

# Postgraduate Diploma Marketing and User Experience in the Digital Environment





## Postgraduate Diploma Marketing and User Experience in the Digital Environment

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target group: engineers, architects and graduates who want to expand and update their knowledge in the digital transformation of their company

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-user-experience-digital-environment](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-marketing-user-experience-digital-environment)

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# 01 Welcome

Digital marketing has revolutionized the way in which businesses carry out their publicity campaigns and the relationship they maintain with their clients. Consumer now plays a much more active role in the commercial relationship and, therefore, the user experience also has to be much more beneficial, as it is a more personal transaction. In addition, e-commerce is here to stay, so companies must master this new sales channel, a fundamental part of the digital transformation. To help you become more competitive in this field, we have created this truly innovative academic program with which professionals can reach the highest point in their sector.



Postgraduate Diploma Marketing and User Experience in the Digital Environment  
TECH Technological University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. We are an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*Our university is at the forefront of technology and we put all our resources at your disposal to help you achieve business success”*

## TECH - Technological University



### Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique, internationally recognised method that will provide you with the keys to develop in a constantly evolving world, where every entrepreneur must be committed to innovation.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system into our programs.



### The Highest Standards

Our admission criteria is not based on the economic situation of an individual. You don't need to make a large investment to study with us. However, to become a TECH graduate, we will push your intelligence and problem-solving skills to the limit. Our academic standards are very high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from all Spanish-speaking countries attend TECH, so you will be able to create a large network of contacts that will aid you in the future.

**38000**

executives trained each year

**23**

different nationalities



### Empowerment

Grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players both in Europe and America.

**500+** | collaborative agreements with leading companies



### Talent

Our program is a unique initiative to showcase your talent in the business world. An opportunity that will allow you to voice your concerns and share your business vision.

Show the world your talents after completing this program.



### Multicultural Context

Share a unique experience with us. You will be studying in a multicultural context. In a program with a global vision, which will allow you to learn about the working methods in different parts of the world, gathering the most innovative information that best suits your business idea.

Our students represent more than 35 different nationalities..



At TECH we strive for excellence and, to this end, we boast a series of characteristics that make us unique:



### Analysis

---

We explore your critical side, your ability to question things, your problem-solving skills, as well as your interpersonal skills.



### Academic Excellence

---

We offer you the best online learning methodology. We combine the Re-learning method (the most internationally recognized postgraduate learning methodology) with Harvard Business School's case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

We are the biggest. TECH currently boasts a portfolio of more than 7,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price.** This way, we ensure that studying is not as expensive for you as it would be at another university.



### Learn with the Best

---

In the classroom, our teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering you a quality specialization that will allow you to advance in your 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 your 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. You 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 you with a multitude of employment and personal advantages, among which we highlight the following:

**01**

### A strong career boost

---

We give you the opportunity to take control of your future and develop your full potential. By completing our program you will acquire the necessary skills to make a positive change in your 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 companies.

---

We offer you an in-depth overview of general management to understand how each decision affects each of the organisation's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### You will solidify your skills in senior business management.

---

We open the doors to a professional landscape at your level as a high-level executive, 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

---

We show you the latest trends, advances, and strategies to carry out your professional work in a rapidly changing environment.

*45% of graduates are promoted internally.*

05

### You will have access to a powerful network of contacts

We connect you with like-minded people. With the same concerns and desire to grow. Share partners, customers, or suppliers.

*You will find a network of contacts that will be crucial for your professional development.*

06

### You will thoroughly develop your business project.

You will acquire a deep strategic vision that will help you develop your 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

We help you apply and develop the knowledge you have acquired and improve your interpersonal skills to become a leader who makes a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

We offer you the opportunity to 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 internationally respected teachers.*

# 04 Objectives

This programme is designed to strengthen students' skills in the field of digital marketing and the user experience, as well as to develop new competencies and skills that will be essential in their professional development. Upon completing the course, they will be better trained to implement all these strategies that will be fundamental for the development of their digital businesses, achieving better knowledge and growth in their organizations within the market.





“

*Learn to develop e-commerce platforms and  
give a boost to your business”*

Your goals are our goals.

We work together to help you achieve them

The Postgraduate Diploma Marketing and User Experience in the Digital Environment has the following objectives:

01

Deepen understanding of the impact of the digital revolution on marketing.

04

Apply the main tools of digital marketing

02

Create a digital marketing plan understanding the main differences in approach between traditional and digital marketing.

05

Develop successful websites

03

Implement a digital communication and sales strategy.

06

Utilize the main rules of search engine marketing



07

Master the use of the main social networks

10

Deepen knowledge in the most relevant UX research methodologies

08

Analyze the UX and how it can help us in the creation and optimization of products and services

11

Discover the benefits and opportunities offered by user experience research

09

Apply the main applications in the field of innovation and the digital context.

12

Avoid bad practice and common mistakes

13

Apply the keys to successful online sales.

14

Explore the different competitive approaches to online sales.

15

Analyze the impact of technological decisions on e-commerce.





16

Address the main logistical and operational challenges of online sales.

17

Master the phases of international development of e-commerce.

18

Understand the omnichannel challenges and their impact on sales for the rest of the sales channels.

05

# Structure and Content

The Postgraduate Diploma in Marketing and User Experience in the Digital Environment at TECH Technological University is a truly innovative program created with the aim of encouraging the professional growth of our students in a highly demanding professional field. To do this, they are shown everything related to digital marketing and e-commerce, so that they are able to understand the process of digital transformation of their businesses.



“

*Meticulously designed by industry professionals who have poured their experience and expertise into the development of this prestigious program”*

## Syllabus

The content of the Postgraduate Diploma in Marketing and User Experience in the Digital Environment has been created in order to offer students the most comprehensive information on marketing and the digital transformation. Through a unique program, the student will have access to all the knowledge that must be put into practice to drive a digital business forward, relying on marketing and user experience.

To achieve this, throughout the 450 hours of study, the student will have the opportunity to carry out a multitude of practical cases that will be related to the theoretical contents and that, therefore, will be fundamental to consolidate all that has been learned. It is, without a doubt, a real immersion in real work situations, since they will have to try to solve exercises simulating real events.

A plan designed for the students, focused on their effective learning that will mark a before and after in their training. A program that understands the needs of students and, therefore, is offered in a 100% online format, so that the student can determine how much time to dedicate to each module, at what time and from where to study. Undoubtedly, it offers all the facilities that 21st century students need.

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

<b>Module 1</b>	Digital Marketing: The Transformation of Communication and Marketing
<b>Module 2</b>	User Experience Management in a Digital Ecosystem
<b>Module 3</b>	E-commerce: New Sales Channels



### Where, when, and how it is taught

TECH offers you the possibility to study this Postgraduate Diploma 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: The Transformation of Communication and Marketing**

**1.1. The Digital Revolution in Marketing**

- 1.1.1. The Impact of the Internet on Communication
- 1.1.2. Transcendence of the Internet in Communication
- 1.1.3. The 4 Ps of Online Marketing

**1.2. The Marketing Plan in a Digital Environment**

- 1.2.1. Utility of the Digital Marketing Plan
- 1.2.2. Plan Parts
- 1.2.3. Preparation of an Effective Marketing Plan

**1.3. Competitive Strategy**

- 1.3.1. Contribution Value
- 1.3.2. The Brand as a Competitive Element
- 1.3.3. *Unique Selling Proposition*
- 1.3.4. Changes in Brand-Consumer Relationships

**1.4. Communication Objectives**

- 1.4.1. Types of Objectives
- 1.4.2. *Branding*
- 1.4.3. *Performance*
- 1.4.4. SMART Objectives

**1.5. Target Audience**

- 1.5.1. How Should Be defined
- 1.5.2. Segmentation
- 1.5.3. Personal *Buyer*

**1.6. Communication Strategy**

- 1.6.1. *Insights*
- 1.6.2. Positioning
- 1.6.3. The Message

**1.7. Digital Marketing Tools I: The Web**

- 1.7.1. Web
- 1.7.2. Web Types
- 1.7.3. Operation
- 1.7.4. Content Management System (CMS)

**1.8. Digital Marketing Tools II: Search Engines**

- 1.8.1. Search Engine Marketing
- 1.8.2. SEO
- 1.8.3. SEM

**1.9. Digital Marketing Tools III: Social Media**

- 1.9.1. Types of Networks
- 1.9.2. *Social Media Optimization*
- 1.9.3. *Social Ads*

**1.10. Digital Marketing Tools IV: Other Tools**

- 1.10.1. *Emailing*
- 1.10.2. Affiliation
- 1.10.3. *Display*
- 1.10.4. Videos

**Module 2. User Experience Management in a Digital Ecosystem**

**2.1. User Experience**

- 2.1.1. User Experience and Its Value
- 2.1.2. Why it Cannot Be Analyzed as an Isolated Entity
- 2.1.3. Process: *Lean UX*

**2.2. User Experience Research Techniques in a Digital Ecosystem I: *User Research***

- 2.2.1. *User Research*
- 2.2.2. Key Methods
- 2.2.3. Practical Application

**2.3. User Experience Research Techniques in a Digital Ecosystem II: *User Research Strategy***

- 2.3.1. Other *User Research* Methods
- 2.3.2. Methodologies to Be Used According to Project
- 2.3.3. Combination with Other Data

**2.4. User Experience Research Techniques in a Digital Ecosystem III: *User Interviews***

- 2.4.1. When to Do Them and Why
- 2.4.2. User Interview Types
- 2.4.3. Practical Application

**2.5. User Experience Research Techniques in a Digital Ecosystem IV: *People***

- 2.5.1. Definition and Identification
- 2.5.2. Creation
- 2.5.3. Application of this Methodology in Practice

**2.6. User Experience Research Techniques in a Digital Ecosystem V: *Usability Testing***

- 2.6.1. Step-by-step Instructions on How to Conduct Your Own Usability Studies
- 2.6.2. Objectives, Benefits and Limitations
- 2.6.3. Application of this Methodology in Practice

**2.7. User Experience Research Techniques in a Digital Ecosystem VI: *Remote Usability Tests***

- 2.7.1. Definition and Types
- 2.7.2. Tools and How to Recruit Users
- 2.7.3. Data Analysis and Presentation of Findings

**2.8. User Experience Research Techniques in a Digital Ecosystem VII: *User Experience Analysis***

- 2.8.1. What to do When We Have No Data on Our Users
- 2.8.2. Usability Inspection Methods
- 2.8.3. Other techniques



**2.9. User Experience Research Techniques in a Digital Ecosystem VIII: MVP**

- 2.9.1. Formulate Hypotheses to be Validated and Prioritize Them
- 2.9.2. MVP and Its Benefits
- 2.9.3. Most Common Mistakes

**2.10. User Experience Research Techniques in a Digital Ecosystem IX: Web Analytics**

- 2.10.1. *User Research and Analytics*
- 2.10.2. *UX Discovery, Optimization and Goals*
- 2.10.3. Define Metrics

**Module 3. E-commerce: New Sales Channels**

**3.1. E-Commerce and E-Commerce Types**

- 3.1.1. Sales Channels
- 3.1.2. Origin of E-Markets
- 3.1.3. Advantages and Challenges
- 3.1.4. *E-Commerce Types*

**3.2. E-Commerce Strategy and Competitive Advantage**

- 3.2.1. Key Success Factors
- 3.2.2. *The Long Tail*
- 3.2.3. Competitive Advantage in Online Selling

**3.3. Technology**

- 3.3.1. Technology Requirements
- 3.3.2. Elements of a Sales Platform
- 3.3.3. Platform Types

**3.4. Surgery**

- 3.4.1. Online Sales Operations
- 3.4.2. Operational and Logistical Processes
- 3.4.3. Customer Service

**3.5. Means of Payment**

- 3.5.1. Relevance
- 3.5.2. Main Means of Payment
- 3.5.3. Fraud and Its Management

**3.6. Online Sales**

- 3.6.1. Levers
- 3.6.2. Visits
- 3.6.3. Conversion
- 3.6.4. Average Order

**3.7. Sales Funnel**

- 3.7.1. *Sales Funnel* Development
- 3.7.2. *Engagement*
- 3.7.3. *Check Out*

**3.8. Loyalty**

- 3.8.1. Customer Relationship Management (CRM)
- 3.8.2. Process
- 3.8.3. Segmentation

**3.9. Internationalisation.**

- 3.9.1. First stage
- 3.9.2. Second Stage
- 3.9.3. Third stage
- 3.9.4. Fourth Stage

**3.10. Omnichannel**

- 3.10.1. Cell Phone Impact
- 3.10.2. Multichannel vs. Omnichannel
- 3.10.3. Omnichannel Challenges

# 06

# Methodology

This training provides you with 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 you a revolutionary approach to developing your skills and knowledge. Our goal is to strengthen your 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.*



### **A learning method that is different and innovative.**

This TECH Business School program is an intensive training program that prepares you to face any challenge in this field, both on a national and international level. We are committed to promoting your personal and professional growth, the best way to strive for success, that is why at TECH Technological University you will use Harvard case studies, with which we have a strategic agreement that allows us to offer you material from the best university in the world.

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

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

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.

In a given situation, what would you do? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the program, you will be presented with multiple real cases. You will have to combine all your knowledge, and research, argue, and defend your 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 business school is the only one in Spanish-speaking countries 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 Spanish online university indicators.





In our program, learning is not a linear process, but rather a spiral (we 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.*

Based on the latest evidence in neuroscience, not only do we know how to organize information, ideas, images, memories, but we also know that the place and context where we have learned something is crucial for us to be able to remember it and store it in the hippocampus, and 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.



In this program you will have access to the best educational material, prepared with you in mind:



### Study Material

All the teaching materials are specifically created for the course by specialists who teach on 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.



### 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 our difficult future decisions.



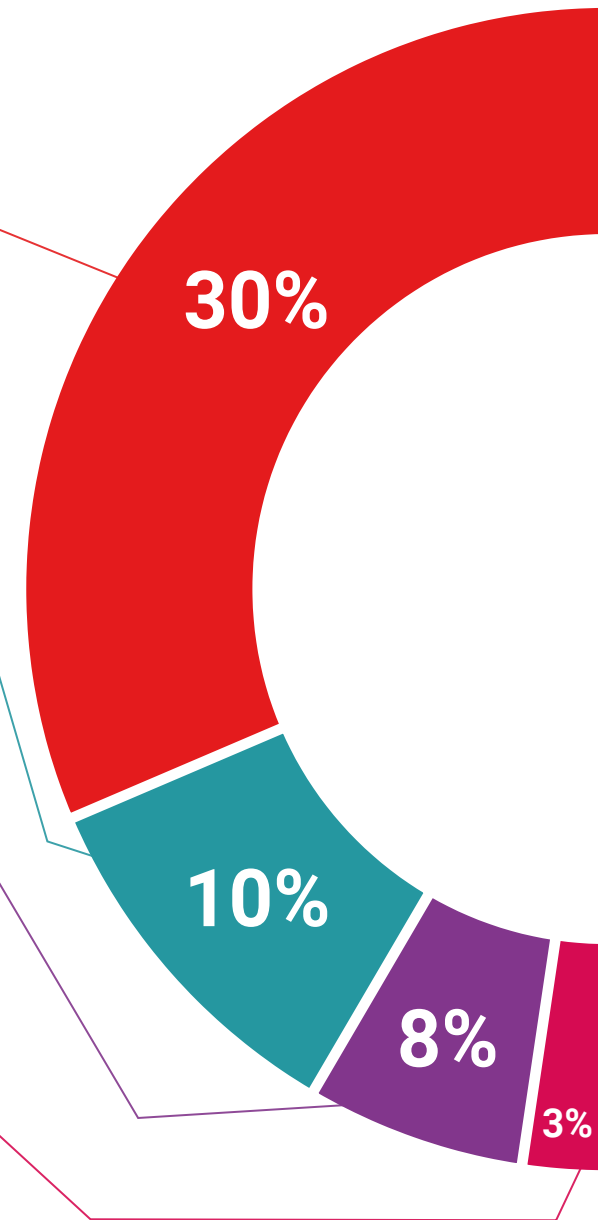
### Management Skills Exercises

You will carry out activities to develop specific managerial skills in each subject area. Exercises and activities to acquire and develop the skills and abilities that a senior manager needs to develop in the context of the globalization we live in.

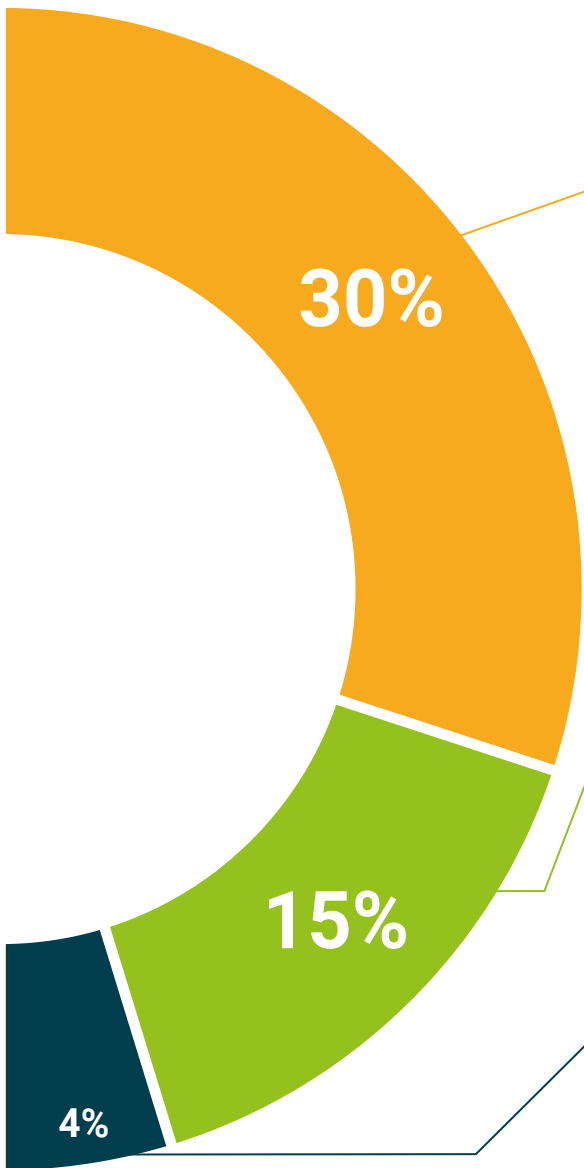


### Additional Reading

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







### Case Studies

You 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

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

This unique multimedia content presentation training system was awarded by Microsoft as a "European Success Story".



### Testing & Re-Testing

We periodically evaluate and re-evaluate your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



07

# Our Students' Profiles

Our Postgraduate Diploma in Marketing and User Experience in the Digital Environment is a program aimed at managers and executives who want to update their knowledge, discover new ways of advancing in their professional career through the digitalization of their businesses. Students who understand the importance of digital marketing and e-commerce as the main tools to increase sales today.





“

*Get into digital marketing as the main tool to offer customers a top-notch shopping experience"*

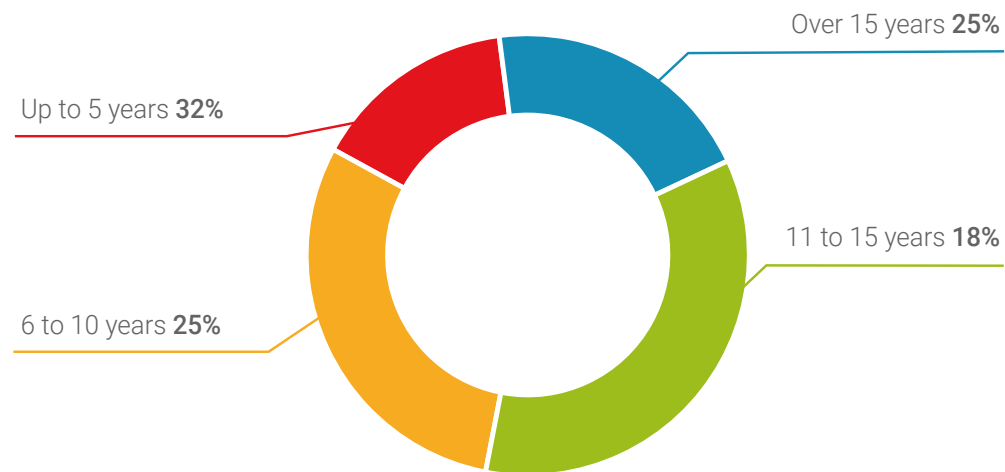
### Average Age

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

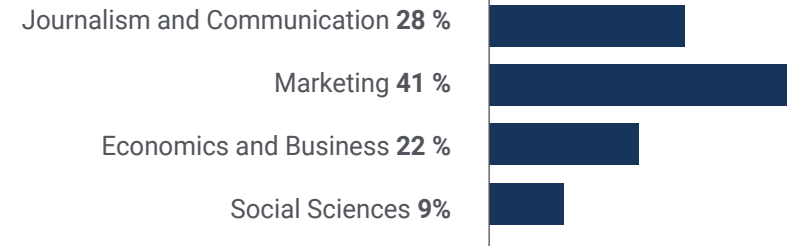
### Years of Experience

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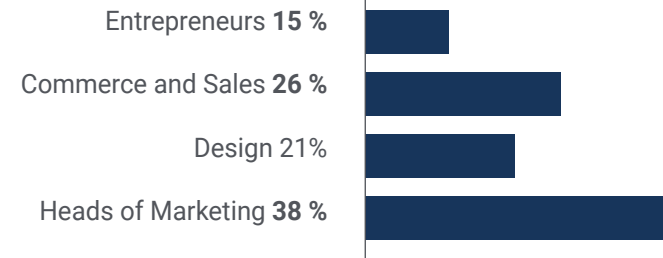
### Training

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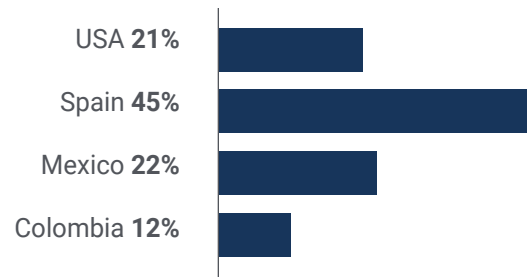
### Academic Profile

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## Geographical Distribution

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## Marta Fernández

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Digital Business Manager

*"This is the best program on Marketing and User Experience in the Digital Environment that I could have done. The multimedia methodology and the huge number of practical cases has allowed me to quickly acquire the knowledge. Also, everything I have learnt I have been able to implement it in my daily work"*

08

# Impact on Your Career

Completing a program of these characteristics is a great opportunity for students who wish to give a boost to their careers by offering the best compendium of contents on the current academic market. However, this requires a great personal and financial effort. An educational opportunity that will bring significant benefits in the short and long term, thanks to the specialization in marketing and user experience it offers.





“

*If you want to manage a marketing department, this is your opportunity”*

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

The Postgraduate Diploma in Marketing and User Experience in the Digital Environment at TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the digital marketing world. The main objective is to promote your personal and professional growth, helping you achieve success.

### Generating Positive Change

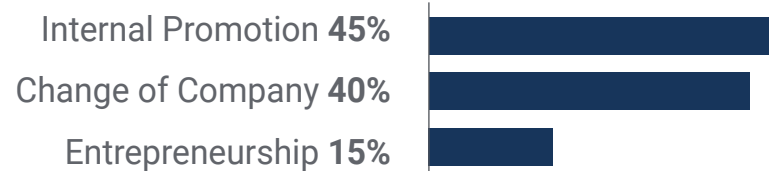
*Achieve a promotion  
in a short time thanks  
to the specialization  
that TECH offers you  
with this program.*

*Access higher paying  
positions and achieve  
your career goals.*

### Professional change for our students



### Type of change





## Salary increase

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



09

# Benefits for Your Company

The Postgraduate Diploma in Marketing and User Experience in the Digital Environment helps raise the organization's talent to its maximum potential by training high-level leaders. Therefore, participating in this academic program will not only bring improvement on a personal level, but, above all, on a professional level, enhancing the training and improving the managerial skills of our students. Additionally, joining TECH's educational community is a unique opportunity to access a powerful network of contacts in which to find future professional partners, clients, or suppliers.





“

*Bring a new working vision to your daily practice and achieve greater benefits for you and your company"*

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

01

### **Intellectual Capital and Talent Growth**

The executive 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 manager 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 manager can work on a real project or develop new projects.

---

06

### **Increased Competitiveness**

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

# 10 Certificate

This Postgraduate Diploma in Marketing and User Experience in the Digital Environment guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this training and receive your university qualification without travel or laborious paperwork"*



This **Postgraduate Diploma in Marketing and User Experience in the Digital Environment** contains the most complete and up-to-date scientific 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 diploma 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 Marketing and User Experience in the Digital Environment**

ECTS: **18**

Official Number of Hours: **450**



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



## Postgraduate Diploma Marketing and User Experience in the Digital Environment

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

# Postgraduate Diploma

Marketing and User Experience  
in the Digital Environment

HOME PRODUCT

# MAXIMIZING USER EXPERIENCE

HOW IT WORKS



**tech** technological  
university