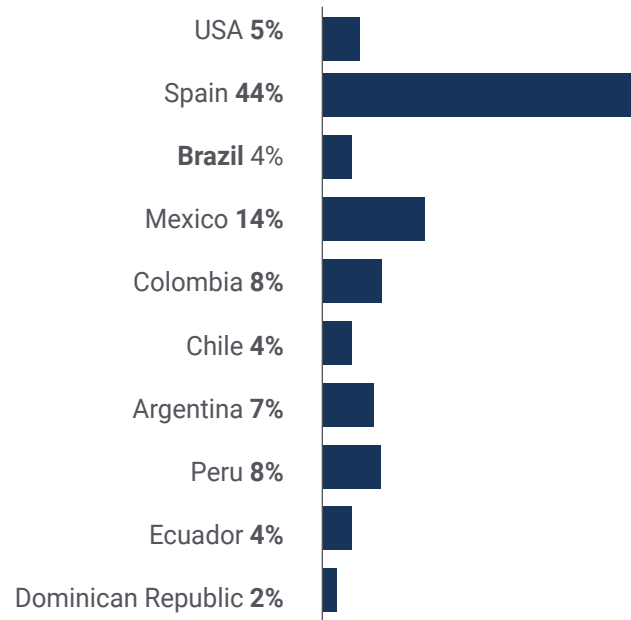
Training



Academic Profile



Geographical Distribution



Ramon Ruiz

Copywriter and Social Media

"This program has helped me improve in my work, better managing campaigns in different social networks and creating messages through the use of assertive communication tools"

08

Impact on Your Career

The large investment that students have to make to study a qualification with these characteristics does not go unnoticed by TECH, which, being aware of this reality, puts all its efforts into guaranteeing quality teaching. Therefore, the student is guaranteed professional success, with an innovative methodological development in the use of social networks and their integration into Digital Marketing plans.



“

Give a different approach to your daily work by specializing in social media and quickly standing out within your department"

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

The TECH Postgraduate Diploma in Digital Marketing for Social Media prepares students for the main problems and cases that they encounter during their professional practice as social media managers. With high-value marketing methodologies, graduates of this qualification will significantly increase their job performance, which will inevitably lead them to the top of their respective departments.

A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.

Achieve the positive change you need to boost your career and profession with the Postgraduate Diploma in Digital Marketing for Social Media.

When the change occurs



Exchange Rate



Salary increase

This program represents a salary increase of more than **25%** for our students



09

Benefits for Your Company

This qualification is a great opportunity for all companies that want to raise the level of their employees or social media managers. Through highly successful programs, we are not only creating great social media professionals, but also innovative leaders who know how to deal with small crises that would otherwise be much more serious at the communication level.



“

Get to know the fields of advertising and public relations, as well as the main skills required in your professional practice"

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

01

Intellectual Capital and Talent Growth

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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 current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Diploma will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

10 Certificate

The Postgraduate Diploma in Digital Marketing for Social Media guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Diploma issued by TECH Global University.



“

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 Diploma in Digital Marketing for Social Media** 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 private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

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Postgraduate Diploma

Digital Marketing for Social Media

