

Postgraduate Diploma Performance Marketing and Social Media

E P M S M





Postgraduate Diploma Performance Marketing and Social Media

- » 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 commercial, sales, marketing and similar areas.

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

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

Advertising in any sector is of utmost importance and thanks to today's technological advances, it is possible to measure its impact on the recipient in ways that would have been unthinkable before. Thanks to this, new ways of publicizing brands and companies through social networks, websites and even emails have emerged, opening up a huge range of possibilities for marketing professionals. TECH, having seen the opportunity for growth, has developed this comprehensive program for students to excel in their profession, allowing them to apply to higher up positions thanks to all the skills and knowledge learned throughout this course.



Postgraduate Diploma in Performance Marketing and Social Media
TECH Technological University



“

You will be prepared to take the managerial leap into social media marketing departments with the knowledge of this Postgraduate Diploma”

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 *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with the Case Study. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



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

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 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 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

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 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

You will 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 program objective is to consolidate student leadership positions within the marketing field by instructing them in the most advanced techniques in performance-based marketing and social media. With this set of skills, students will reinforce the professional quality of their resume and their own work projects.



“

Enroll today in this Postgraduate Diploma in Performance Marketing and Social Media to give your professional career the definitive boost toward communication management and administration”

TECH makes the goals of their students their own goals too.

Working together to achieve them

The Postgraduate Diploma in Performance Marketing and Social Media trains 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 program is structured according to the latest methodological innovations of TECH, which means that students are not only accessing the best didactic content in performance marketing, but will also be able to get the most out of all the lessons taught. Thanks to a teaching staff with extensive experience in the field, students are guaranteed a quality teaching, adjusted to current demands.



“

TECH is aware of the importance of this degree for you. That's why you will be supported by an unparalleled teaching team”

Syllabus

The content of this Postgraduate Diploma in Performance Marketing and Social Media develops the managerial and marketing skills of its students, taking them to a new professional level.

Throughout 375 hours of training, it is student themselves who must analyze and solve real business situations around performance marketing and social media, which makes it a much more contextual and enriching learning experience.

A program that, in addition, is taught completely online, with the advantage that this means for students to be able to balance it with other activities or responsibilities.

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

Module 1

Digital Marketing and E-Commerce

Module 2

Performance Marketing

Module 3

Social Media and Community Management



Where, When and How is it Taught?

TECH offers the possibility of taking this program 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

1.1. Digital Marketing and E-Commerce

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

1.2. Digital Strategy

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

1.3. Technology Strategy

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

1.4. Digital Regulation

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

1.5. Online Market Research

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

1.6. Online Agencies, Media, and Channels

- 1.6.1. Integral, Creative, and Online Agencies
- 1.6.2. Traditional and New Media

- 1.6.3. Online Channels
- 1.6.4. Other Digital Players

Module 2. Performance Marketing

2.1. Permission Marketing

- 2.1.1. How to Obtain a User's Permission
- 2.1.2. Personalizing the Message
- 2.1.3. Mail Confirmation or Double *Opt-in*

2.2. Strategy and Performance Techniques

- 2.2.1. Performance Marketing: Results
- 2.2.2. Digital Media Mix
- 2.2.3. The Importance of the Funnel

2.3. Programmatic Marketing and RTB

- 2.3.1. RTB: Real-Time Planning and Purchasing.
- 2.3.2. Programmatic Purchasing Ecosystem
- 2.3.3. How to Integrate RTB into the Media Mix?
- 2.3.4. Keys to RTB on Different Devices

2.4. Affiliate Campaign Development

- 2.4.1. Agencies and Affiliate Programs
- 2.4.2. *Postview*
- 2.4.3. *Designing Affiliate Programs*

2.5. Launching an Affiliate Program

- 2.5.1. Affiliation and Direct Affiliation Networks
- 2.5.2. Results Analysis and Monitoring
- 2.5.3. Fraud Control

- 2.6.1. Designing E-Mail *Marketing Campaigns*
- 2.6.2. *E-mail Marketing*
- 2.6.3. Lists of Subscribers, Leads, and Customers

- 2.7.1. Acumbamail
- 2.7.2. Mailchimp
- 2.7.3. Templates
- 2.7.4. *Inbox Inspection*

- 2.8.1. How to Create Good Headlines
- 2.8.2. Writing Content for *Newsletters*
- 2.8.3. Calls to Action in *Newsletters*

2.6. Developing E-Mail Campaigns

2.7. E-Mail Marketing Tools and Resources

2.8. Online Writing for E-Mail Marketing Campaigns

2.9. Display and Campaign Optimization

- 2.9.1. Advertising, Persuasive Communication
- 2.9.2. *Behavioral Targeting, Re-Targeting, Re-Messaging*
- 2.9.3. Affiliation
- 2.9.4. Campaign Preparation

- 2.10.1. List Metrics
- 2.10.2. Newsletter Delivery Metrics
- 2.10.3. Conversion Metrics

2.10. E-Mail Marketing Metrics

Module 3. Social Media and Community Management

<p>3.1. Web 2.0 or the Social Web</p> <p>3.1.1. Organization in the Age of Conversation 3.1.2. Web 2.0 Is All About People 3.1.3. New Environments, New Content</p>	<p>3.2. Digital Communication and Reputation</p> <p>3.2.1. Crisis Management and Online Corporate Reputation 3.2.2. Online Reputation Report 3.2.3. Label and Good Practices on Social Media 3.2.4. <i>Branding and Networking 2.0</i></p>	<p>3.3. General, Professional, and Microblogging Platforms</p> <p>3.3.1. Facebook. 3.3.2. LinkedIn 3.3.3. Google+ 3.3.4. Twitter</p>	<p>3.4. Video, Image, and Mobility Platforms</p> <p>3.4.1. YouTube 3.4.2. Instagram 3.4.3. Flickr 3.4.4. Vimeo 3.4.5. Pinterest</p>
<p>3.5. Corporate Blogging</p> <p>3.5.1. How to Create a Blog? 3.5.2. Content Marketing Strategy 3.5.3. How to Create a Content Plan for Your Blog? 3.5.4. Content Curation Strategy</p>	<p>3.6.1. Corporate Communication Plan 2.0 3.6.2. Corporate PR and Social Media 3.6.3. Analysis and Evaluation of Results</p>	<p><i>Community Manager</i> 3.7.2. <i>Social Media Manager</i> 3.7.3. <i>Social Media Strategist</i></p>	<p>3.8.2. Defining the Strategy to Be Followed in Each Medium 3.8.3. Contingency Protocol in Case of Crisis</p>
<p>3.6. Social Media Strategies</p>	<p>3.7. Community Management</p> <p>3.7.1. Functions, Duties, and Responsibilities of the</p>	<p>3.8. Social Media Plan</p> <p>3.8.1. Designing a Social Media Plan</p>	



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: **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.



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 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, students will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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.



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 adapted in 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.



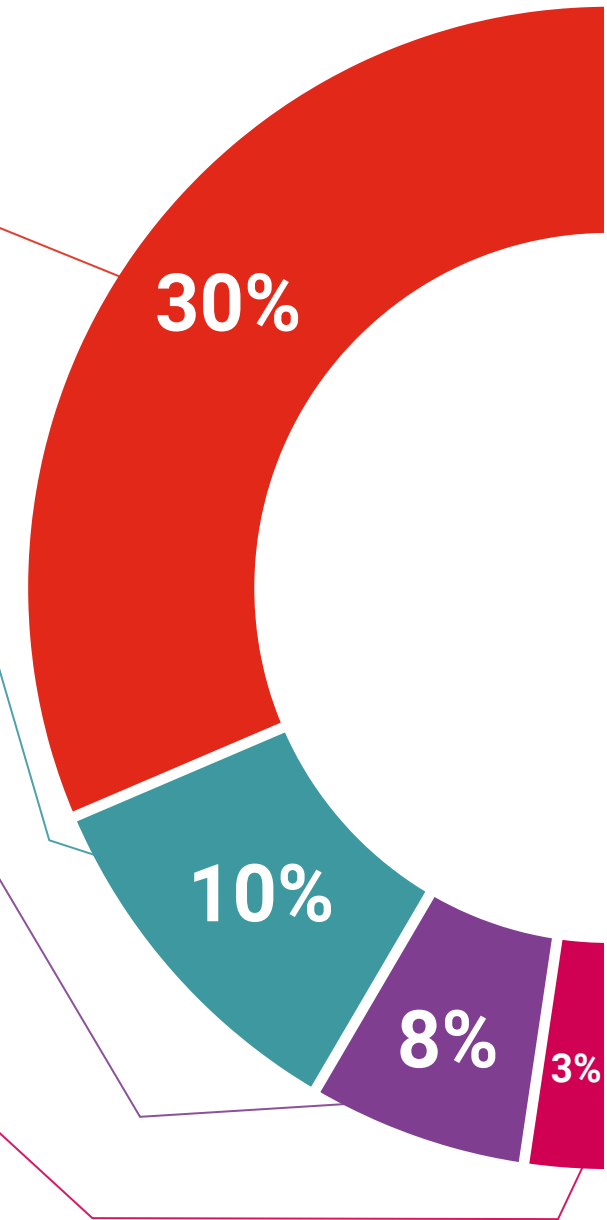
Management Skills Exercises

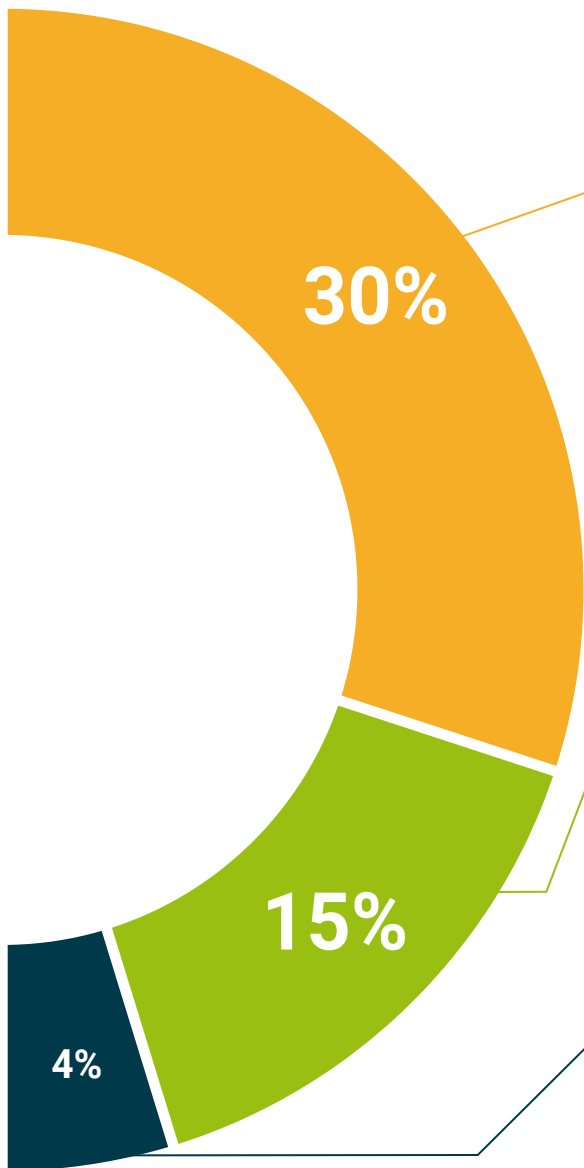
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

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.



07

Our Students' Profiles

Students interested in this degree come mainly from the marketing world, but also from various business fields, which is an interesting opportunity for students to meet potential suppliers, customers or even business partners with whom to undertake business projects.





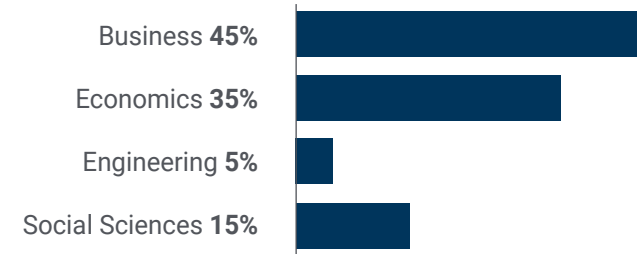
“

If you want to continue improving your professional career without leaving your responsibilities aside, this is the program you are looking for”

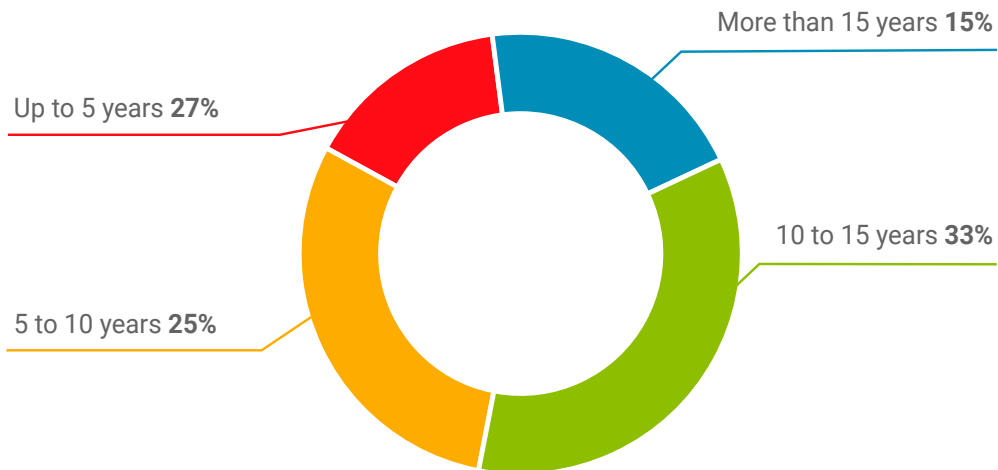
Average Age

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

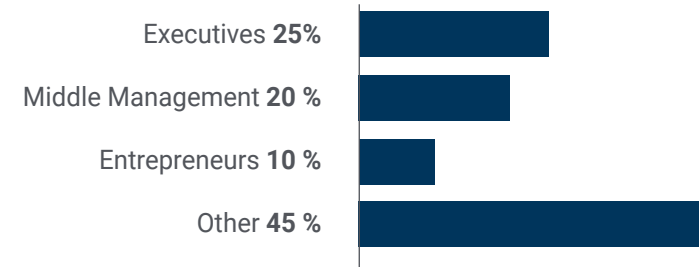
Training



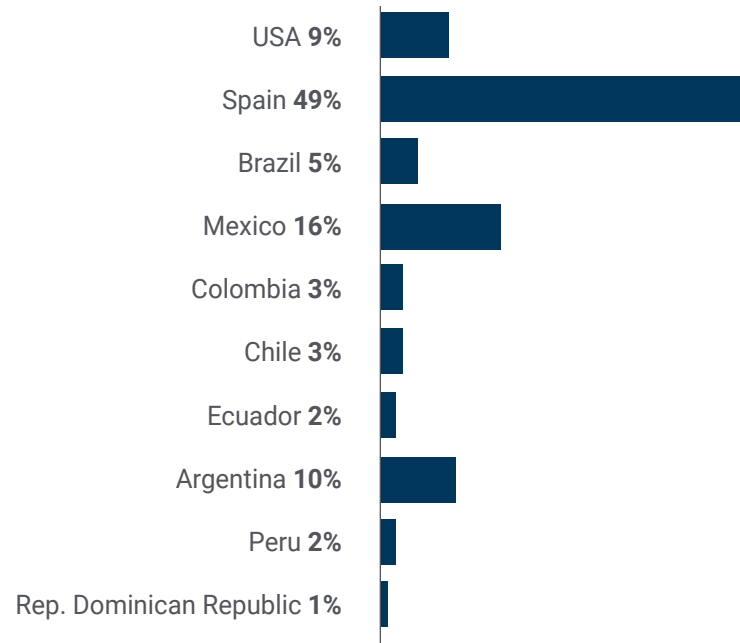
Years of Experience



Academic Profile



Geographical Distribution



Miriam Díaz

Social Media and Content Manager

"From this Postgraduate Diploma I would emphasize the teachers' ability to transmit and share knowledge in a simple, precise and orderly manner. With the balance achieved between theory and practice, the student ends up acquiring the key tools. It's definitely an investment with great short-term returns".

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”*

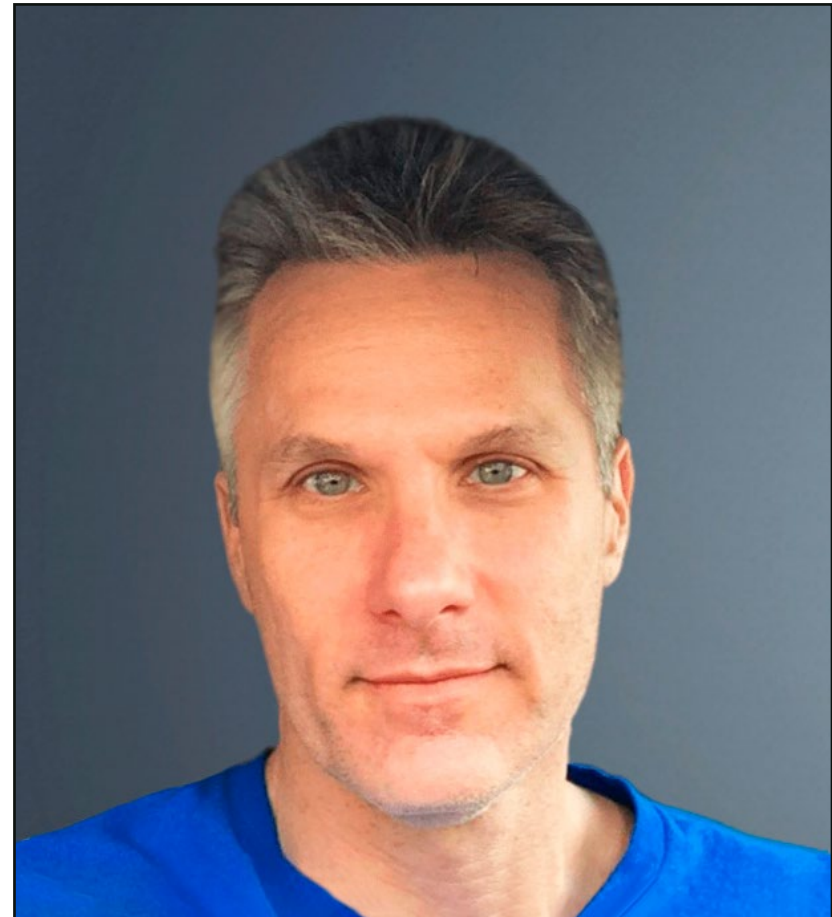
International Guest Director

Scott Stevenson is a distinguished Digital Marketing industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, Warner Bros. Discovery. In this role, he has played a crucial role in overseeing logistics and creative workflows across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving paid media production strategies, resulting in a marked improvement in his company's conversion rates. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and digital property campaigns. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for television commercials and trailers.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in communication and storytelling. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of Artificial Intelligence in business. As such, his professional profile stands as one of the most relevant in the current field of Marketing and Digital Media.



Mr. Stevenson, Scott

- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California, USA
- Bachelor's Degree in Telecommunications from the University of Florida

“

Thanks to TECH you will be able to learn with the best professionals in the world”

Management



Galán, José

- ◆ Degree in Advertising and Public Relations
- ◆ Specialist in e-Commerce, SEO, and SEM
- ◆ Has worked in Online Marketing for over 10 years on several projects and for companies in various sectors
- ◆ Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing).



09

Impact on Your Career

The objective of making the professional and personal investment required by these educational programs should always be to achieve excellence in the student's work environment. That is why TECH ensures that the changes in the graduate are almost immediate, with an educational program in marketing and social media adapted to the demands of today's market.





“

You will be able to move up quickly in your profession thanks to a cross-disciplinary and competitive education”

If you want to make a positive change in your profession, this Postgraduate Diploma in Performance Marketing and Social Media will help you achieve it.

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

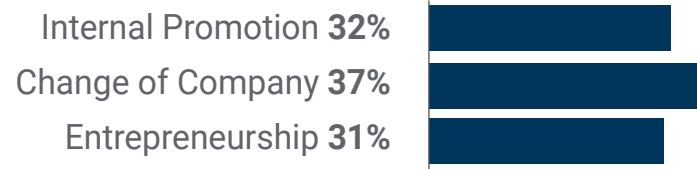
This Postgraduate Diploma in Performance Marketing and Social Media confronts its students with real business situations, which will force them to bring out the best version of themselves to demonstrate they are indeed prepared for the most demanding business management environment.

Don't miss the opportunity to train with TECH and you will find the career boost you were looking for.

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

Companies also benefit from incorporating graduates of this program, because nowadays a good marketing plan is not understood without a thorough study of its impact, as well as actions focused on social media. With this knowledge, students can improve the company's advertising campaigns and report greater benefits to it.





“

You will be the reference in your organization when it comes to creating marketing campaigns involving the most modern social networks”

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

The Postgraduate Diploma in Performance Marketing and Social Media guarantees students, in addition to the most rigorous and up-to-date education, 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 Performance Marketing and Social Media** 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 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 in Performance Marketing and Social Media**

Official N° of Hours: **375 hours**.



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



Postgraduate Diploma Performance Marketing and Social Media

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

Postgraduate Diploma Performance Marketing and Social Media

