

Executive Master's Degree MBA in Digital Marketing

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Executive Master's Degree MBA in Digital Marketing

- » Modality: online
- » Duration: 12 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.techtute.com/us/school-of-business/professional-master-degree/master-mba-digital-marketing

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Skills

p. 18

06

Structure and Content

p. 22

07

Methodology

p. 34

08

Our Students' Profiles

p. 42

09

Course Management

p. 46

10

Impact on Your Career

p. 50

11

Benefits for Your Company

p. 54

12

Certificate

p. 58

01 Welcome

The digital world has brought about major changes in the economy and in the way business is viewed and managed, along with the exponential growth of e-commerce. Companies and organizations are calling for more and more digital marketing specialists who have a professional profile with the knowledge, skills, and abilities to manage and direct online strategies successfully. This MBA in Digital Marketing prepares you to face challenges and business decisions in e-commerce and marketing management in digital environments, mastering the data analysis that is increasingly at the center of business strategies.



MBA in Digital Marketing.
TECH Technological University

“

Our program will guide you through a comprehensive collection of content which will be tailored to your needs, so that you develop a thorough understanding of digital marketing and e-commerce management from a global perspective"

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 method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking 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 studies in the academic community"

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 students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

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

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

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 for your professional development. After the program, you will be equipped to make global decisions from an innovative perspective and with an international vision.





“

Develop specific skills to manage your company's digital marketing and e-commerce strategically"

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

The MBA in Digital Marketing qualifies students to:

01

Structure a business model around e-commerce

04

Know how to use quantitative and qualitative research tools to operate in digital environments

02

Understand the marketing strategies that a company must implement to operate in a competitive environment

03

Discover new digital tools to acquire customers and strengthen a brand



05

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

06

Carry out inbound marketing campaigns that help optimize the content directed towards our market

07

Understand the new digital communication paradigm

08

Acquire an innovative mindset to develop strategies adapted to the needs of the 21st century



09

Successfully lead partially or fully digitized sales and marketing teams

10

Manage digital suppliers optimally with the ability to choose, control, and demand efficiently

11

Develop a solid and complete digital marketing plan for the organization

12

Develop e-mailing campaigns



13

Apply SEM and SEO strategies in marketing strategies

14

Use social media as an asset in marketing campaigns

15

Understand how the overall e-commerce process is carried out and through which platforms it is managed

16

Know the main trends for using e-commerce through cell phones



05 Skills

After passing the assessments on the MBA in Digital Marketing, the professional will have acquired the necessary skills for quality and up-to-date practice based on the most innovative teaching methodology.



“

By completing this program, you will be equipped with the skills required to develop successfully in the field of digital marketing and e-commerce"

01

Acquire in-depth knowledge of the changes in consumer tastes and purchasing methods and adapt the business to their needs

04

Apply quantitative and qualitative market research tools

02

Design a complete digital marketing plan



03

Create and lead a digital marketing strategy that allows the correct positioning of our company against competitors

05

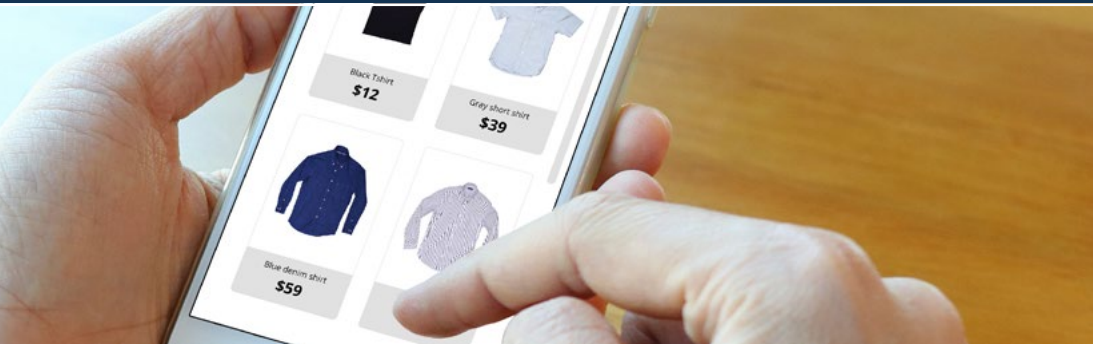
Know the trends in digital marketing and keep up to date with the main developments in this field

06

Apply inbound marketing tools and strategies

08

Perform web analytics, understand the results and use them to drive the company's online campaign



09

Define and design a social media marketing and communication plan

07

Use social networks as essential tools for brand awareness

10

Gain in-depth knowledge of e-commerce platforms, the main techniques in this field or the necessary logistics operations, as well as other specific information on this sector

06

Structure and Content

The MBA in Digital Marketing is a tailor-made program that is taught 100% online so that you can choose the time and place that best suits your availability, schedule and interests.

The program takes place over 12 months and is intended to be a unique and stimulating experience that lays the foundation for your success as a digital marketing manager and/or e-commerce manager.



“

The skills and abilities that you acquire by completing a program like this are fundamental to your personal and professional development”

Syllabus

The MBA in Digital Marketing from TECH Technological University is an intensive program that prepares you to face challenges and business decisions in e-commerce and marketing management in digital environments.

The content of the MBA in Digital Marketing is designed to promote the development of managerial skills that enable more thorough decision-making in uncertain environments.

Over the course of 1,500 hours, the student will analyze a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Executive Master's Degree deals with the digital world, with marketing in this environment, as well as implementing e-commerce in companies, and is designed to specialize executives to help them understand digital marketing and e-commerce from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both your and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty. It will provide you with the skills to solve critical situations, creatively and efficiently.

This Executive Master's Degree takes place over 12 months and is divided into 4 large blocks:

Block 1	e-Strategy
Module 1	Digital Marketing and e-Commerce
Module 2	Digital Marketing Strategy
Module 3	Inbound Marketing
Module 4	Entrepreneurship
Block 2	e-Business
Module 5	Performance Marketing
Module 6	Search Engine Marketing and Search Engine Optimization (SEO)
Module 7	Search Engine Marketing (SEM)
Module 8	Conversion Optimization
Block 3	e-Environment
Module 9	Social Media and Community Management
Module 10	e-Commerce Platforms
Module 11	Marketing Analysis
Block 4	e-Data
Module 12	Digital Marketing and e-Commerce
Module 13	Mobile e-Commerce
Module 14	Data Trading



Where, When and How is it Taught?

TECH offers the possibility of developing this MBA in Digital Marketing completely online. Over the course of 12 months, 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.

First Block: e-Strategy

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. Online Market Research

- 1.4.1. Quantitative Research Tools in Online Markets
- 1.4.2. Dynamic Qualitative Customer Research Tools

1.5. Online Agencies, Media, and Channels

- 1.5.1. Integral, Creative, and Online Agencies
- 1.5.2. Traditional and New Media
- 1.5.3. Online Channels
- 1.5.4. Other Digital Players

Module 2. Digital Marketing Strategy

2.1. Managing Digital Business

- 2.1.1. Competitive Strategy in the Face of the Growing Digitalization of the Media
- 2.1.2. Designing and Creating a Digital Marketing Plan
- 2.1.3. Digital Media Planning and Contracting
- 2.1.4. ROI Analysis in a Digital Marketing Plan

2.2. Digital Marketing to Reinforce a Brand

- 2.2.1. Branded Content and Storytelling
- 2.2.2. Hypersegmentation
- 2.2.3. Video Marketing
- 2.2.4. Social Sales

2.3. Defining the Digital Marketing Strategy

- 2.3.1. Closed Loop Marketing
- 2.3.2. Continuous Loop Marketing
- 2.3.3. Multichannel Marketing

2.4. Digital Marketing to Attract and Retain Customers

- 2.4.1. Hypersegmentation and Micro-Localization
- 2.4.2. Loyalty and Engagement Strategies using the Internet
- 2.4.3. Visitor Relationship Management

2.5. Digital Marketing Trends

- 2.5.1. Remarketing
- 2.5.2. Digital Neuromarketing
- 2.5.3. Avatar Marketing
- 2.5.4. Bluecasting

2.6. Managing Digital Campaigns

- 2.6.1. Display Advertising and Rich Media
- 2.6.2. Multi-Platform, Multi-Segment, Multi-Personalization Campaigns
- 2.6.3. Advertising on Digital Television

2.7. Online Marketing Plan

- 2.7.1. Online Research
- 2.7.2. Creating an Online Marketing Plan
- 2.7.3. Configuration and Activation
- 2.7.4. Launch and Management

2.8. Blended Marketing

- 2.8.1. Integrating On and Off Actions
- 2.8.2. Personalize and Segment
- 2.8.3. Improve the User Experience

Module 3. Inbound Marketing

3.1. The Definition of Inbound Marketing

- 3.1.1. Effective Inbound Marketing
- 3.1.2. The Benefits of Inbound Marketing
- 3.1.3. Measuring the Success of Inbound Marketing

3.2. Target Research

- 3.2.1. Consumer Intent Modelling and Buyer Personas
- 3.2.2. Customer Journey Mapping
- 3.2.3. Content Strategy

3.3. Content Optimization

- 3.3.1. Content Optimization for Search Engines
- 3.3.2. Recycling and Content Improvement

3.4. Content Creation

- 3.4.1. User and Brand Generated Content
- 3.4.2. Opportunity Blogging
- 3.4.3. Video and Other Formats

3.5. Content Dynamization

- 3.5.1. Influencers
- 3.5.2. Blogger Outreach
- 3.5.3. Paid Content Seeding

3.6. Conversion

- 3.6.1. Lead Capturing and CRO
- 3.6.2. Lead Nurturing and Marketing Automation

Module 4. Entrepreneurship

4.1. Innovation Methodology and Knowledge Society

- 4.1.1. Design Thinking
- 4.1.2. The Blue Ocean Strategy
- 4.1.3. Collaborative Innovation
- 4.1.4. Open Innovation

4.2. Strategic Innovation Intelligence

- 4.2.1. Technology Monitoring
- 4.2.2. Technology Foresight
- 4.2.3. Coolhunting

4.3. Entrepreneurship and Innovation

- 4.3.1. Strategies to Search for Business Opportunities
- 4.3.2. Assessing the Feasibility of New Projects
- 4.3.3. Innovation Management Systems
- 4.3.4. Entrepreneur Soft Skills

4.4. Project Management

- 4.4.1. Agile Development
- 4.4.2. Lean Management in Startups
- 4.4.3. Project Tracking and Project Steering

4.5. Business Plan

- 4.5.1. Business Plan in the Digital Era
- 4.5.2. Value Proposition Model

4.6. Financing Start-Ups

- 4.6.1. Seed Phase: Financial Funds and Subsidies
- 4.6.2. Start-Up Phase: Business Angels
- 4.6.3. Growth Phase: Venture Capital
- 4.6.4. Consolidation Phase: IPO

Second Block: e-Business

Module 5. Performance Marketing

5.1. Permission Marketing

- 5.1.1. How to Obtain a User's Permission
- 5.1.2. Personalizing the Message
- 5.1.3. Mail Confirmation or Double Opt-in

5.2. Strategy and Performance Techniques

- 5.2.1. Performance Marketing: Results
- 5.2.2. Digital Media Mix
- 5.2.3. The Importance of the Funnel

5.3. Programmatic Marketing and RTB

- 5.3.1. RTB: Real-Time Planning and Purchasing
- 5.3.2. Programmatic Purchasing Ecosystem
- 5.3.3. How to Integrate RTB into the Media Mix?
- 5.3.4. Keys to RTB on Different Devices

5.4. Affiliate Campaign Development

- 5.4.1. Agencies and Affiliate Programs
- 5.4.2. Postview
- 5.4.3. Designing Affiliate Programs

5.5. Launching an Affiliate Program

- 5.5.1. Affiliation and Direct Affiliation Networks
- 5.5.2. Results Analysis and Monitoring
- 5.5.3. Fraud Control

5.6. Developing E-mail Campaigns

- 5.6.1. Designing E-mail Marketing Campaigns
- 5.6.2. E-mail Marketing
- 5.6.3. Lists of Subscribers, Leads, and Customers

5.7. E-Mail Marketing Tools and Resources

- 5.7.1. Acumbamail
- 5.7.2. Mailchimp
- 5.7.3. Templates
- 5.7.4. Inbox Inspection

5.8. Online Writing for E-mail Marketing Campaigns

- 5.8.1. How to Create Good Headlines
- 5.8.2. Writing Content for Newsletters
- 5.8.3. Calls to Action in Newsletters

5.9. Display and Campaign Optimization

- 5.9.1. Advertising, Persuasive Communication
- 5.9.2. Behavioral Targeting, Re-Targeting, Re-Messaging
- 5.9.3. Affiliation
- 5.9.4. Campaign Preparation

5.10. E-mail Marketing Metrics

- 5.10.1. List Metrics
- 5.10.2. Newsletter Delivery Metrics
- 5.10.3. Conversion Metrics

Module 6. Search Engine Marketing and Search Engine Optimization (SEO)

6.1. How Search Engines Work

- 6.1.1. Indicators and Indexes
- 6.1.2. Algorithms
- 6.1.3. SEO and Corporate Branding

6.2. Fundamental Variables of SEO

- 6.2.1. Indexability
- 6.2.2. Contents
- 6.2.3. Popularity

6.3. SEO Analysis

- 6.3.1. Determining KPIs
- 6.3.2. Generating Scripts and Alerts
- 6.3.3. Optimization of Images, Videos and Other Elements

6.4. Linkbuilding

- 6.4.1. Ways of Carrying Out Effective Linkbuilding
- 6.4.2. Link Baiting
- 6.4.3. Link Audits
- 6.4.4. Penalties

6.5. App Store Optimization

- 6.5.1. App Indexing
- 6.5.2. App Visibility on Search Engines
- 6.5.3. Measuring the Visibility of Search Engine Apps

6.6. Technical SEO

- 6.6.1. Web Performance Optimization
- 6.6.2. Real Time and Content
- 6.6.3. Relevant Tagging and Headers
- 6.6.4. Advanced WPO Techniques

6.7. SEO and e-Commerce

- 6.7.1. Conversion Rate Optimization
- 6.7.2. Google WebMaster Tools
- 6.7.3. Social Proof and Viralization
- 6.7.4. Navigation and Indexability

6.8. Integration in an Online Marketing Plan

- 6.8.1. Metrics and Impact
- 6.8.2. Web Analytics
- 6.8.3. Other Monitoring Tools

Module 7. Search Engine Marketing (SEM)

7.1. Keyword Hunting for SEM

- 7.1.1. Adwords Keyword Tool
- 7.1.2. Google Suggest
- 7.1.3. Insights for Search
- 7.1.4. Google Trends

7.2. SEM and Google Adwords

- 7.2.1. Google Shopping
- 7.2.2. Google Display Network
- 7.2.3. Google AdWords Mobile
- 7.2.4. YouTube Advertising

7.3. Google Products

- 7.3.1. Google Products Integrated in Adwords
- 7.3.2. Product Extensions vs. Product Ads
- 7.3.3. Google Shopping and Local
- 7.3.4. Google Merchant

7.4. Pay-Per-Click and SEM

- 7.4.1. Search and Display
- 7.4.2. Creating PPC Campaigns
- 7.4.3. Tracking Conversions

7.5. Facebook Ads

- 7.5.1. PPC/PPF (Pay-Per-Fan) Adverts
- 7.5.2. Creating Facebook Ads
- 7.5.3. Facebook Power Editor
- 7.5.4. Campaign Optimization

7.6. Other PPC Platforms

- 7.6.1. Twitter Ads
- 7.6.2. LinkedIn
- 7.6.3. Baldu
- 7.6.4. Yandex

7.7. Strategy in SEM

- 7.7.1. Quality Score
- 7.7.2. CPC Bidding
- 7.7.3. Site Links

7.8. Measurement in SEM

- 7.8.1. KPIs
- 7.8.2. Impressions, Clicks and Conversions
- 7.8.3. Revenue, ROI, CPA

Module 8. Conversion Optimization

8.1. Introduction to Conversion Rate Optimization

- 8.1.1. Purchase Cycle and Elements of Online Behavior
- 8.1.2. Fundamentals of Neuromarketing
- 8.1.3. Usability vs. Persuasion

8.2. CRO Methodology

- 8.2.1. Scientific Method
- 8.2.2. Conversion Pyramid
- 8.2.3. The CRO Process

8.3. Web Analytics and CRO

- 8.3.1. Qualitative Analysis
- 8.3.2. Behavior Analysis
- 8.3.3. Business and User Objectives

8.4. User Experience y Conversion Rate Optimization

- 8.4.1. Lean and User Experience
- 8.4.2. Wireframing
- 8.4.3. Persuasive Copy

8.5. CRO and Psychology

- 8.5.1. Neuromarketing
- 8.5.2. Web Design and Neuromarketing
- 8.5.3. Learning, Memory, and Emotions

8.6. Behavioral Economics

- 8.6.1. Decision Factors
- 8.6.2. Motivation and Anchoring
- 8.6.3. The Role of the Unconscious

8.7. Experimentation in CRO

- 8.7.1. A/B vs. Multivariates
- 8.7.2. Testing Tools
- 8.7.3. Implementation and Execution

8.8. CRO in e-Commerce

- 8.8.1. e-Commerce and CRO
- 8.8.2. The e-Commerce Funnel
- 8.8.3. Processes to Optimize

Third Block: e-Environment

Module 9. Social Media and Community Management

9.1. Web 2.0 or the Social Web

- 9.1.1. Organization in the Age of Conversation
- 9.1.2. Web 2.0 Is All About People
- 9.1.3. New Environments, New Content

9.2. Digital Communication and Reputation

- 9.2.1. Crisis Management and Online Corporate Reputation
- 9.2.2. Online Reputation Report
- 9.2.3. Netiquette and Good Practices on Social Media
- 9.2.4. Branding and Networking 2.0

9.3. General, Professional, and Microblogging Platforms

- 9.3.1. Facebook
- 9.3.2. LinkedIn
- 9.3.3. Twitter

9.4. Video, Image, and Mobility Platforms

- 9.4.1. YouTube
- 9.4.2. Instagram
- 9.4.3. Flickr
- 9.4.4. Vimeo
- 9.4.5. Pinterest

9.5. Corporate Blogging

- 9.5.1. How to Create a Blog
- 9.5.2. Content Marketing Strategy
- 9.5.3. How to Create a Content Plan for Your Blog?
- 9.5.4. Content Curation Strategy

9.6. Social Media Strategies

- 9.6.1. Corporate Communication Plan 2.0
- 9.6.2. Corporate PR and Social Media
- 9.6.3. Analysis and Evaluation of Results

9.7. Community Management

- 9.7.1. Functions, Duties and Responsibilities of the Community Manager
- 9.7.2. Social Media Manager
- 9.7.3. Social Media Strategist

9.8. Social Media Plan

- 9.8.1. Designing a Social Media Plan
- 9.8.2. Defining the Strategy to Be Followed in Each Medium
- 9.8.3. Contingency Protocol in Case of Crisis

Module 10. e-Commerce Platforms

10.1. Digital e-Commerce Management

- 10.1.1. New e-Commerce Business Models
- 10.1.2. Planning and Developing an e-Commerce Strategic Plan
- 10.1.3. Technological Structure in e-Commerce

10.2. e-Commerce Operations and Logistics

- 10.2.1. How to Manage Fulfillment
- 10.2.2. Digital Point-of-Sale Management
- 10.2.3. Contact Center Management
- 10.2.4. Automation in Management and Monitoring Processes

10.3. Implementing e-Commerce Techniques

- 10.3.1. Social Media and Integration in the e-Commerce Plan
- 10.3.2. Multichannel Strategy
- 10.3.3. Personalizing Dashboards

10.4. Digital Pricing

- 10.4.1. Online Payment Methods and Payment Gateways
- 10.4.2. Electronic Promotions
- 10.4.3. Digital Price Timing
- 10.4.4. e-Auctions

10.5. From e-Commerce to m-Commerce and s-Commerce

- 10.5.1. E-Marketplace Business Models
- 10.5.2. s-Commerce and Brand Experience
- 10.5.3. Purchase via Mobile Devices

10.6. Customer Intelligence: from e-CRM to s-CRM

- 10.6.1. Integrating the Consumer in the Value Chain
- 10.6.2. Online Research and Loyalty Techniques
- 10.6.3. Planning a Customer Relationship Management Strategy

10.7. Digital Marketing Trade

- 10.7.1. Cross Merchandising
- 10.7.2. Designing and Managing Facebook Ads Campaigns
- 10.7.3. Designing and Managing Google Adwords Campaigns

10.8. Online Marketing for e-Commerce

- 10.8.1. Inbound Marketing
- 10.8.2. Display and Programmatic Purchasing
- 10.8.3. Communication Plan

Module 11. Marketing Analysis**11.1. Web Analysis**

- 11.1.1. The Fundamentals of Web Analytics
- 11.1.2. Classic Media vs Digital Media
- 11.1.3. The Web Analyst's Basic Methodology

11.2. Google Analytics

- 11.2.1. Configuring an Account
- 11.2.2. Javascript Tracking API
- 11.2.3. Customized Reports and Segments

11.3. Qualitative Analysis

- 11.3.1. Research Techniques Applied in Web Analytics
- 11.3.2. Customer Journey
- 11.3.3. Purchase Funnel

11.4. Digital Metrics

- 11.4.1. Basic Metrics
- 11.4.2. Ratios
- 11.4.3. Setting Objectives and KPIs

11.5. Acquisition and Marketing Analytics

- 11.5.1. ROI
- 11.5.2. ROAS
- 11.5.3. CLV

11.6. Strategy Analysis Areas

- 11.6.1. Web Traffic Acquisition
- 11.6.2. Activation
- 11.6.3. Conversion
- 11.6.4. Loyalty

11.7. Data Science and Big Data

- 11.7.1. Business Intelligence
- 11.7.2. Methodology and Analysis of Large Volumes of Data
- 11.7.3. Data Extraction, Processing, and Loading

11.8. Application Programming Interface (API)

- 11.8.1. APIs and Google Analytics
- 11.8.2. Query Explorer
- 11.8.3. Supermetrics Functions

11.9. Viewing Data

- 11.9.1. Viewing and Interpreting Dashboards
- 11.9.2. Converting Data into a Value
- 11.9.3. Integrating Sources
- 11.9.4. Presenting Reports

11.10. Web Analytics Tools

- 11.10.1. Technological Basis of WA Tool
- 11.10.2. Logs and Tags
- 11.10.3. Basic and Ad-hoc Labeling

Fourth Block: E-Data**Module 12. Digital Marketing and e-Commerce****12.1. UX Design**

- 12.1.1. Information Architecture
- 12.1.2. SEO and Analytics for UX
- 12.1.3. Landing Pages

12.2. Technical Terms in UX Design

- 12.2.1. Wireframe and Components
- 12.2.2. Interaction Pattern and Navigation Flow
- 12.2.3. User Profile
- 12.2.4. Process and Process Funnel

12.3. Research

- 12.3.1. Research in Interface Design Projects
- 12.3.2. Qualitative and Quantitative Approach
- 12.3.3. Announce the Results of the Research

12.4. Digital Design

- 12.4.1. Digital Prototype
- 12.4.2. Axure and Responsive
- 12.4.3. Interaction Design and Visual Design

12.5. User Experience

- 12.5.1. User Focused Design Methodology
- 12.5.2. User Research Techniques
- 12.5.3. Involve the Customer in the Process
- 12.5.4. Shopping Experience Management

12.6. Designing the User Experience Strategy

- 12.6.1. Content Trees
- 12.6.2. High-Fidelity Wireframes
- 12.6.3. Component Maps
- 12.6.4. Usability Guides

12.7. Usability Evaluation

- 12.7.1. Usability Evaluation Techniques
- 12.7.2. Viewing Data
- 12.7.3. Presenting Data

12.8. Customer Value and Customer Experience Management

- 12.8.1. Use of Narratives and Storytelling
- 12.8.2. Co-Marketing as a Strategy
- 12.8.3. Content Marketing Management
- 12.8.4. The ROI of Customer Experience Management

Module 13. Mobile e-Commerce

13.1. Mobile Marketing

- 13.1.1. New Consumption and Mobility Habits
- 13.1.2. The SoLoMo Model
- 13.1.3. The 4 Ps of the Marketing Mix in Mobility

13.2. Mobile Technology

- 13.2.1. Mobile Operators
- 13.2.2. Mobile Devices and Operating Systems
- 13.2.3. Mobile Apps and Web Apps
- 13.2.4. Sensors and Integration with the Physical World

13.3. Trends in Mobile Marketing

- 13.3.1. Mobile Publishing
- 13.3.2. Advergaming and Gamification
- 13.3.3. Mobile Geolocalization
- 13.3.4. Augmented Reality

13.4. Mobile User Behavior

- 13.4.1. New Search Habits on Mobile Devices
- 13.4.2. Multi-Screen
- 13.4.3. Mobile as a Purchasing Driver
- 13.4.4. ASO, Mobile User Acquisition and Loyalty

13.5. User Interface and Shopping Experience

- 13.5.1. e-Commerce Rules and Platforms
- 13.5.2. Omnichannel
- 13.5.3. Mobile & Proximity Marketing
- 13.5.4. Gap between Consumer and Advertiser
- 13.5.5. Mobile Commerce Content Managers

13.6. Apps and Purchases

- 13.6.1. Designing Mobile Commerce Apps
- 13.6.2. App Stores
- 13.6.3. App Marketing for Customer Loyalty
- 13.6.4. App Marketing for eCommerce

13.7. Mobile Payments

- 13.7.1. Value Chain and Business Models of Mobile Payment Methods
- 13.7.2. Keys to Improve UX in Mobile Payment
- 13.7.3. Positioning Strategies in the Mobile Payments Market
- 13.7.4. Fraud Management

13.8. Mobile Analytics

- 13.8.1. Mobile Measurement and Analysis Methodologies
- 13.8.2. Mobile Metrics: Main KPIs
- 13.8.3. Profitability Analysis
- 13.8.4. Mobile Analytics

13.9. Mobile Commerce

- 13.9.1. Services
- 13.9.2. Applications
- 13.9.3. Mobile Social Shopping

13.10. Mobile Social Media Applications

- 13.10.1. Integrating Cell Phones into Social Networks
- 13.10.2. Mobility, Relationship, Ubiquity and Publicity
- 13.10.3. Facebook Places
- 13.10.4. Geolocation, Mobile Directories, Online Recommendations and Shopping

Module 14. Data Trading

14.1. Data Science and Big Data

- 14.1.1. Impact of Big Data and Data Science on Business Strategy
- 14.1.2. Introduction to Command Line
- 14.1.3. Data Science Problems and Solutions

14.2. Data Hacking Languages

- 14.2.1. SQL Databases
- 14.2.2. Introduction to Python
- 14.2.3. Programming in R

14.3. Statistics

- 14.3.1. Introduction to Statistics
- 14.3.2. Linear and Logistic Regression
- 14.3.3. PCA and Clustering

14.4. Machine Learning

- 14.4.1. Model Selection and Regularization
- 14.4.2. Random Trees and Forests
- 14.4.3. Processing Natural Language

14.5. Big Data

- 14.5.1. Hadoop
- 14.5.2. Spark
- 14.5.3. Collaborative Recommendation and Filtering Systems

14.6. Data Science Success Stories

- 14.6.1. Customer Segmentation Using the RFM Model
- 14.6.2. Experiment Design Application
- 14.6.3. Supply Chain Value: Forecasting
- 14.6.4. Business Intelligence

14.7. Hybrid Architectures in Big Data

- 14.7.1. Lambda Architecture
- 14.7.2. Kappa Architecture
- 14.7.3. Apache Flink and Practical Implementations
- 14.7.4. Amazon Web Services

14.8. Big Data in the Cloud

- 14.8.1. AWS: Kinesis
- 14.8.2. AWS: DynamoDB
- 14.8.3. Google Cloud Computing
- 14.8.4. Google BigQuery



07

Methodology

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

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





“

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

TECH Business School uses the Case Study to contextualize all content

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

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



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



A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





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.



08

Our Students' Profiles

The MBA in Digital Marketing 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 careers.





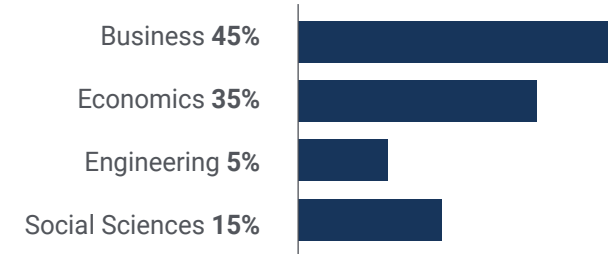
“

If you have experience in marketing and e-commerce and want to continue specializing in this field, do not hesitate and join TECH”

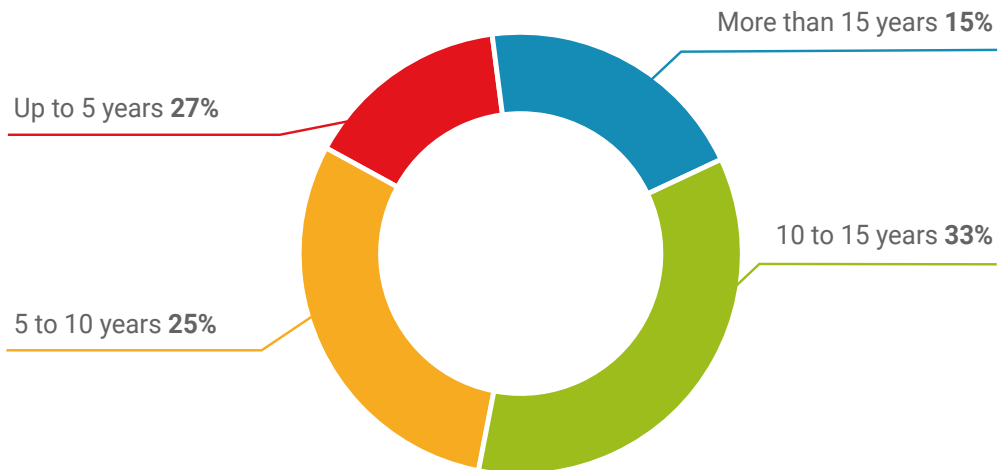
Average Age

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

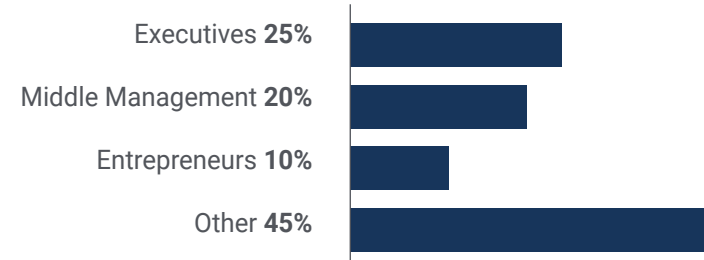
Training



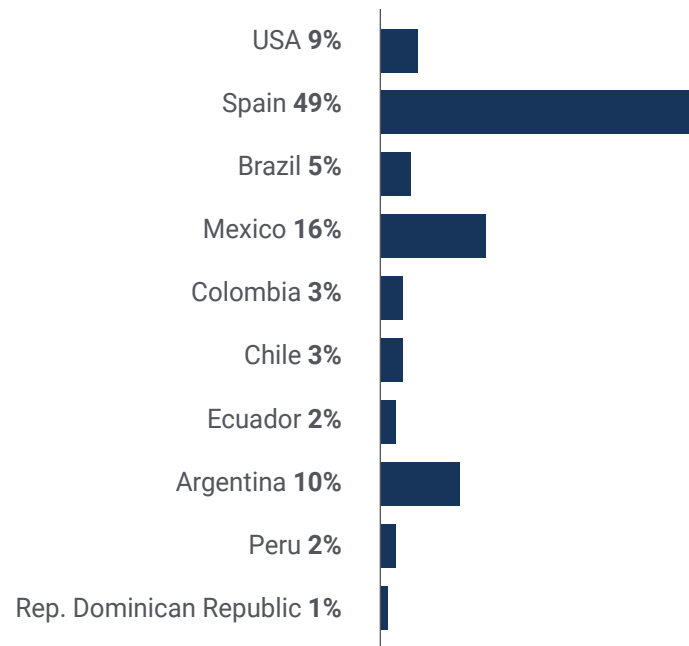
Years of Experience



Academic Profile



Geographical Distribution



Miriam Díaz

Social Media and Content Manager

"I would like to emphasize the teacher's ability to transmit and share knowledge in a simple, precise and orderly manner. There was a good balance between theory and practice and the student ends up acquiring key tools that they can apply in their day-to-day work. It is, without a doubt, an economic investment in an educational program that helps you obtain great benefits in both the short and the long term"

09

Course Management

The teaching staff on the program includes leading experts in everything related to digital marketing and e-commerce management, who contribute 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"

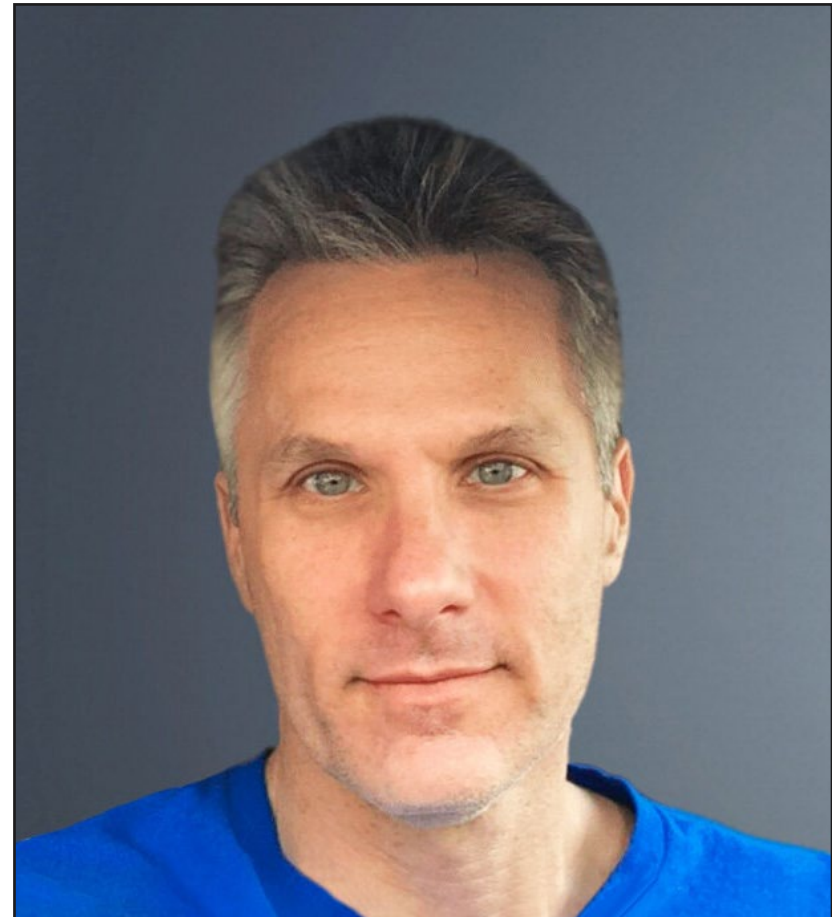
International Guest Director

Colin Lee is a successful mobile application developer, specializing in native Android code, whose influence extends internationally. The Postgraduate Diploma is an authority in the Twin Cities area and in the handling of Kotlin. One of his most recent contributions was to demonstrate, in live code, how to quickly build a browser using the aforementioned programming language and Mozilla's open source browser components for Android.

In addition, his applications have been linked to globally significant companies. For example, he was in charge of creating digital solutions for Pearson, one of the largest international publishers. He also developed a low-level Android video recorder for the startup Flipgrid, later acquired by Microsoft.

He also built a successful Android VPN for a large client in the consulting world. In turn, he is the creator of a freight management tool implemented by the transnational Amazon to facilitate the work of its contracted truckers. On the other hand, he has helped build the mobile versions of the Firefox browser for Mozilla.

Today, he performs work as a contractor, including code reviews and security checks. His impact on mobile application development and his experience over the years make him a leading figure in the global technology arena.



Mr. Stevenson, Scott

- Director at ColinTheShots LLC
- Android Software Engineer for Specto Inc.
- Senior Android Engineer for Mozilla
- Software Development Engineer for Amazon
- Mobile Application Engineer for Flipgrid
- Software Configuration Specialist for Pearson VUE
- Bachelor's Degree from the University of Florida

“

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

Management



Mr. 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)



10

Impact on Your Career

We 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, with us, you have a great chance of achieving it. Therefore, you should take advantage of the opportunity that TECH offers you and come specialize with the best team in this highly demanded professional field.



“

Our challenge is to generate a positive change in your professional career, and we are fully committed to helping you achieve it"

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

TECH's MBA in Digital Marketing 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 to 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.

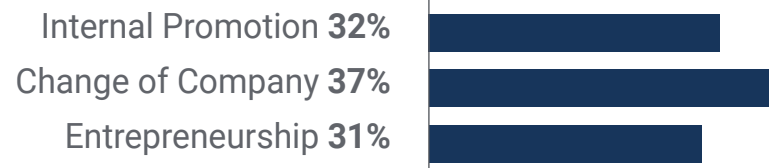
Do not miss the opportunity to learn with us and you will find the improvement you were looking for.

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

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



11

Benefits for Your Company

The MBA in Digital Marketing helps raise the organization's talent to its maximum potential by training high-level leaders.

Participating in this Executive Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

After completing this Executive Master's Degree, you will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization”

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 Executive Master's Degree will equip students with the skills to take on new challenges and drive the organization forward.

12 Certificate

The MBA in Digital Marketing guarantees you, in addition to the most rigorous and up-to-date training, access to a Executive Master's Degree issued by TECH Technological University.





“

*Successfully complete this program
and receive your university degree
without travel or laborious paperwork”*

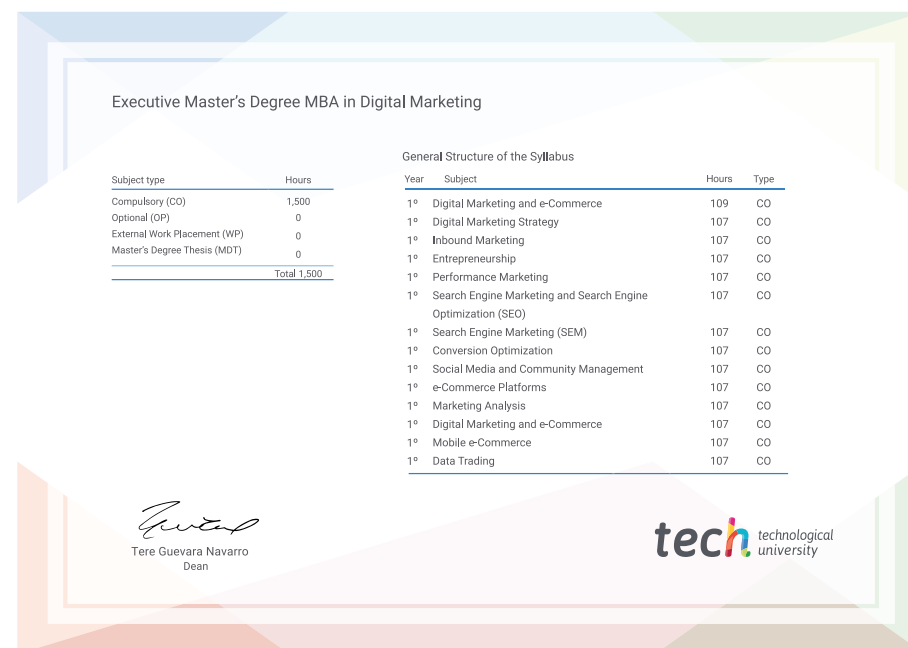
This **MBA in Digital Marketing** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Executive Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Executive Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree MBA in Digital Marketing**

Official N° of hours: **1,500 h.**



*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.



Executive Master's Degree

MBA in Digital Marketing

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree MBA in Digital Marketing

SEARCH ENGINE MARKETING

