

## EXPERT CERTIFICATE

# 360° Digital Marketing



## Become an expert in marketing 3.0

Prepare yourself to be one of the most demanded professional profiles in the industry and with high employability, updating your knowledge and learning how to generate value in competitive marketing model dominated by technology, data and content.

**Brands, products, services and organizations** are becoming more and more **customer oriented** and the key is to precede their behaviors in order to respond to their needs. Along with the great speed of digital disruption has forced traditional marketing channels to step aside and make room for their online alternatives (smartphones, social networks, email marketing, videos...).

### Marketing today means marketing for a digital world.

With the 360° Digital Marketing Expert Certificate you will gain a **global perspective of digital marketing strategy** that responds to what marketing departments really need today.

You will put into practice the development of the **complete customer journey** through the most current marketing tools: branding, positioning, online advertising, lead nurturing, conversion, marketing automation, or big data marketing, among others.

This program will allow you to:



Design and execute **360° Digital Marketing strategies and tactics** based on the analysis of the target audience, competition, market, positioning, competitive advantages, etc.



Analyze **new business models**, critical phases and the most current strategies such as Growth **Hacking**, **Inbound & Outbound Marketing or Content Marketing**.



**Define key steps to design a 360° Marketing Plan:** customer segmentation, customer journey, conversion funnel, costs, budgets and marketing KPIs.



Investigate all the **techniques and tools to use in relation to the customer**, both digital and offline: attraction, acquisition, activation, conversion and loyalty.



Know the marketing and e-commerce **automation tools**.



Understand the **tools for data analysis and exploitation:** customer analytics through Data Driven, digital marketing analytics through Data Platforms and Big Data Marketing.

## Key Data

- **Language:** Spanish or English
- **Duration and dates:**
  - Online: **16 weeks**
  - On campus: **4 weeks**
  - Starts: **October and April**

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## Module 1

360° Marketing Strategy. The Customer as the Integrating Axis of Digital and Traditional Marketing.

- Basic Concepts
- Phase in the creation of the marketing strategy
- Key concepts before designing the Marketing Plan

## Module 2

360° Marketing Plan. How to design a plan that includes online and offline strategies

- Customer segmentation and process
- Definition and establishment of objectives. Cost and budget planning
- KPIs to measure the effectiveness of the plan

## Module 3

Digital and Offline Marketing Techniques and Tools (I). Attraction, Acquisition and Activation

- Communication and Branding
- Online positioning techniques and tools
- Digital and traditional advertising
- Online and offline lead generation and qualification. Lead nurturing

## Module 4

Digital and Offline Marketing Techniques and Tools (II). Conversion and Loyalty

- Conversion
- Loyalty and retention
- Marketing Automation Tools and Platforms
- Lead nurturing

## Which format suits you best?

### ONLINE

- **Methodology of the Proeduca group, leader in online education.**
- **100% online.** Study wherever and whenever you want.
- **Live classes, online activities, and a wealth of content and resources.**
- Follow-up with a **personal tutor** who accompanies you throughout the program.

### ON CAMPUS

- **Experience the United States.** Move to Miami.
- Meet **professionals from different nationalities and backgrounds.**
- Small groups in the classroom, to **encourage interaction** with the international faculty and classmates.

## Module 5

### Analytics Tools

- Customer Analytics: Data Driven Marketing
- Digital marketing analytics
- Big Data Marketing

## Contact

For personalized advice contact  
[admissions@miuniversity.edu](mailto:admissions@miuniversity.edu)

## Marconi International University

It is an American University based in Miami, Florida.

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