Postgraduate Diploma
Web Analytics and Marketing Analytics

E A W M A

tech *technological university*

Postgraduate Diploma
Web Analytics and Marketing Analytics

- » 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 fields such as sales, marketing, and other similar areas.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-web-analytics-marketing-analytics**

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01
Welcome

Digital marketing is indispensable for brand awareness. It is just as important to conduct appropriate marketing campaigns, as it is to obtain as much information as possible from them to know if they are working properly and to determine whether or not the expected results are being obtained. In this aspect, web analytics plays a fundamental role, since, by measuring user behavior on the web, it helps companies to redirect their marketing campaigns. This TECH program has been designed to improve business professionals' expertise in such a specific area, which can give a great boost to companies and place them among the most recognized in the market.

Postgraduate Diploma in Web Analytics and Marketing Analytics.
TECH Technological University

Specializing in web analytics will allow you to redirect your marketing campaigns to be more effective"

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

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.

+100000 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.
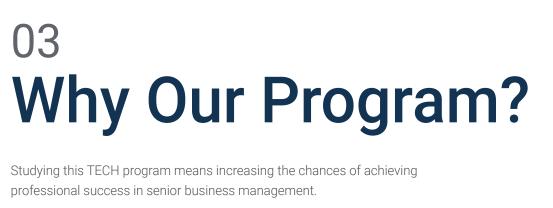
Academic Excellence

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

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

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

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

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in the professional development of the students. After completing the program, they will be able to make global decisions with an innovative perspective and an international vision.

One of our primary objectives is to help you develop the skills required to strategically manage your company's marketing activities"

Your goals are our goals.
We work together to help you achieve them

The **Postgraduate Diploma in Web Analytics and Marketing Analytics** will equip you 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
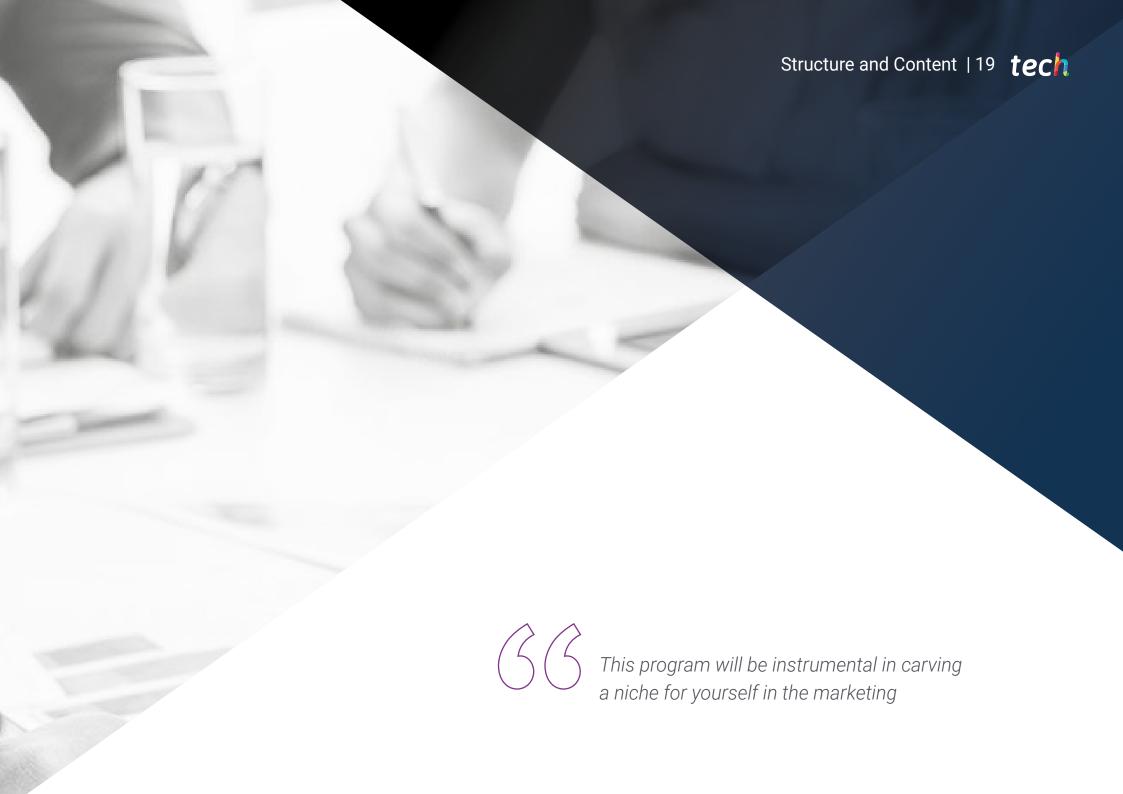
03 Understand the new digital communication paradigm

04 Successfully lead partially or fully digitized marketing or sales teams

Structure and Content

The Postgraduate Diploma in Web Analytics and Marketing Analytics from TECH Technological University is a program designed based on the experience of the best teaching team in the field, which, thanks to their knowledge, has managed to select the most comprehensive and innovative content that will be of great use to business professionals. As a result, students will find, in a single program, the most widely used analytical techniques and strategies in the sector.

"

This program will be instrumental in carving a niche for yourself in the marketing

Syllabus

The content of the Postgraduate Diploma in Web Analytics and Marketing Analytics is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments. Throughout 375 study hours, the student will analyze a multitude of practical cases through individual work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals, in-depth, with the digital world and the implementation of web analytics in companies, and is designed for managers to understand digital marketing from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional development, which prepares them to achieve excellence in the field of management and business management. A program that understands both the student's and their company's needs through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to solve critical situations, creatively and efficiently.

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

Module 1	Conversion Optimization
Module 2	Web Analytics and Marketing Analytics

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. Conversion Optimization

1.1. Introduction to Conversion Rate Optimization
1.1.1. Purchase Cycle and Elements of Online Behavior
1.1.2. Fundamentals of Neuromarketing
1.1.3. Usability vs. Persuasion

1.2. CRO Methodology
1.2.1. Scientific Method
1.2.2. Conversion Pyramid
1.2.3. The CRO Process

1.3. Web Analytics and CRO
1.3.1. Qualitative Analysis
1.3.2. Behavior Analysis
1.3.3. Business and User Objectives

1.4. User Experience y *Conversion Rate Optimization* (512)
1.4.1. Lean and User Experience
1.4.2. *Wireframing*
1.4.3. Persuasive Copy

1.5. CRO and Psychology
1.5.1. *Neuromarketing*
1.5.2. Web Design and *Neuromarketing*
1.5.3. Learning, Memory, and Emotions

1.6. Behavioral Economics
1.6.1. Decision Factors
1.6.2. Motivation and Anchoring
1.6.3. The Role of the Unconscious

1.7. Experimentation in CRO
1.7.1. A/B vs. Multivariates
1.7.2. *Testing* Tools
1.7.3. Implementation and Execution

1.8. CRO in *e-Commerce*
1.8.1. e-Commerce and CRO
1.8.2. The *e-Commerce* Funnel
1.8.3. Processes to Optimize

Module 2. Web Analytics and Marketing Analytics

2.1. Web Analysis
2.1.1. The Fundamentals of Web Analytics
2.1.2. Classic Media vs. Digital Media
2.1.3. The Web Analyst's Basic Methodologies

2.2. Google Analytics
2.2.1. Configuring an Account
2.2.2. Javascript Tracking API
2.2.3. Customized Reports and Segments

2.3. Qualitative Analysis
2.3.1. Research Techniques Applied in Web Analytics
2.3.2. *Customer Journey*
2.3.3. *Purchase Funnel*

2.4. Digital Metrics
2.4.1. Basic Metrics
2.4.2. Ratios
2.4.3. Setting Objectives and KPIs

2.5. Strategy Analysis Areas
2.5.1. Web Traffic Acquisition
2.5.2. Activation
2.5.3. Conversion
2.5.4. Loyalty

2.6. *Data Science and Big Data*
2.6.1. *Business Intelligence*
2.6.2. Methodology and Analysis of Large Data Volumes
2.6.3. Data Extraction, Processing and Loading

2.7. Data Visualization
2.7.1. Visualization and Interpretation of *Dashboards*
2.7.2. Transforming Data into Value
2.7.3. Integration Sources
2.7.4. Reporting

2.8. Web Analytics Tools
2.8.1. Technological Basis of WA Tools
2.8.2. *Logs* and *Tags*
2.8.3. Basic and Ad-hoc Labeling

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.
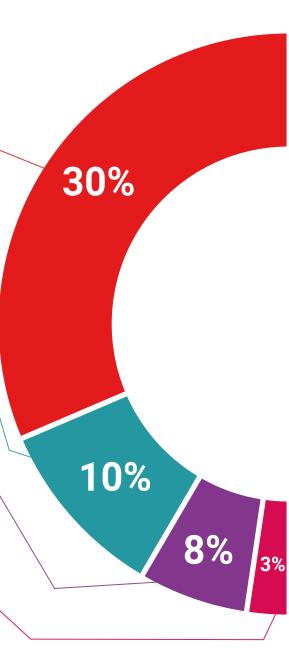
Management Skills Exercises

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.
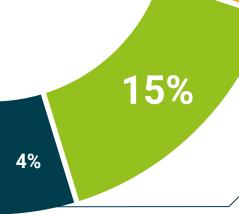
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

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

The Postgraduate Diploma in Web Analytics and Marketing Analytics is a program aimed at sales and marketing professionals who want to update their knowledge, discover new ways of selling, understand the digital market, develop techniques to build customer loyalty, and lead sales teams in online environments, as well as advance in their professional career.

"

If you have marketing experience, and are looking for an interesting career boost while continuing to work, then this is the program for you"

Average Age

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

Training

Business **45%**	
Economics **35%**	
Engineering **5%**	
Social Sciences **15%**	

Years of Experience

More than 15 years

Up to 5 years **27%**

10 to 15 years **33%**

5 to 10 years **25%**

Academic Profile

Executives **25%**	
Middle Management **20 %**	
Entrepreneurs **10 %**	
Other **45 %**	

Geographical Distribution

USA **9%**	
Spain **49%**	
Brazil **5%**	
Mexico **16%**	
Colombia **3%**	
Chile **3%**	
Ecuador **2%**	
Argentina **10%**	
Peru **2%**	
Rep. Dominican Republic **1%**	

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 teaching staff on the program includes leading experts in everything related to digital marketing and e-commerce management, who apply their years of experience to this program, making it a unique and highly nourishing academic experience for the student.

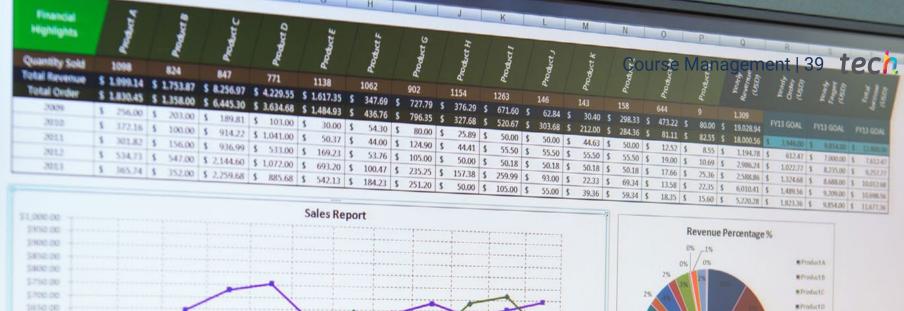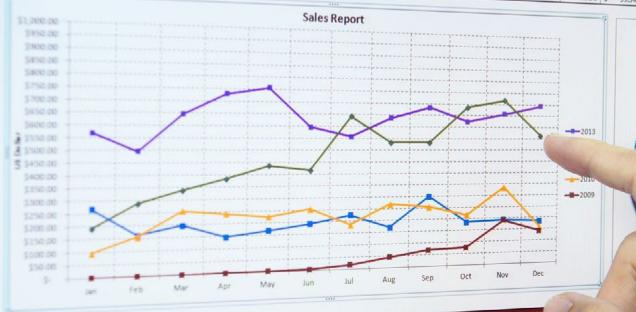*Learn the latest trends in e-commerce from leading professionals and become an expert in the field"*

Management

Galán, José

- Specialist in Online Marketing, E-commerce, SEO, SEM, Blogging
- Director of E-Marketing at TECH Technological University
- Blogger at "*Cosas sobre Marketing Online*" (Things about Online Marketing) www.josegalan.es
- 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

TECH is are aware that studying a program like this entails great economic, professional and, of course, personal investment. The ultimate goal of this great effort should be to achieve professional growth. And, at this university, the student has a great chance of achieving this. Therefore, students should not miss the opportunity that TECH offers them to specialize with the best team in this area of high professional demand.

" TECH's challenge is to generate a positive change in your professional career and, for this reason, is fully committed to helping you

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

The TECH Postgraduate Diploma in Web Analytics and Marketing Analytics is an intensive program that prepares you to face challenges and business decisions in the field of e-commerce and marketing management in digital environments. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

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

Don't miss the opportunity to study at TECH and achieve your professional challenges.

When the change occurs

During the program	During the first year	After 2 years
15%	**53%**	**32%**

Type of change

Internal Promotion **32%**

Change of Company **37%**

Entrepreneurship **31%**

Salary increase

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

Salary before	A salary increase of	Salary after
$32,900	**25.22%**	**€41,200**

10

Benefits for Your Company

The Postgraduate Diploma in Web Analytics and Marketing Analytics helps to elevate the organization's talent to its maximum potential through the specialization of high-level leaders. Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

After completing this Postgraduate Diploma, you will be better able to improve your company's digital marketing campaigns"

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

01

Intellectual Capital and Talent Growth

Bring new concepts, strategies and perspectives to the company that can bring about relevant 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

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

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

11
Certificate

This Postgraduate Diploma in Web Analytics and Marketing Analytics guarantees, 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

This **Postgraduate Diploma in Web Analytics and Marketing Analytics** 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 Web Analytics and Marketing Analytics**

Official Nº of Hours: **375 hours.**

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

EXPERTO UNIVERSITARIO
en

Analítica Web y Marketing Analytics

Se trata de un título propio de esta Universidad con una duración de 375 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: AFW0R23S 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.

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