Postgraduate Diploma

Search Engine Marketing and Conversion Optimization

EMBOC

tech *technological university*

![tech technological university logo]

Postgraduate Diploma
Search Engine Marketing and Conversion Optimization

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-search-engine-marketing-conversion-optimization**

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01
Welcome

With the increasing competition on the Internet for positioning in the main search engines, the SEO and SEM activities that marketing departments must carry out are becoming more and more important. A good search engine strategy and a good conversion funnel can be a guaranteed success for a company that otherwise would not be able to reach its potential clients. For this reason, TECH has prepared this program, which covers all the important aspects of digital strategies related to search engines. Marketing professionals will discover an excellent opportunity to raise the quality of their work, improve the performance of their projects and achieve substantial salary improvements.

Postgraduate Diploma in Search Engine Marketing and Conversion Optimization.
TECH Technological University

" *Specialize in search engine marketing and conversion optimization to make a quality career move."*

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:

Learn with the best

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

Teachers representing 20 different nationalities.

> *At TECH you will have access to Harvard Business School case studies."*

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School *case studies*. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

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

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

You will develop a strategic and global vision of companies.

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

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 objective of this program is to instruct professionals, mainly from the marketing area, in the peculiarities of their field of work when talking about Internet search engines such as Google. These powerful tools are the main showcase of Internet business, so by becoming an expert in them, the professional can greatly enhance both their work and their own professional profile.

" *Your professional goal of becoming a leader in the marketing sector will be closer after registering today for this Postgraduate Diploma"*

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

The Postgraduate Diploma in Search Engine Marketing and Conversion Optimization will provide students with the skills required 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

TECH Technological University's Postgraduate Diploma in Search Engine Marketing and Conversion Optimization is structured with high quality educational material, created by experts in marketing and optimization of the main Google tools in SEO and SEM. Its content is adapted to the latest digital trends, which are constantly changing, so the student is guaranteed the best possible education in the subject.

This Postgraduate Diploma will represent a turning point in your marketing career, as you will specialize in one of the most promising niches of all"

Syllabus

The content taught in this course delves into several fundamental aspects of lead conversion optimization, as well as how to take advantage of the intrinsic characteristics of Google's algorithm to better position clients' websites or personal projects.

Additionally, throughout the 500 hours of training, students will also see real case studies to contextualize the use of platforms such as Google Adwords or Facebook Ads.

All this with the focus of helping student

obtain professional improvement, allowing them to achieve excellence in an area of marketing with great opportunities for expansion and career advancement, as it is a specialty in high demand by companies in all sectors with a presence on the Internet.

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

Module 1	Performance Marketing
Module 2	Search Engine Marketing and Search Engine Optimization
Module 3	*Search Engine Marketing (SEM)*
Module 4	Conversion Optimization

Where, When and How is it Taught?

TECH offers the possibility of completing this Postgraduate Diploma in Search Engine Marketing and Conversion Optimization entirely 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. Performance Marketing

1.1. Permission Marketing
1.1.1. How to Obtain a User's Permission
1.1.2. Personalizing the Message
1.1.3. Mail Confirmation or *Double Opt-in*

1.2. Strategy and Performance Techniques
1.2.1. Performance Marketing: Results
1.2.2. Digital Media Mix
1.2.3. The Importance of the Funnel

1.3. Programmatic Marketing and RTB
1.3.1. RTB: Real-Time Bidding
1.3.2. Programmatic Purchasing Ecosystem
1.3.3. How to Integrate RTB into the Media Mix
1.3.4. Keys to RTB on Different Devices

1.4. Affiliate Campaign Development
1.4.1. Agencies and Affiliate Programs
1.4.2. Post View
1.4.3. Designing Affiliate Programs

1.5. Launching an Affiliate Program
1.5.1. Affiliation and Direct Affiliation Networks
1.5.2. Results Analysis and Monitoring
1.5.3. Fraud Control

1.6. Developing *E-Mail* Campaigns
1.6.1. Designing E-Mail Marketing Campaigns
1.6.2. E-mail Marketing
1.6.3. Lists of Subscribers, Leads, and Customers

1.7. E-Mail Marketing Tools and Resources
1.7.1. *Acumbamail*
1.7.2. *Mailchimp*
1.7.3. Templates
1.7.4. *Inbox Inspection*

1.8. Online Writing for E-Mail Marketing Campaigns
1.8.1. How to Create Good Headlines
1.8.2. Writing Content for *Newsletters*
1.8.3. Calls to Action in *Newsletters*

1.9. *Display* and Campaign Optimizacion
1.9.1. Advertising, Persuasive Comunicacion
1.9.2. *Behavioral Targeting, Re-Targeting, Re-Messaging*
1.9.3. Membership
1.9.4. Campaign Preparation

1.10. E-Mail Marketing Metrics
1.10.1. List Metrics
1.10.2. *Newsletter* Delivery Metrics
1.10.3. Conversion Metrics

Module 2. Search Engine Marketing and *Search Engine Optimization*

2.1. How Search Engines Work
2.1.1. Indicators and Indexes
2.1.2. Algorithms
2.1.3. SEO and Corporate *Branding*

2.2. Fundamental Variables of SEO
2.2.1. Indexability
2.2.2. Contents
2.2.3. Popularity

2.3. SEO Analysis
2.3.1. Determining KPIs
2.3.2. Generating Scripts and Alerts
2.3.3. Optimizacion of Images, Videos and Other Elements

2.4. *Linkbuilding*
2.4.1. Ways of Carrying Out Effective *Linkbuilding*
2.4.2. Link *Baiting*
2.4.3. Link Audits
2.4.4. Penalties

2.5. App Store Optimization
2.5.1. App *Indexing*
2.5.2. App Visibility on Search Engines
2.5.3. Measuring the Visibility of Search Engine Apps

2.6. Technical SEO
2.6.1. Web *Performance Optimization*
2.6.2. *Real Time* and Content
2.6.3. Relevant Tagging and *Headers*
2.6.4. Advanced WPO Techniques

2.7. SEO and e-Commerce
2.7.1. Conversion *Rate Optimization*
2.7.2. Google *Webmaster Tools*
2.7.3. Social *Proof* and Viralization
2.7.4. Navigation and Indexability

2.8. Integration in an Online Marketing Plan
2.8.1. Metrics and Impact
2.8.2. Web *Analytics*
2.8.3. Other Monitoring Tools

Module 3. *Search Engine Marketing (SEM)*

3.1. *Keyword Hunting* for SEM
3.1.1. *Adwords Keyword Tool*
3.1.2. Google *Suggest*
3.1.3. *Insights for Search*
3.1.4. *GoogleTrends*

3.2. SEM and Google *Adwords*
3.2.1. Google *Shopping*
3.2.2. Google *Display Network*
3.2.3. Google *AdWords Mobile*
3.2.4. YouTube Advertising

3.3. Google *Products*
3.3.1. Google *Products* Integrated in *Adwords*
3.3.2. *Product Extensions vs. Product Ads*
3.3.3. Google *Shopping* and Local
3.3.4. Google *Merchant*

3.4. *Pay-Per-Click* and SEM
3.4.1. *Search and Display*
3.4.2. Creating PPC Campaigns
3.4.3. *Tracking* Conversions

3.5. Facebook Ads
3.5.1. PPC/PPF (Pay-Per-Fan) Adverts
3.5.2. Creating Facebook Ads
3.5.3. Facebook Power Editor
3.5.4. Campaign Optimization

3.6. Other PPC Platforms.
3.6.1. Twitter Ads
3.6.2. LinkedIn
3.6.3. Baldu
3.6.4. Yandex

3.7. Strategy in SEM
3.7.1. *Quality Score*
3.7.2. CPC Bidding
3.7.3. *Site Links*

3.8. Measurement in SEM
3.8.1. KPIs
3.8.2. Impressions, Clicks, Conversions
3.8.3. *Revenue,* ROI, CPA

Module 4. Conversion Optimization

4.1. Introduction to Conversion Rate Optimization
4.1.1. Purchase Cycle and Elements of *Online* Behavior
4.1.2. Fundamentals of Neuromarketing
4.1.3. Usability vs. Persuasion

4.2. CRO Methodology
4.2.1. Scientific Method
4.2.2. Conversion Pyramid
4.2.3. The CRO Process

4.3. Web Analytics and CRO
4.3.1. Qualitative Analysis
4.3.2. Behavior Analysis
4.3.3. Business and User Objectives

4.4. *User Experience* y *Conversion Rate Optimization*
4.4.1. *Lean* and User Experience
4.4.2. Wireframing
4.4.3. Persuasive Copy

4.5. CRO and Psychology
4.5.1. Neuromarketing
4.5.2. Web Design and Neuromarketing
4.5.3. Learning, Memory, and Emotions

4.6. Behavioral Economics
4.6.1. Decision Factors
4.6.2. Motivation and Anchoring
4.6.3. The Role of the Unconscious

4.7. Experimentation in CRO
4.7.1. A/B vs. Multivariate
4.7.2. *Testing* Tools
4.7.3. Implementation and Execution

4.8. CRO in e-Commerce
4.8.1. E-Commerce and CRO
4.8.2. The E-Commerce Funnel
4.8.3. Processes to Optimize

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"

At TECH Business School we use the Harvard case method.

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."

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

❝

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

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

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, students 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

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: 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 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.

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive 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

This Postgraduate Diploma in Search Engine Marketing and Conversion Optimization is a program aimed at professionals in the areas of technology, sales or marketing who want to project their careers higher or start new online business projects, so it is also valid for all types of entrepreneurs. Thanks to the wide variety of participants, the student will find an unparalleled networking opportunity.
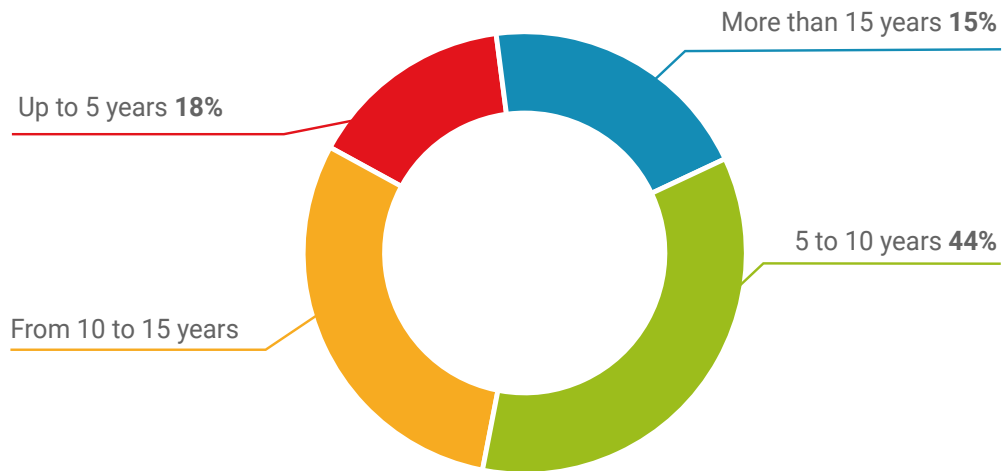
If you think your online business needs a boost in clients and sales, this is the Postgraduate Diploma you are looking for"

Average Age

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

Years of Experience

More than 15 years **15%**

Up to 5 years **18%**

5 to 10 years **44%**

From 10 to 15 years

Training

Marketing **44%**

Engineering **39%**

Social Sciences **11%**

Other **6 %**

Academic Profile

Industry **21%**

Services **43 %**

Entrepreneurs **26 %**

Other **10 %**
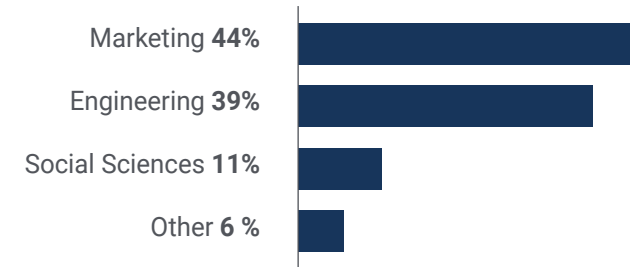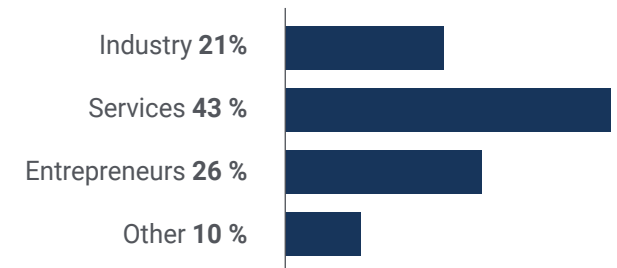
Geographical Distribution

USA **11%**

Spain **36%**

Mexico **19%**

Colombia **7%**
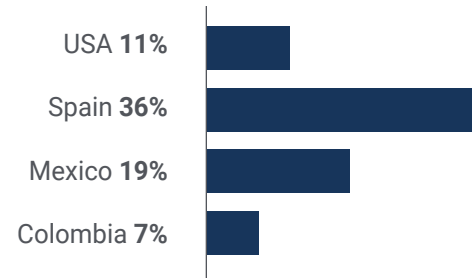
Diego Ángel Niño

Manager in the Private Sector

"I was looking for a program that would allow me to enhance my professional career with a clear digital focus, without losing the essencial marketing activity any business must contain. The Postgraduate Diploma in Search Engine Marketing and Conversion Optimization from TECH Technological University has given me that vision"

08

Course Management

The teachers of this TECH Postgraduate Diploma are professionals with extensive experience and knowledge in environmental and energy management, who have joined forces to offer students the most complete program in the current academic panorama in this field. Teachers who strive for excellence in all their actions and who, therefore, do their best to ensure that their students also reach the desired quality level in order to develop safely in their daily practice.

A high-level teaching staff to teach professionals who seek excellence"

Management

Mr. Galán, José

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

Impact on Your Career

The overall objective of all our students is not only to achieve a salary or professional increase, but to do so in a comprehensive manner and in the shortest possible time. For this reason, the Postgraduate Diploma demands the maximum from its students so that they are able to be the best search engine marketing experts in their field, quickly demonstrating their abilities and gaining access to better positions much sooner.

TECH wants to see you grow in the field of SEO and SEM as fast as possible".

If you want to make a positive change in your profession, the Postgraduate Diploma in Search Engine Marketing and Conversion Optimization will help you achieve it.

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

TECH's Postgraduate Diploma in Search Engine Marketing and Conversion Optimization is an intensive program that prepares students for the real business situations they will have to overcome if they want to be successful managers, with first-class methodological support.

This is the opportunity you've been waiting for to finish launching your career into the most prestigious marketing management.

When the change occurs

| During the program **11%** | During the first year **63%** | After 2 years **26%** |

Type of change

Internal Promotion **27%**

Change of Company **48%**

Entrepreneurship **25%**

Salary increase

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

Salary before	A salary increase of	Salary after
$57,900	**25.22%**	**$72,500**

10

Benefits for Your Company

Companies participating in this Postgraduate Diploma also benefit, because thanks to better search engine management and conversion optimization, sales and, therefore, economic results increase. In addition, graduates of this program have a high-quality set of skills, which makes them ideal to fill positions and lead marketing projects of great responsibility.

Consumer habits have changed. Adapt to the new online commerce with this complete TECH program".

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 executive and opens new avenues for professional growth within the company.

03

Building agents of change

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

06

Increased competitiveness

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

11
Certificate

The Postgraduate Diploma in Search Engine Marketing and Conversion Optimization guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Diploma issued by TECH Technological University.

After passing our program, you will receive a certificate that will represent a major plus for your CV"

This **Postgraduate Diploma in Search Engine Marketing and Conversion Optimization** 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 Search Engine Marketing and Conversion Optimization**

Official Nº of Hours: **500 hours.**

tech universidad tecnológica

Otorga la presente
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a
C. _____, con documento de identificación nº_____
Por haber superado con éxito y acreditado el programa de

EXPERTO UNIVERSITARIO
en

Marketing en Buscadores y Optimización de la Conversión

Se trata de un título propio de esta Universidad con una duración de 500 horas, con fecha de inicio dd/mm/aaaa y fecha de finalización dd/mm/aaaa.

TECH es una Institución Particular de Educación Superior reconocida por la Secretaría de Educación Pública a partir del 28 de junio de 2018.

A 17 de junio de 2020

Mtra.Tere Guevara Navarro
Rectora

Este título propio se deberá acompañar siempre del título universitario habilitante expedido por la autoridad competente para ejercer profesionalmente en cada país.   código único TECH: AFWOR23S techtitute.com/titulos

*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.

tech technological university

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Search Engine Marketing
and Conversion Optimization

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
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university