

# Postgraduate Certificate Digital Marketing Strategy



## Postgraduate Certificate Digital Marketing Strategy

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/videogames-design/postgraduate-certificate/digital-marketing-strategy](http://www.techtute.com/us/videogames-design/postgraduate-certificate/digital-marketing-strategy)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course Management

---

p. 12

04

Structure and Content

---

p. 18

05

Methodology

---

p. 22

06

Certificate

---

p. 30

# 01

# Introduction

Video game marketing is one of the most influential aspects. If expectations are set too high and the game does not meet them, it usually ends up as a big fiasco, while if no expectations are set at all, the game can go completely unnoticed. Hence the importance of having a good control in communication and marketing in the field of video games. TECH has developed this complete teaching on the subject so that all professionals in this sector can learn the fundamental keys to Digital Marketing in this decade and how to communicate correctly with their audience.





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*If you learn the most efficient way to connect with your audience, they will be eager to buy and play all the games you offer.*

Siendo empresas gigantescas con una masa de volumen millonaria detrás, las industrias del sector de los videojuegos realizan campañas de Marketing que perduran en la memoria de los jugadores o incluso de público completamente ajeno al mundo digital.

Most gamers and consumers have some kind of social network or frequently use the Internet in their daily lives, so it is not surprising that the main focus of video game marketing departments is on the digital world and the latest trendy applications.

It is so important to measure the public's expectations and know how to sell your product in an honest and attractive way and for this reason TECH has prepared this Postgraduate Certificate in Digital Marketing Strategy to instruct all video game professionals in the most crucial sales and commercial communication methodology to avoid resounding failures such as No Man's Sky or Cyberpunk 2077.

In order to make it as easy as possible for students, TECH offers this course in a completely online mode, without having to attend a specific physical center or the need to attend a series of classes with pre-set schedules. It is the students themselves who set their own schedule to study all the material provided, adapting it to their own interests or obligations.

This **Postgraduate Certificate in Digital Marketing Strategy** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Acquisition of market research skills, strategic vision, digital and co-creation methodologies.
- ♦ Obtain the necessary knowledge to effectively manage any online marketing campaign or action.
- ♦ Practical cases in which to see, in a realistic way, how to apply the knowledge acquired.
- ♦ Ability to organize and plan tasks, taking advantage of available resources to address them in precise time frames.
- ♦ Apply creativity to the world of marketing to stand out from the competition.
- ♦ Possess the tools to analyze the economic, social and cultural realities in which the creative industries develop and transform today.



*You'll know how to make the games you work on as appealing as possible to your target users."*





*Get the most important influencers of the moment to be your allies by knowing in depth the specific marketing strategy for them".*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*You will put your games on the most relevant consumer platforms, including cell phones and apps used by millions of users.*

*ROI, data science or inbound marketing will no longer be unknown terms for you thanks to this Postgraduate Certificate.*



# 02 Objectives

The objective of this program is to offer the student the best knowledge available in Digital Marketing, with special interest in the area of video games. With advanced knowledge of advertising and sales, the student will be able to develop, plan and successfully execute commercial campaigns of all kinds in the digital environment, making use of advanced analytics and the right tools to reach the largest possible target audience.





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*You have an opportunity to learn all the challenges involved in online video game advertising communication, knowing how to overcome them successfully thanks to this Postgraduate Certificate”.*



## General Objectives

- ♦ To offer useful knowledge for the training of students, providing them with skills for the development and application of original ideas in their personal and professional work.
- ♦ Solve problems in novel environments and in interdisciplinary contexts in the field of creativity management to attract customers.
- ♦ Acquire market research skills, strategic vision, digital and co-creation methodologies.
- ♦ Learn specific knowledge for managing the digital sales plan of companies and organizations in the new context of the creative industries.
- ♦ To highlight the importance of creative processes in the development of a strategic marketing plan.
- ♦ Understand how creativity and innovation have become the drivers of the global economy and why they are important in the design industry.







## Specific Objectives

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- ◆ Know our target audience through different tools and analytics that help us to attract them as customers.
- ◆ Study the new online sales platforms and understand the impact of e-commerce on the entertainment industry.
- ◆ Understand the emergence of influencers in Digital Marketing Strategies and how they can become powerful allies of our brand.
- ◆ Manage the different data management tools and can be very useful for shelling out statistics.

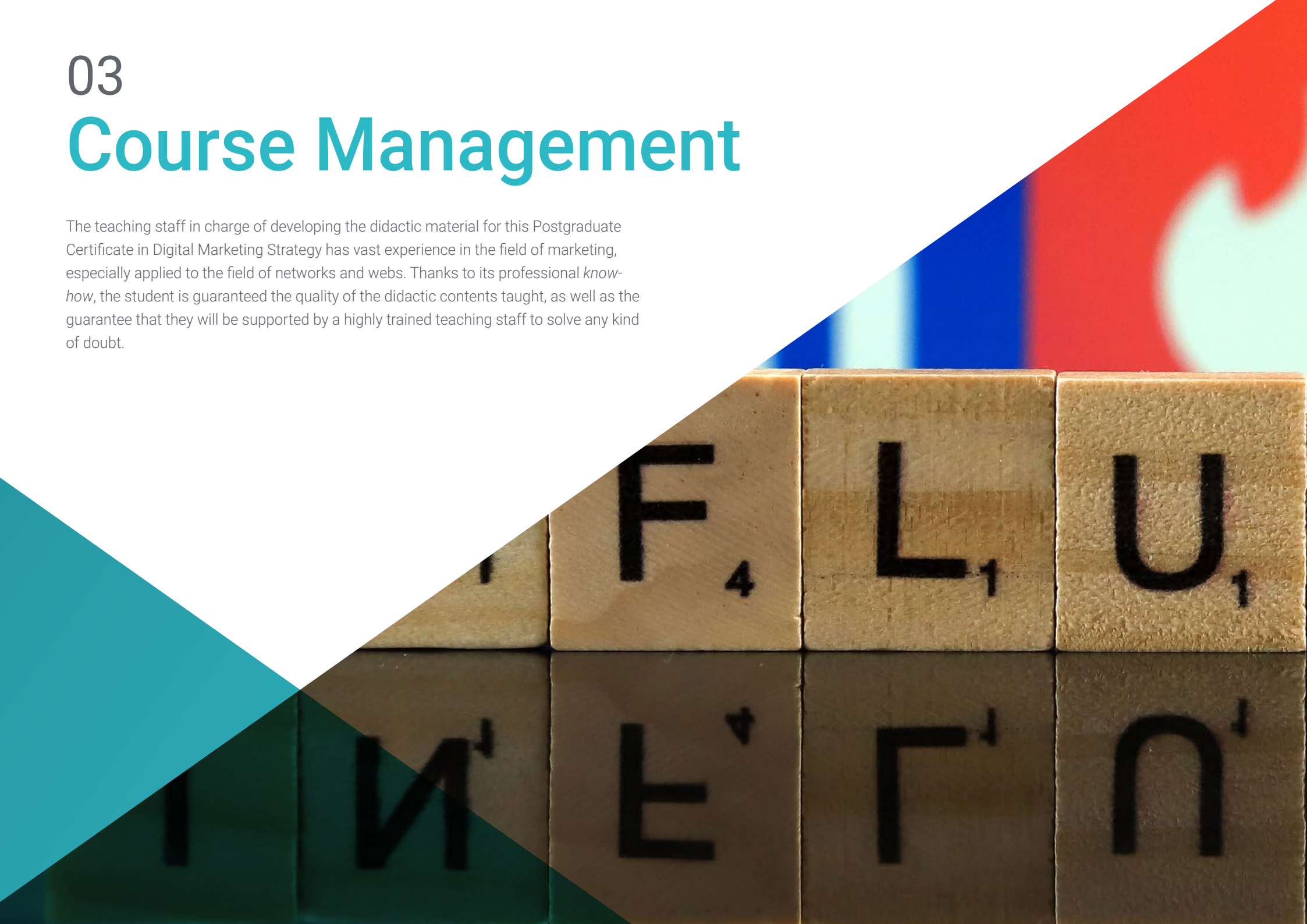
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*Stand out in a unique field with complementary training that will set you apart from your peers in the video game field.”*

03

# Course Management

The teaching staff in charge of developing the didactic material for this Postgraduate Certificate in Digital Marketing Strategy has vast experience in the field of marketing, especially applied to the field of networks and webs. Thanks to its professional *know-how*, the student is guaranteed the quality of the didactic contents taught, as well as the guarantee that they will be supported by a highly trained teaching staff to solve any kind of doubt.





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*Supported by the best Digital Marketing professionals you have all the guarantees to succeed in commercial communication in the field of video games”.*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.





## Dr. Young, S. Mark

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- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

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

## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra.
- ♦ PhD. In Communication from Universidad Carlos III de Madrid.
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School

## Professors

### Mr. San José, Carlos

- ♦ Head of Digital at MURPH
- ♦ Degree in Advertising and Public Relations.
- ♦ Content creator for more than 8 years at Liceo25, parent company of online media such as 25 Gramos, Fleek Mag, Lenders Magazine or Libra, among others.
- ♦ Specialist in Digital Marketing and Strategy, Social Media & Social Ads, ecommerce platforms and Email Marketing.

### Dr. San Miguel, Patricia

- ♦ Director and creator of the digital impact analysis observatory for fashion brands Digital Fashion Brands.
- ♦ Professor of digital marketing at ISEM Fashion Business School and the University of Navarra.
- ♦ Degree in Advertising and Public Relations. PP. the Complutense University of Madrid.
- ♦ PhD from the University of Navarra
- ♦ Executive Fashion MBA by ISEM
- ♦ Writer of the book Influencer Marketing.



04

# Structure and Content

The student will learn throughout this Postgraduate Certificate in Digital Marketing Strategy from TECH, several crucial pillars in the development of online communication plans. These include, among others, the *ideal customer profile* and the *buyer persona*, KPIs, e-commerce or *influencer Marketing*. With all this series of new knowledge, the student will obtain valuable skills in the field of video games.







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*With complementary training in Digital Marketing you will stand out from other candidates when applying for various positions in the video game industry.”*

## Module 1. New Digital Marketing Strategy

- 1.1. Technology and Audiences
  - 1.1.1. Digital Strategy and Differences between User Types
  - 1.1.2. Target Audience, Exclusionary Factors and Generations
  - 1.1.3. The Ideal *Costumer Profile* (ICP) and *Buyer Persona*
- 1.2. Digital Analytics for Diagnostics
  - 1.2.1. Analytics prior to the Digital Strategy
  - 1.2.2. Moment 0
  - 1.2.3. KPIs and Metrics, Typologies, Classification according to Methodologies.
- 1.3. *e-Entertainment*: The Impact of e-Commerce in the Entertainment Industry
  - 1.3.1. E-commerce, Typologies and Platforms
  - 1.3.2. The Importance of Web Design: UX y UI
  - 1.3.3. Optimization of Online Space: Minimum Requirements
- 1.4. *Social Media and Influencer Marketing*
  - 1.4.1. Impact and Evolution of Network Marketing
  - 1.4.2. Persuasion, Keys to Content and Viral Actions
  - 1.4.3. Planning Campaigns for *Social Marketing* and *Influencer Marketing*
- 1.5. *Mobile Marketing*
  - 1.5.1. Mobile User
  - 1.5.2. Web Mobile and Apps
  - 1.5.3. *Mobile Marketing Actions*
- 1.6. Advertising in Online Environments
  - 1.6.1. Advertising in social media and objectives of *Social Ads*
  - 1.6.2. *Purchase Funnel*: Categories
  - 1.6.3. *Social Ads* Platforms
- 1.7. The *Inbound Marketing* Methodology
  - 1.7.1. *Social Selling*, Key Pillars and Strategy
  - 1.7.2. The CRM Platform in a Digital Strategy
  - 1.7.3. *Inbound Marketing* or *Attraction Marketing*: Actions and SEO
- 1.8. Automization of Marketing
  - 1.8.1. Email Marketing and Email Typology
  - 1.8.2. Email Marketing Automation, Applications, Platforms and Advantages
  - 1.8.3. The Emergence of *Bot & Chatbot Marketing*: Typology and Platforms
- 1.9. Data Management Tools
  - 1.9.1. CRM in Digital Strategy, Typologies and Applications, Platforms and Trends.
  - 1.9.2. *Big Data*: *Big Data*, *Business Analytics* y *Business Intelligence*
  - 1.9.3. *Big Data*, Artificial Intelligence and *Data Science*
- 1.10. Measuring Profitability
  - 1.10.1. ROI: the Definition of Return on Investment and ROI vs. ROAS.
  - 1.10.2. ROI Optimization
  - 1.10.3. Key Metrics



*If you want to take your career to the highest level, TECH offers you the best tools to make your dreams come true."*







# 05 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.







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*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”*

## 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.”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.





*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

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

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

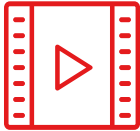
This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.



#### Practising Skills and Abilities

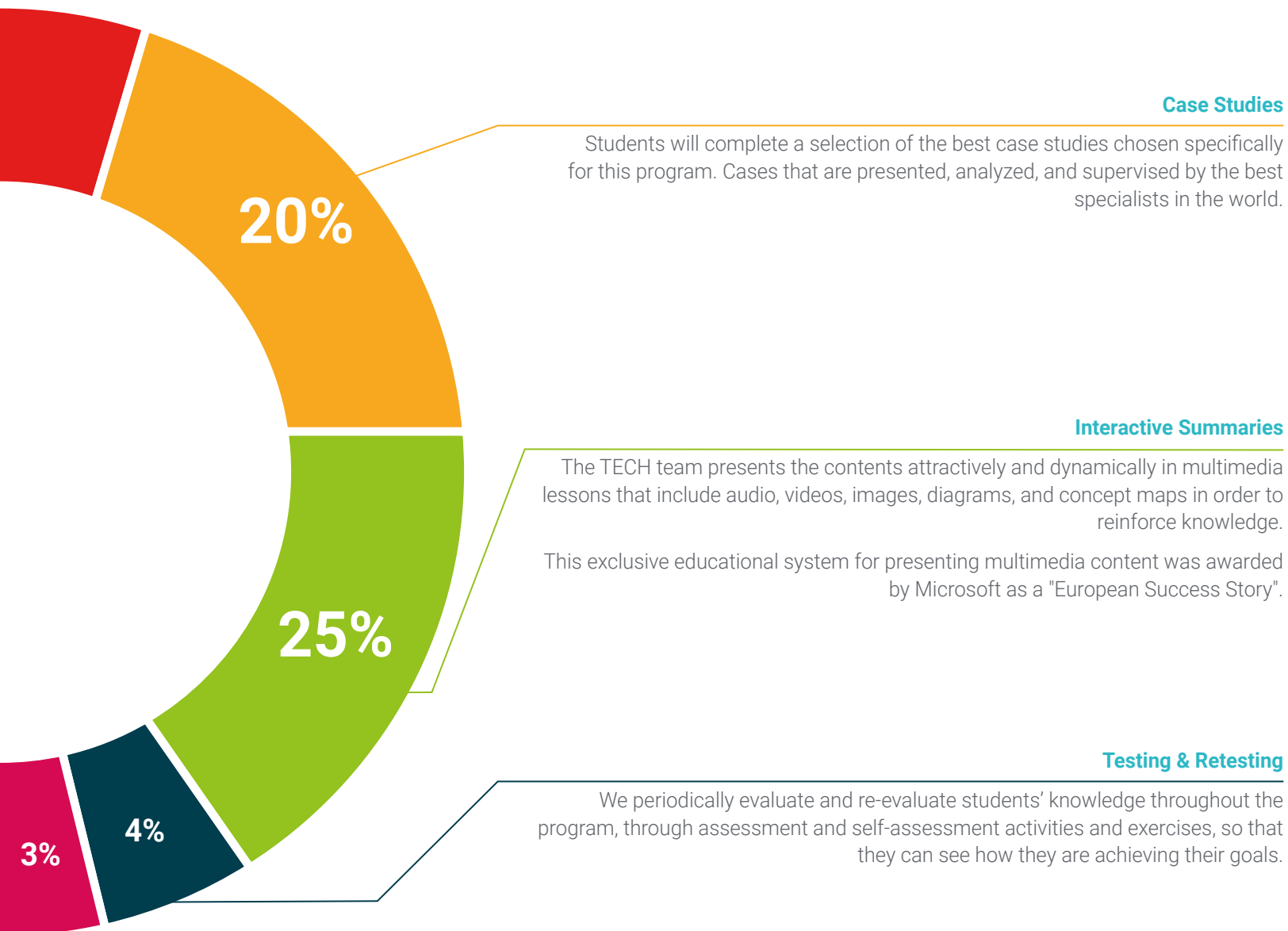
They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



#### 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.





# 06 Certificate

The Postgraduate Certificate in Digital Marketing Strategy guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out laborious  
paperwork"*

This private qualification will allow you to obtain an **Postgraduate Certificate in Digital Marketing Strategy** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University**, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Digital Marketing Strategy**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
online training development language  
classroom



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