Postgraduate Diploma
Marketing in the Metaverse

tech technological university

Postgraduate Diploma
Marketing in the Metaverse

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University Graduates, Graduates and Undergraduates who have previously completed any of the programs in the fields of Social and Legal Sciences, Administrative and Business Sciences, as well as technology professionals looking to reinvent their careers in an industry with a bright future.**

Website: **www.techtitute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-metaverse**

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01
Welcome

The great acceptance that the Metaverse has had since its origin and up to now has attracted the attention of many companies that, far from dedicating their activity to the virtual sector, have seen in it important business opportunities. Large entities such as Gucci Garden, Coca-Cola or Louis Vuitton already have their own platforms where the placement of their brand products is part of the ecosystem experience. This has been made possible thanks to the potential of digital marketing, which, through highly innovative actions, makes virtual reality meet the real world, creating a unique experience for the user. For this reason, TECH has considered it necessary to develop a program through which graduates can immerse themselves in this world and learn in detail the advertising and marketing techniques that are having the best results today. A way to specialize in a booming area in which you will undoubtedly find job success in less time than you expect.

Postgraduate Diploma in Marketing in the Metaverse.
TECH Technological University

" *Content and influencer marketing, promotional actions, d-commerce strategies... With this program you will master all these techniques through a 100% online training that will elevate your talent to the top of the industry"*

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

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:

Learn with the best

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

Teachers representing 20 different nationalities.

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

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

04
Objectives

The goal of this program is to introduce graduates to the latest developments Marketing in the Metaverse, enabling them to implement more effective marketing strategies adapted to the requirements of their company's target audience. Additionally, the program places special emphasis on the improvement of your professional skills, which will give you the necessary skills to take on the management of any project with guaranteed success. This will help you advance and achieve your goals in less time than you think.

No matter how ambitious your academic goals are. TECH will give you all the material you need to overcome them through 450 hours of comprehensive, dynamic and multidisciplinary training"

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

The **Postgraduate Diploma in Marketing in the Metaverse** will enable the student to:

01 Establish Web 3.0 as the main component for the creation of a Metaverse

02 Determine the barriers and potential for VR and AI

03 Examine the legislation underlying the Metaverses

04 Analyze the different types of digital identity that support a Metaverse

05 Establish the relevance of Avatars as a starting point in a Metaverse

06 Specify why three key aspects of the Metaverse can turn it into a multi-activity scenario

08 Structure a marketing plan in a new universe

09 Develop marketing strategies in the Metaverse

07 Develop the Metaverse components in real case studies

10 Locating benefits of the Metaverse and immersive marketing for businesses

11 Determine how to exploit the NFT as a bridge to advertising in the Metaverse

14 Manage multidisciplinary production teams in the Metaverses

12 Monetize the Metaverse

13 Develop new disruptive capabilities

15 Analyze the impact of *Opensource* on the development of the Metaverse ecosystem

16 Examine the role of communities in the ecosystem's evolution

18 Organize the participants of the ecosystem and understand their role

19 Further study projects by developing Metaverses together with an ecosystem

17 Discuss the new social context of the exponential era

20 Explore business opportunities enabled by ecosystems

05
Structure and Content

Both the structure and the content of this Postgraduate Diploma have been designed by the teaching team, since, being experts in the Metaverse industry, they know what aspects the graduates must handle in order to succeed in it. Thanks to this, it has been possible to create a dynamic and highly training program, which includes 450 hours of the best theoretical, practical and additional material. Additionally, its convenient 100% online format brings flexibility and multidisciplinarity to the academic experience, aspects that will undoubtedly benefit your course.

"

From the beginning of the academic activity the entire content will be available on the Virtual Campus and it can be downloaded to any device with an Internet connection"

Syllabus

TECH, in its commitment to offer the best academic experience in the university market, has developed a study plan for this program, not only in accordance with the immediate current situation of the Metaverse industry, but also based on the current demand of the sector. Thanks to this, the graduate who accesses it and passes its requirements will be potentially prepared to face satisfactorily the management of any project related to the marketing area of the virtual environment.

Through 450 hours of extensive training, the student will be able to delve into the different sections of the Metaverse, from its economy to the key aspects of its structure, focusing on the borderless commerce that arises in virtual spaces. They will then delve into the main marketing strategies of this environment and the most effective strategies to increase profitability, awareness and Return on Investment through innovative, modern and highly effective campaigns.
Finally, you will navigate through the different ecosystems and key players in the Metaverse,

with a special focus on planning experiences in line with the demands of the target audience.

But that's not all, since, in addition to acquiring specialized knowledge, the graduate will work with use cases, putting their skills into practice and perfecting their managerial and leadership competencies. In this way, TECH guarantees a multidisciplinary and highly enabling academic experience, which will allow the professional to considerably improve his profile and, therefore, be able to access more ambitious and prestigious jobs within the virtual industry of the Metaverse.

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

Module 1	The Metaverse
Module 2	Marketing in the Metaverse
Module 3	Metaverse Ecosystem and Key Players

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Marketing in the Metaverse in a totally online way. Throughout the 6 months of the educational program, 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. The Metaverse

1.1. Metaverse Economy: Cryptocurrencies and Non Fungible Tokens (NFTs)
1.1.1. Cryptocurrencies and NFTs. Metaverse Economy Basics
1.1.2. Digital economy
1.1.3. Interoperability for a Sustainable Economy

1.2. Metaverse & Web 3.0. in the Cryptocurrency Space
1.2.1. Metaverse & Web 3.0.
1.2.2. Decentralized Technology
1.2.3. Blockchain, Web 3.0. Basis and Metaverse

1.3. Metaverse Advanced Technologies
1.3.1. Augmented Reality and Virtual Reality
1.3.2. Artificial Intelligence
1.3.3. IoT

1.4. Corporate Governance: Metaverse International Legislation
1.4.1. FED
1.4.2. Metaverse Legislation
1.4.3. Mining

1.5. Digital Identity for Individuals, Assets and Businesses
1.5.1. Online Reputation
1.5.2. Protection
1.5.3. Digital Identity Impact in the Real World

1.6. New Sales Channels
1.6.1. Business to Avatar
1.6.2. Improve User Experience
1.6.3. Single Environment Products, Services and Content

1.7. Experiences based on Ideals, Beliefs and Likes
1.7.1. Artificial Intelligence as a Driving Force
1.7.2. Personalized Experiences
1.7.3. Power of Mass Manipulation

1.8. VR, AR, AI and IoT
1.8.1. Advanced Technologies Metaverse Success
1.8.2. Immersive Experience
1.8.3. Technological Analysis. Uses

1.9. Key Aspects of the Metaverse: Presence, Interoperability and Standardization
1.9.1. Interoperability. First Commandment
1.9.2. Metaverse Standardization for Proper Functioning
1.9.3. The Metaverses of the Metaverse

1.10. Metaverse Real Estate
1.10.1. Leverage Methods in the Metaverse
1.10.2. Borderless Trading in Virtual Spaces
1.10.3. Reduced Physical Space Operation

Module 2. Metaverse Marketing

2.1. The Metaverse New Advertising Content Consumption Platform
2.1.1. The Big Bang. Advertising Origins
2.1.2. Serotonin: The Engine that Drives Avatars
2.1.3. Immediacy, A New Satisfaction Measure

2.2. Traffic Redirection to Metaverses: Transition from Funnel to Conversion Atmospheres
2.2.1. Advertising as a Molecule Enveloping Digital Ecosystems
2.2.2. Metaverse Inhabitants
2.2.3. Metaverse Endosphere

2.3. Metaverse Conversions: Monetizing Atmospheres
2.3.1. Profitability
2.3.2. Awareness, Conversion, *Retargeting*, and Loyalty
2.3.3. Shopping: The Fuel of the Metaverse

2.4. Traditional Advertising Media Barriers vs. Metaverse
2.4.1. Traditional Advertising. Mediums
2.4.2. Metaverse: Loop of Three-Dimensional Supports
2.4.3. Transforming Advertising Traditions

2.5. The Metaverse Funnel: Three-Dimensional Funnel
2.5.1. Contacts
2.5.2. Prospectus
2.5.3. Customers:

2.6. KPIs in the Metaverse: Measuring the Effect of Your Advertising in an Immersive Space
2.6.1. Attention
2.6.2. Interest
2.6.3. Decision
2.6.4. Action
2.6.5. Memory

2.7. Metaverse Advertising
2.7.1. Metaverse Digital Sense Development: Tricking the Mind
2.7.2. How to Engage Users Through Unseen 3D Experiences
2.7.3. New Three-Dimensional Supports

2.8. NFT's: The New Loyalty Clubs
2.8.1. Buying Loyalty
2.8.2. Showcasing Exclusivity
2.8.3. The NFT as a Metaverse Identifier

2.9. Metaverse Customer Experience
2.9.1. Bringing the Product Closer to the Customer
2.9.2. Three-Dimensional Environment Limitations: The 6 Senses
2.9.3. Controlled Environment Generation

2.10. Marketing in the Metaverse Success Stories
2.10.1. Avatars
2.10.2. Economy
2.10.3. Gaming

Module 3. Metaverse Ecosystem and Key Players

3.1. Open Innovation Ecosystems in the Metaverse Industry
3.1.1. Collaboration in Open Ecosystem Development
3.1.2. Open Innovation Ecosystems in the Metaverse Industry
3.1.3. Ecosystem's Impact on Metaverse Growth

3.2. Opensource Projects Technological Development Catalysts
3.2.1. The *Opensource* as an Innovation Accelerator
3.2.2. OpensourceProject Integration. Complete Overview
3.2.3. Open Standards and Technologies as Accelerators

3.3. Web 3.0 Communities
3.3.1. Community Creation and Development Process
3.3.2. Community Contribution to Technological Progress
3.3.3. Most Relevant Web 3.0 Communities

3.4. Social Networks and Online Relationships
3.4.1. Enabling Technologies for New Ways of Relating to Each Other
3.4.2. Physical and Digital Environments for Building Web3 Communities
3.4.3. Evolution from Web2 Social Networks to Web3

3.5. Users, Companies and Ecosystem. Metaverse Advancement
3.5.1. Metaverses with Web 3.0 Vision
3.5.2. Corporations Investing in the Metaverse
3.5.3. Ecosystem that Offers a Complete Solution

3.6. Metaverse Content Creators
3.6.1. Digital Nomads
3.6.2. Organizations, Builders of New Customer Relationship Channels
3.6.3. Influencers, streamers or gamers as early adopters

3.7. Metaverse Experience Providers
3.7.1. Reinvented Sales Channels
3.7.2. Immersive Experiences
3.7.3. Fair and Transparent Customization

3.8. Decentralization and Technological Infrastructure in the Metaverse
3.8.1. Distributed and Decentralized Technologies
3.8.2. Proof of Work vs. Proof of Stake
3.8.3. Key Technological Layers for Metaverse Evolution

3.9. Human Interface, Electronic Devices that Enable the Metaverse Experience
3.9.1. The Experience Offered by Existing Technological Devices
3.9.2. Advanced Technologies in Metaverse
3.9.3. Extended Reality (XR) as Metaverse Immersion

3.10. Metaverse Incubators, Accelerators and Investment Vehicles
3.10.1. Metaverse Incubators and Accelerators for Business Development
3.10.2. Metaverse Financing and Investment
3.10.3. "Smart Capital" Attraction

Delving into the profiles of the main content creators in the Metaverse will help you to include in your business strategy the most specific influencers and streamers according to your market"

06
Methodology

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

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

" *Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

TECH Business School uses the Case Study to contextualize all content

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

"

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

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

" *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

The Postgraduate Diploma is aimed at University Graduates and Undergraduates who have previously completed any of the following programs in the field of Social and Legal Sciences, Administrative and Economic Sciences, as well as those specialized in the area of Engineering and Computer Science with an interest in the Metaverse industry.

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

Professionals with a university degree in any field and two years of work experience in the technological field of virtual and digital contexts may also take the Postgraduate Diploma.

The best program in the university market to acquire the skills of an expert in Web 3.0 and be able to bring greater technological progress to your company"

Average Age

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

Years of Experience

5 years **17%**

Over 15 years **17%**

From 5 to 10 years **30%**

From 10 to 15 years **36%**

Training

Business **28%**

Engineering **30%**

Digital Environment **32%**

Other **10%**

Educational Profile

Industry **37%**

Video Games **35%**

Entrepreneurs **18%**

Others **10%**
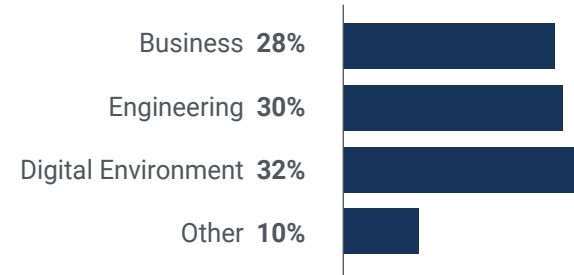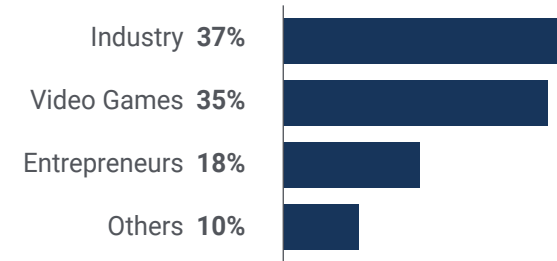
Geographical Distribution

USA **10%**

Spain **47%**

Mexico **30%**

Colombia **13%**
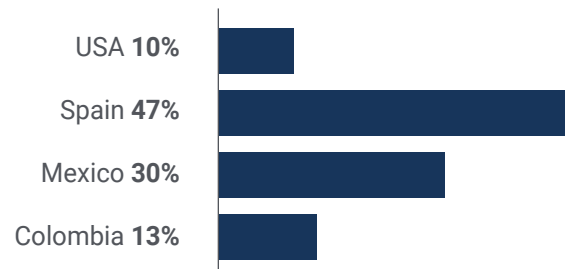
Ana María Velazco

Chief Marketing Officer

"This Postgraduate Diploma has helped me to analyze the impact of Opensource in the development of the Metaverse ecosystem, as well as to locate its benefits through immersive marketing for companies. Based on this, I have been able to implement the most innovative and effective techniques to my strategies, thanks to which I have potentially progressed in a very short time to reach the position of marketing director in the company where I had worked for years. And all thanks to TECH and this incredible academic experience."

08
Course Management

For the selection of the teaching staff of this Postgraduate Diploma, TECH has not only taken into account their professional curriculum, but has also considered the letters of recommendation that accompanied them. Thanks to this, it has been possible to form a faculty specialized in the Metaverse industry, also characterized by its human quality. These aspects will be reflected in the care and the demand with which the content of the program has been elaborated, something that, undoubtedly, the graduate will be able to take advantage of to perfect his profile and to implement to his praxis the most extensive and effective information of the current sector.

> "
>
> *The teaching team will guide you throughout the academic experience so that you can get the most out of it and become, in just 6 months, an Expert in Marketing in the Metaverse"*

Management

Mr. Cavestany Villegas, Íñigo

- Cloud Advisor at IBM Technology
- Co-Founder & Head of Ecosystem – Second World
- Web3 and Gaming Leader. IBM Cloud Specialist at IBM
- Advisor at Netspot OTN, Velca and Poly Cashback
- Graduate in Business Administration from IE Business School
- Master's Degree in Business Development Autonomous University of Madrid
- IBM Cloud Specialist
- Bachelor in Business Administration from IE Business School
- Profession Certification in IBM Cloud Solution Advisor
- American Bachelor. TASIS England
- Teaching experience in numerous business schools such as IE Business School or IE Human Sciences and Technology

Professors

Mr. López-Gasco, Alejandro

- Co-founder of SecondWorld and Head of the Metaverse
- Co-founder of TrueSushi
- Business Development Executive at Amazon
- Graduate in Law and Marketing from the Complutense University of Madrid
- HSK4 Mandarin Chinese by Beijing Language and Culture University
- Master's Degree in M&A and Private Equity from the IEB
- Cross border e-commerce bootcamp from Shanghai Normal University

Mr. Fernández Ansorena, Nacho

- CMO and Co-founder of SecondWorld
- Co-Founder and Digital Strategy Manager at Polar Marketing
- Project Manager at PGS Comunicación
- Cofundador y Development Manager at weGroup Solutions
- Graduate in Business Administration and Management by ESIC

09
Impact on Your Career

TECH designs this type of program including the most extensive and thorough information. However, one of the most significant characteristics of this Postgraduate Diploma is that the graduate will be able to work on perfecting their professional skills, as well as their management skills through the resolution of complex situations. In this way, they will be prepared to assume, with total guarantee of success, the management of any project, which will allow them to potentially progress along the way to prestigious positions.

Having this degree on your resume will open many doors in the virtual industry job market and will help you get prestigious positions in the best companies"

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

The Postgraduate Diploma in Marketing in the TECH Metaverse is an intensive program that prepares you to face challenges and business decisions in the field of management and direction of digital and virtual environments. 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.

A perfect program to learn in detail the basics of the Metaverse economy and implement them in your business model to get even more out of it.

If you are looking for a program that takes you into the world of IoT, artificial intelligence and augmented-virtual reality, this is your lucky day. You have in front of you the best option in the academic market to achieve it.

Time of Change

During the program	During the first year	After 2 years
15%	**59%**	**26%**

Type of Change

Internal Promotion **35%**

Change of Company **37%**

Entrepreneurship **28%**
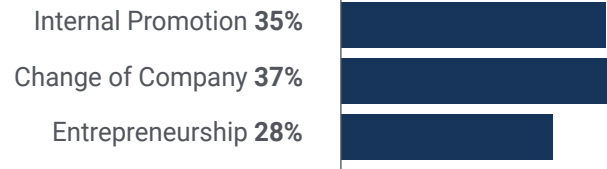
Salary Increase

The completion of this program represents a salary increase of more than **27.32%** for our students.

Salary before	A salary increase of	Salary after
$56,700	**27,32%**	**$72,200**

10
Benefits for Your Company

The graduate who accesses this Postgraduate Diploma in Marketing in the Metaverse will acquire the most specialized knowledge on the consumption of advertising content in virtual spaces, as well as on the most demanded trends today. Thanks to this, you will be able to implement more specialized and effective strategies, which will increase your company's profits in a guaranteed way. Additionally, you will be able to implement transactions through NFTs such as cryptocurrencies, increasing the digital value of the business model.

Would you like to increase the visibility and profitability of your company? With this Postgraduate Diploma you will work on the monetization of atmospheres, which will increase conversion rates, retargeting and loyalty"

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.

Project Development

05

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

Increased competitiveness

06

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

11
Certificate

The Postgraduate Diploma in Marketing in the Metaverse guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Diploma 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 Diploma in Marketing in the Metaverse** 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 career evaluation committees.

Title: **Postgraduate Diploma in Marketing in the Metaverse**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Marketing in the Metaverse

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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 Diploma
Marketing in the Metaverse

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

Postgraduate Diploma
Marketing in the Metaverse

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