

# Postgraduate Diploma Inbound Marketing

P I M



## Postgraduate Diploma Inbound Marketing

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in logistics areas.

Website: [www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-inbound-marketing](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-inbound-marketing)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

Inbound Marketing has emerged as a response to more traditional marketing techniques dedicated to bombarding the potential customer with more aggressive offers or messages. By shifting the focus to less intrusive advertising, companies that choose this increasingly popular path will have a much better and more expert perception by their audience. With this TECH Postgraduate Diploma, professionals can stand out in their field with advanced knowledge of Inbound Marketing, advising world-class companies and securing a more prosperous working future with better opportunities in top-ranking companies.



Postgraduate Diploma in Inbound Marketing  
TECH Technological University



“

*It is the perfect time to specialize in Inbound Marketing and stand out in a field where you can grow professionally”*

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 centre for intensive managerial skills training.



“

*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 combines 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.

**100,000+**  
executives trained 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 *Re-learning* 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 Harvard Business School case studies"*

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies.

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

*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**

### 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 areas 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

### Be part of an exclusive community

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

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

# 04 Objectives

The objectives of this program are focused on the student acquiring a series of key knowledge in the marketing industry in order to ensure a salary and professional improvement by increasing their value as a technical expert in Inbound Marketing. To this end, a team of experts in the field has been assembled, who have poured all their professional expertise into the educational content that will enable students to perform a variety of tasks related to attraction marketing.



“

*You want to improve your job performance and achieve your career goals. This Postgraduate Diploma is the fastest and most efficient way to specialize in Inbound Marketing"*

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

The **Postgraduate Diploma in Inbound Marketing** prepares students to:

01

Describe new digital tools to acquire customers and strengthen a brand

02

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







03

Understand the new digital communication paradigm

04

Successfully lead partially or fully digitized marketing or sales teams

05

# Structure and Content

This Postgraduate Diploma in Inbound Marketing is structured in 3 teaching modules, where the prevailing digital and e-commerce marketing, the most effective Inbound Marketing techniques, and finally, a direct approach to performance marketing, are all explained in detail. All of this serves to significantly raise the student's professional level, guaranteeing recognition and promotion to more important marketing management positions.



“

*It's time to take the professional leap you've been waiting for. Enroll on this Postgraduate Diploma today and, in a very short time, master Inbound Marketing techniques that will take you to the top of the business world"*

## Syllabus

All the study materials available to students have been developed to help them improve their professional skills and, therefore, help them achieve their most ambitious career goals.

To this end, the teaching focuses on the most useful and fundamental aspects of Inbound Marketing, instructing students in the most common digital and technological strategies or the conversion of leads that will significantly improve professional performance. With all these advanced tools, which the student can start using in the field, professionals will begin to stand out by differentiating themselves from their peers and using different marketing techniques.

In the 375 hours of teaching that make up the program, students will analyze real cases and concrete examples of success in the use of Inbound Marketing, so they will even see the real usefulness of the knowledge acquired before finishing the actual program.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

### Module 1

Digital Marketing and E-Commerce Marketing

### Module 2

Inbound Marketing

### Module 3

Performance Marketing



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

TECH offers you the possibility to study this Postgraduate Diploma in Inbound Marketing completely online. Throughout the 6 months of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Digital Marketing and E-Commerce Marketing**

**1.1. Digital Marketing and E-Commerce Marketing**

- 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. Inbound Marketing**

**2.1. The Definition of Inbound Marketing**

- 2.1.1. Effective Inbound Marketing
- 2.1.2. The Benefits of Inbound Marketing
- 2.1.3. Measuring the Success of Inbound Marketing

**2.2. Target Research**

- 2.2.1. Consumer Intent Modelling and Buyer Personas
- 2.2.2. Customer Journey Mapping
- 2.2.3. Content Strategy

**2.3. Content Optimization**

- 2.3.1. Content Optimization for Search Engines
- 2.3.2. Recycling and Content Improvement

**2.4. Content Creation**

- 2.4.1. User and Brand Generated Content
- 2.4.2. Opportunity Blogging
- 2.4.3. Video and Other Formats

**2.5. Content Dynamization**

- 2.5.1. Influencers
- 2.5.2. Blogger Outreach
- 2.5.3. Paid Content Seeding

**2.6. Conversion**

- 2.6.1. Lead Capturing and CRO
- 2.6.2. Lead Nurturing and Marketing Automation

**Module 3. Performance Marketing**

**3.1. Permission Marketing**

- 3.1.1. How to Obtain a User's Permission
- 3.1.2. Personalizing the Message
- 3.1.3. Mail Confirmation or Double Opt-in

**3.2. Strategy and Performance Techniques**

- 3.2.1. Performance Marketing: Results
- 3.2.2. Digital Media Mix
- 3.2.3. The Importance of the Funnel

**3.3. Programmatic Marketing and RTB**

- 3.3.1. RTB: Real-Time Planning and Purchasing
- 3.3.2. Programmatic Purchasing Ecosystem
- 3.3.3. How to Integrate RTB into the Media Mix
- 3.3.4. Keys to RTB on Different Devices

**3.4. Affiliate Campaign Development**

- 3.4.1. Agencies and Affiliate Programs
- 3.4.2. Post View
- 3.4.3. Designing Affiliate Programs

**3.5. Launching an Affiliate Program**

- 3.5.1. Affiliation and Direct Affiliation Networks
- 3.5.2. Results Analysis and Monitoring
- 3.5.3. Fraud Control

**3.6. Developing E-Mail Campaigns**

- 3.6.1. Designing E-Mail Marketing Campaigns
- 3.6.2. E-mail Marketing
- 3.6.3. Lists of Subscribers, Leads, and Customers

**3.7. E-mail Address Marketing Tools and Resources**

- 3.7.1. Acumbamail
- 3.7.2. Mailchimp
- 3.7.3. Templates
- 3.7.4. Inbox Inspection

**3.8. Online Writing for E-mail Marketing Campaigns**

- 3.8.1. How to Create Good Headlines
- 3.8.2. Writing Content for Newsletters
- 3.8.3. Calls to Action in Newsletters

**3.9. Display and Campaign Optimization**

- 3.9.1. Advertising, Persuasive Communication
- 3.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
- 3.9.3. Affiliation
- 3.9.4. Campaign Preparation

**3.10. E-mail Address Marketing Metrics**

- 3.10.1. List Metrics
- 3.10.2. Newsletter Delivery Metrics
- 3.10.3. Conversion Metrics



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

06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: *Re-learning*.

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 Re-learning, 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"*

## At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"*



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



*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 intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

**“** *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.

## Re-learning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100%-online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Re-learning.

*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 Re-learning.

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.

*Re-learning 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Inbound Marketing is aimed at all professionals in the business world, especially marketing, who are looking to improve their knowledge and, at the same time, their career prospects. By specializing in attraction marketing they obtain distinctive skills in the labor market that will guarantee them a better future in the world of advertising communication.







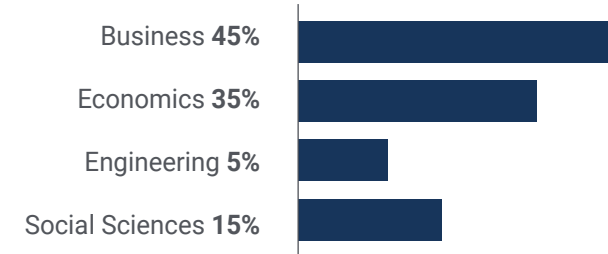
“

*If you believe that you should specialize your knowledge in marketing, the key that will open the doors to the job improvements you are looking for can be found in this Postgraduate Diploma"*

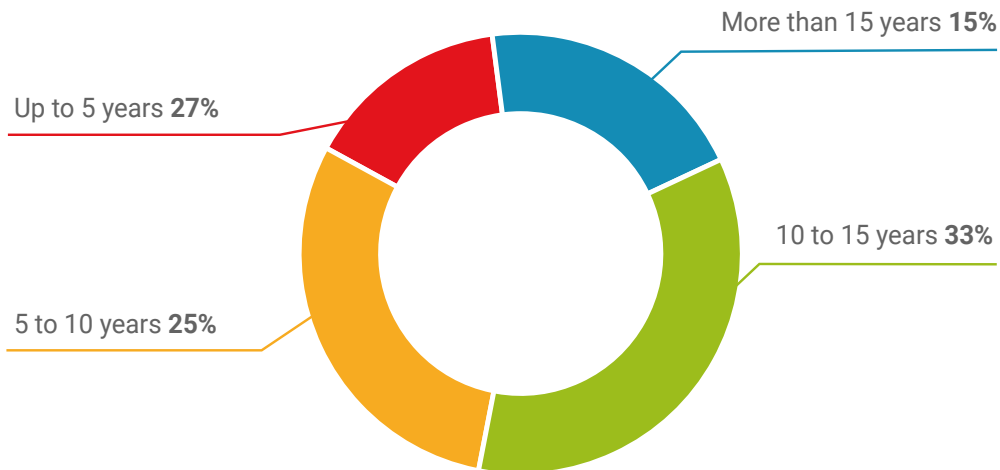
### Average Age

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

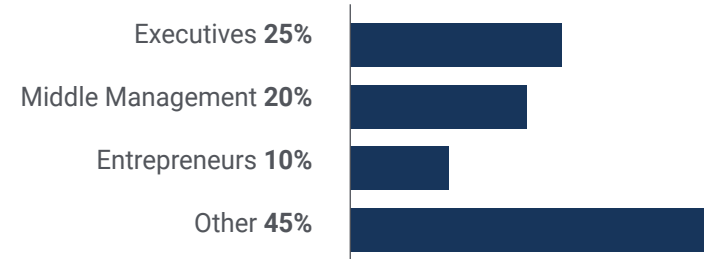
### Training



### Years of Experience

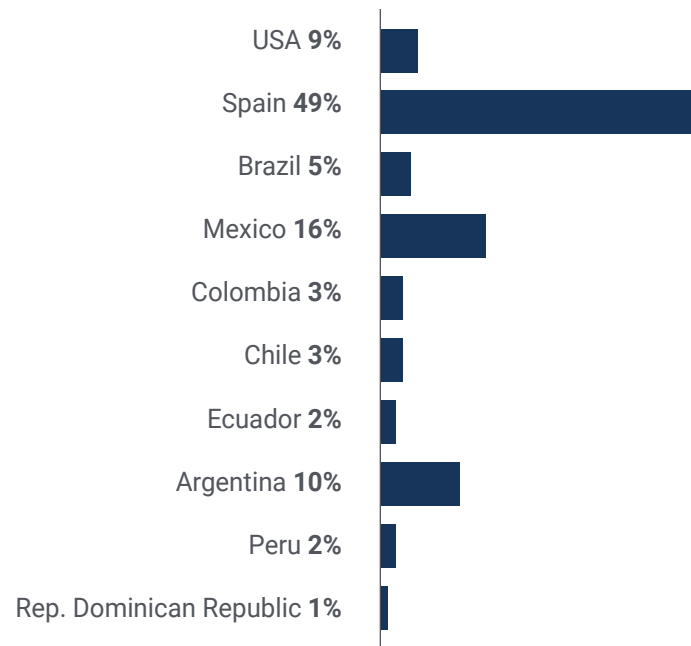


### Academic Profile



## Geographical Distribution

---



## Miriam Díaz

Social Media and Content Manager

*"With the advanced knowledge provided by this Postgraduate Diploma, I was able to specialize in marketing and design better communication plans, which quickly led to a job promotion to a position of greater responsibility"*

08

# Course Management

The program's teaching staff includes leading experts in marketing management, who bring their years of work experience to this program. Furthermore, other renowned specialists in related disciplines participate in designing and preparing the course, making it a unique and highly nourishing academic experience for the student.





“

*We have the best teaching team to help you to specialize in a highly-demanded field”*

## Management



### Galán, José

- ♦ Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging
- ♦ Director of E-Marketing at TECH Technological University
- ♦ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing) [www.josegalan.es](http://www.josegalan.es)
- ♦ Director of Corporate Marketing, Médica Panamericana
- ♦ Degree in Advertising and Public Relations. Complutense University of Madrid
- ♦ European Higher Education Program in Digital Marketing ESIC



09

# Impact on Your Career

As TECH is aware of the effort involved for students undertaking a program of this nature, it tries to provide students with the best possible facilities. For this reason, the teaching format is 100% online, in addition to being endorsed by the professional team in charge of the program, who have put all their knowledge and experience to guarantee the student a quality learning experience.







“

*You will notice a positive change in your daily work methodology and your own aspirations in the marketing world"*

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

This program prepares students to face different types of challenges related to advertising communication, covering these problems from an innovative strategy in inbound marketing. It is, therefore, an excellent opportunity to improve professionally and personally.

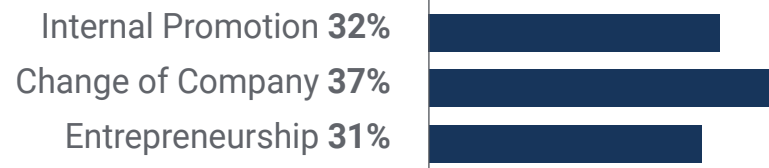
*Do not miss the opportunity to train with us and you will find the improvement you were looking for.*

*If you want to make a positive change in your profession, our academic program will help you achieve it.*

#### When the change occurs



#### Type of change



### Salary increase

---

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



10

# Benefits for Your Company

There are many business benefits of hiring a professional with a Postgraduate Diploma in Inbound Marketing, especially taking into account TECH's emphasis on fostering modern problem-solving skills in its students. Moreover, the program is an excellent opportunity to strengthen working relationships with all types of equally experienced professionals, which benefits both business and personal networking.





“

*Improve business results through innovative communication strategies that make customers fall in love with your brand"*

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

01

### Intellectual Capital and Talent Growth

You 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 executive 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**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the company.

---

06

### **Increased competitiveness**

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

11

# Certificate

This Postgraduate Diploma in Inbound Marketing guarantees, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





“

*After passing this program, you will receive a qualification that will enhance your CV"*

This **Postgraduate Diploma in Inbound Marketing** 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 Diploma** issued by **TECH Technological University** via tracked delivery.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional from career evaluation committees.

Title: **Postgraduate Diploma in Inbound Marketing**

Official N.º of Hours: **375 hours**.



\*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.



## Postgraduate Diploma Inbound Marketing

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

# Postgraduate Diploma Inbound Marketing



DIGITAL  
MARKETING