

ENEB | Empowering the best leaders

Academic Brochure



European Business School of Barcelona

In collaboration with:



Cum Laude Award 2023:



Welcome to ENEB

The World's Leading Business School

We are dedicated to transforming lives through high-quality education. Recognized as the #1 business school by Innovatec for our technological innovation, we offer a dynamic and engaging learning environment designed to equip you with the skills to succeed in today's competitive world.



Why ENEB?

ENEB - European Business School of Barcelona stands out as a leading institution in online education specializing in master's and postgraduate programs designed to boost your career on a global scale. With a strong international presence and courses offered in Spanish, English, and Portuguese, ENEB positions itself as the perfect choice for those seeking educational excellence without borders.

All educational programs offered by ENEB grant University Certification as they are endorsed and certified by the Isabel I University, thus validating the quality and recognition of your education internationally. Upon completing your studies, you will be eligible to receive ECTS (European Credit Transfer System).

MAIN PARTNERS



Universidad
Isabel I



Harvard
Business
Publishing
Education

TECH PARTNERS

Numintec



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



Instituto
Europeo
de Posgrado



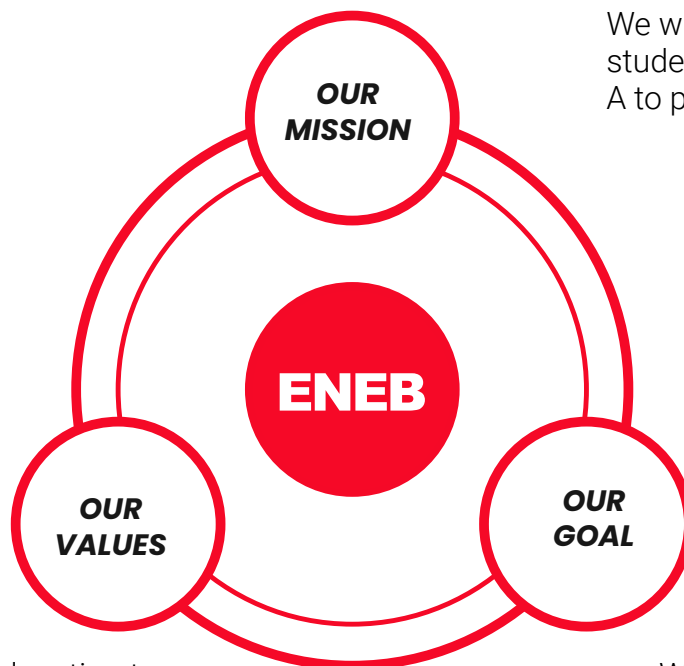
Universidad
AUTÓNOMA
DE NARIÑO





You are our mission, our values and our goals

Our mission at ENEB is to transform your life, empowering you to choose your own path and dedicate your time to what you are most passionate about, with no limits to achieving your goals. We envision ourselves as the gateway to your life objectives, offering accessible, top-quality education for everyone. We are committed to ensuring no talent is left behind and to making a positive impact on society. With over 19,000 students annually, we feel a profound responsibility to make a real difference.



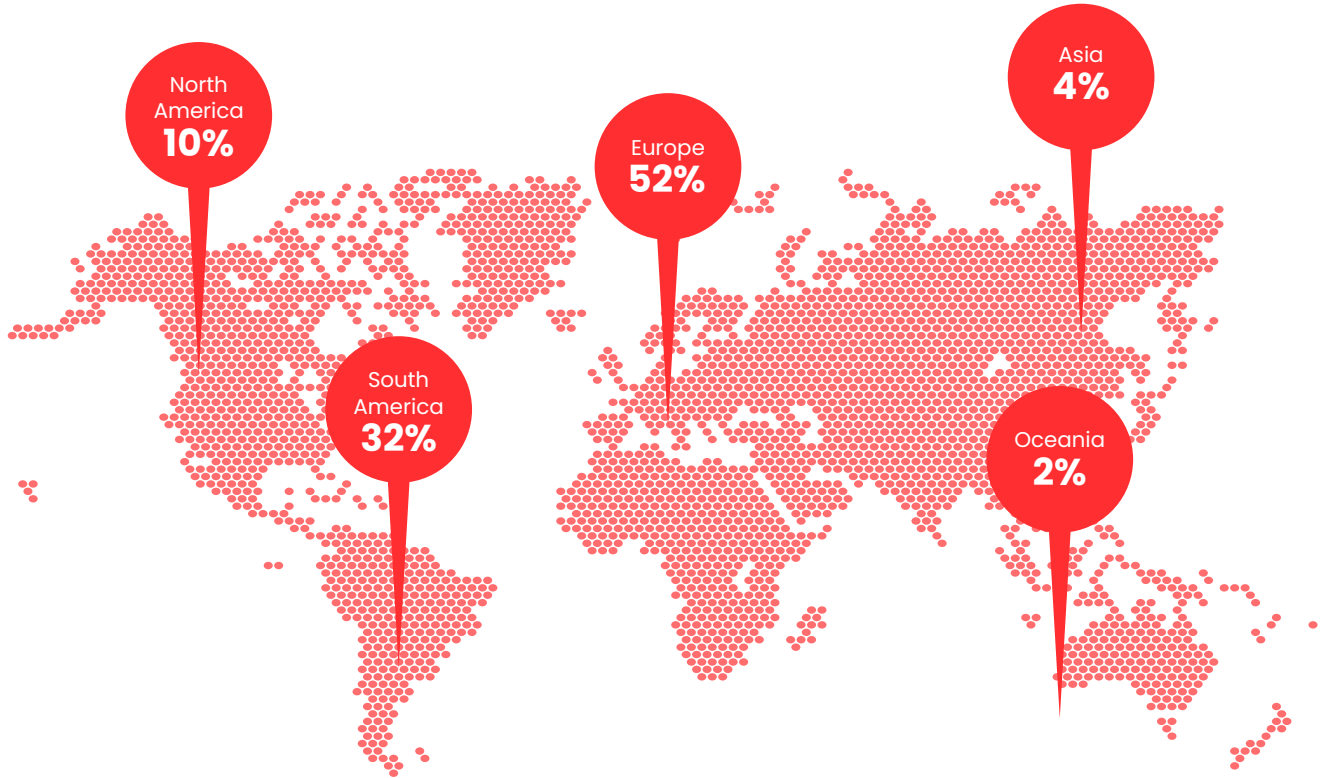
We want to transform our students' lives, from point A to point E.

We aim to provide education to everyone who truly desires it. We strive to break barriers because we believe that top-tier education should be accessible to all, not just a select few.

With over 19,000 students each year, we feel a profound responsibility to make a meaningful impact on society.

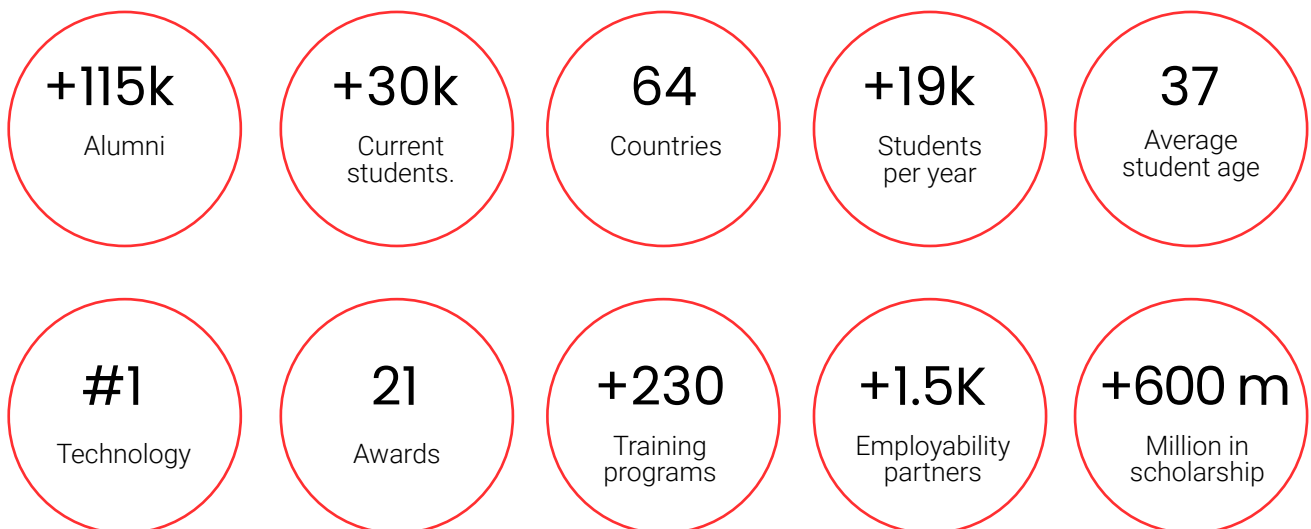
ENEB in the world

At ENEB, each country represents not just a new territory, but a fresh opportunity to transform the world. Over 150,000 students across 125 countries have wisely chosen ENEB to shape their future and make a global impact.




ENEB in Numbers

Numbers are not just figures; they are the result of our relentless effort and dedication. At ENEB, our impressive stats reflect our commitment to excellence and our global impact on education and transformation.



Accreditations

All the certificates of our training programmes are issued by ENEB Business School and certified by the Universidad Isabel I, which belongs to the European Higher Education Area guaranteeing the homogeneity and quality of the training. ENEB master's and postgraduate programs have the highest recognitions, approvals and homologations that guarantee the educational quality of their content. They are highly valued professional trainings in the field of each of the different areas of knowledge. The homologations, accreditations, memberships, certifications, registrations and recognitions of ENEB are the following:

 <p>All our training programmes are certified by Universidad Isabel I.</p>	 <p>Collaboration with IEE, for validations in USA and Canada.</p>	 <p>Member of the Spanish Confederation of Private Centres and Academies.</p>
 <p>Member of the Spanish National Association of e-Learning and Distance Learning Centres</p>	 <p>Collaborating Centre of the Trinity College London.</p>	 <p>Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.</p>
 <p>Certificate of educational excellence established</p>	 <p>Member of the Barcelona Chamber of Commerce</p>	 <p>Best business school rated by its students.</p>
 <p>Registered trademark with the number 3,543,757 within class 41 of Education and Training.</p>	 <p>Associated to the Latin American Council of Management Schools</p>	 <p>Asociación Española de Escuelas de Negocios</p> <p>Associated with the Asociación Española de Escuelas de Negocios.</p>

Remote learning

ENEB's training programs are 100% online and includes manuals, daily and voluntary live classes in the ENEB Metaverse, multimedia resources, forums, and debates within the ENEB community, as well as tutoring from Monday to Sunday.



Evaluation is done through the presentation of a final assignment per subject, after passing self-assessments. These self-assessments do not affect your final grade but help you measure your progress in learning. Final assignments are evaluated and corrected by the team of tutors and professors. There are no final tests or theoretical exams.

Flexibility is not only reflected in the delivery of assignments but also in the adaptability of the program to your needs. You can follow the order of subjects that best suits your time, needs, or concerns.

ENEB has a complete team of tutors available 7 days a week to guide and advise you on practical cases, ensuring your success in each subject.

A red rounded rectangle containing four white icons and their corresponding labels, separated by vertical lines. From left to right: a clock icon with a circular arrow, labeled 'Flexible'; an icon of three people, labeled 'Customised'; an open padlock icon, labeled 'Accessible'; and an icon of a laptop with a graduation cap, labeled 'Online'.



Our Methodology

At ENEB, you learn by making decisions through Harvard-backed case studies, guided by 200+ active professionals, all within our immersive Metaverse campus. Rather than focusing on memorizing information, we place the emphasis on preparing you for real-world business decisions.



SPECIAL PROGRAMS

“The Food Truck Challenge”

Simulator in which you will manage a successful food truck in the city of Boomtown.

You will work in teams to make decisions, after each decision there will be a debriefing and the decisions made and results obtained by each team will be discussed.

With content from Harvard Business Publishing Education.





Live Classes in the Metaverse

Our synchronous live classes are held from Monday to Thursday through the ENEB Metaverse (NUBI). These classes feature the participation of experts in various educational areas. The schedule of classes may vary depending on the availability of speakers, but you will always have access to the updated calendar several weeks in advance.

Although attendance at these classes is not mandatory, they are highly recommended as they offer an interactive and practical experience on the most relevant topics of the business world in all its dimensions.

If you are unable to attend a live class, do not worry. All sessions are recorded and available on the virtual campus shortly after they take place, so you can access them at any time that suits you.

Flexible Learning

24/365 Access

Study at your own pace with our flexible 24/365 methodology. Whether you are a busy professional or managing other commitments, our programs are designed to fit into your life. You can start and complete your studies at your convenience, ensuring a stress-free and adaptable learning experience.

Self-Assessment and Practical Assignments

Evaluation is done through the presentation of final assignments per subject, following self-assessments that help you measure your progress. Our flexible approach allows you to follow the order of subjects that best suits your time and needs.

Calendar

All our Masters, Management Development Programs and Advanced Courses have a flexible start date, i.e. they begin when you wish and inform us. The duration of each of them will depend on the number of credits, ranging from 1 month for the Higher Education Courses, 5 months for the Executive Courses, 9 months for the Masters, 12 months for the Double Masters and 14 months for the Global MBA.

“

Thanks to our
7/24
Method

we will answer all your questions and doubts every day of the year through the Virtual Campus.



What we offer:

- Welcome sessions
- Live classes from Monday to Thursday in our NUBI metaverse with active professionals
- Academic Q&A with our Secretary team in the metaverse
- Possibility of internships in companies
- Partnerships with other schools and businesses
- Registration in our job bank
- Networking opportunities and access to the ENEB Community
- Student card



Class President

As part of ENEB's commitment and excellence to students around the world, all programs have Class Presidents who not only are primary guides and supporters within the institution, but also key figures in fostering a robust networking network designed to expand your professional and academic opportunities.

All students are invited to connect with them to stay abreast of the latest developments and opportunities in our academic community. These leaders will offer you valuable resources and strategic advice to maximize your potential for employability and academic success.

Connect, collaborate and grow with us!



Saqib Achakzai

MBA

Senior Manager at Deloitte in London, he is a chartered accountant with more than fifteen years of experience in financial services. His experience includes business transformation, regulatory compliance and financial audits for clients in the UK, US and Middle East.



Richard Overton

MBA + Master in Project Management

Chief Engineer with over 29 years of manufacturing and business management experience. Specialized in operational efficiency, safety standards and team leadership. Expert in methodologies such as FMECA, DMAIC, 5S and TPM. Known for driving efficiency and leading goal-focused teams.



Roner Chichirita

MBA + Master in Big Data and Business Intelligence

A nurse from the Philippines working in a major German hospital, he is pursuing an MBA and a master's degree in Big Data and Business Intelligence at ENEB. His goal as Class President is to improve his leadership skills and help students. In addition, he works as a tax advisor for the Filipino community in Hamburg and enjoys building IKEA furniture and creating websites as a hobby.



Steven Poole

MBA + Master in Logistics

Steven Poole is a recognized leader in the Australian rail industry with more than 20 years of experience. He is currently a principal investigator at Australia's largest rail operator, where he has achieved notable reductions in workplace safety incidents and injuries, as well as significant improvements in staff performance and management.



Samir Bouazzi

MBA + Master in Team Management

An experienced IT, sales and business development professional, he holds a degree in Computer Science from Tunisia. He has managed projects on all continents and currently works as a Section Supervisor at Darwish Holding in Qatar, driving sales growth and fostering team excellence. His commitment to customer satisfaction, innovative strategies and team development make him a valuable professional to be Class President.



What do we expect from students

Success is the result of constant effort. There are no shortcuts to excellence. Dedicate yourself fully to each task and project, and the results will speak for themselves.



-  Active Participation
-  Visible Presence
-  Maximize Opportunities
-  Perseverance
-  Community Creation
-  Active Networking
-  Exemplary Leadership
-  Constant Effort

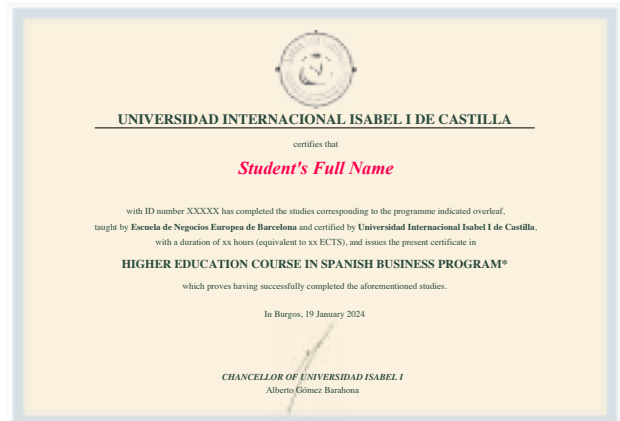
"I couldn't be happier with my studies at ENEB. The online platform includes current content applicable to real-life scenarios, and the quality of the master's degree exceeded all my expectations."



"I'm impressed with the professionalism and dedication of the entire team of the school. From faculty members to administrative staff, every interaction and aspect of my experience has been excellent."

Certifications

Here is an example of the certificates by ENEB and the University Isabel I that may be issued depending on your program of study.



Certificate of completion



Internship program

ENEB Business School is recognised by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the labour market, will allow you to get on perfectly in any company or organization and to develop a promising career. To make that possible, the school has an agreement with renowned business firms and an employment program where students can access more than 14,000 national and international job offers.

In its pursuit to promote the labour insertion of the students, ENEB Business School, among its free services, offers the possibility of undertaking internships in companies as a complement to their training plan. The objective of this internship, established through a Private Collaboration Agreement between the school and the company, is to allow training in work centres that reproduce the usual conditions of the business environment as part of their training plan.

We provide effective solutions to the growing training needs requested by companies for their future employees. We have an avant-garde research department to update and adapt new trends to the current market as well as a networking space for the meeting of students, managers, professionals, academic experts and entrepreneurs who want to exchange experiences and opinions. Below are some of the companies and organizations where our internships take place:



International character

In addition, all the students focused on international business, business sciences, management, business administration and management, can apply for an international internship through our partners Worldwide Internships and Pic-Management in the United States, Mexico, Dominican Republic, Spain, France, Thailand, China, Malaysia, United Arab Emirates and New Zealand, among others.




Job Opportunities

ENEB Business School is recognized by the most prestigious companies in different sectors. Its training programs, adapted to the current reality of the working world, allow students to grow professionally and climb their career ladder in any company.

To make this possible, ENEB Business School has an agreement with major business firms and employment exchanges with more than 14,000 offers available to its students within the business environment. Registration is optional, and we maintain the strictest confidentiality according to the Personal Data Protection Law in compliance with the European Regulation of Data Protection RGPD 2016/679 and RD of development 1720/2007.

Our team will advise our students on the adaptation of their curriculum and cover letters to ensure their employability in selection processes.



Scholarships and grants

ENEB has limited places available for each of the scholarships aimed at all Master's Degree and Management Development Program students who meet the following requirements:

Direct Scholarship: Without requirements or limitations in each enrollment period. Get your Direct Scholarship now without administrative procedures.

Scholarship for Academic Excellence: Intended for those students whose academic and professional qualifications have a profile of excellence.

Entrepreneurial Talent Scholarship: Designed for all those entrepreneurs who wish to study a Master's or Postgraduate degree in order to apply it to their professional career.

Women and Equality Scholarship: Designed for female candidates who want to grow professionally and achieve the highest level of education. In ENEB, we are committed to gender equality and we encourage woman's integration into the workforce..

Management Scholarship: Intended for all those professionals whose roles of responsibility requires them to continually grow and evolve..

Corporate Scholarship: Intended for all those professionals who want to boost their career and opt for higher positions.

Scholarship for self-employed professionals: Intended for self-employed professional who wish to pursue a Master's or Postgraduate degree to gain an in-depth knowledge of their sector or to acquire the necessary skills to grow their business.

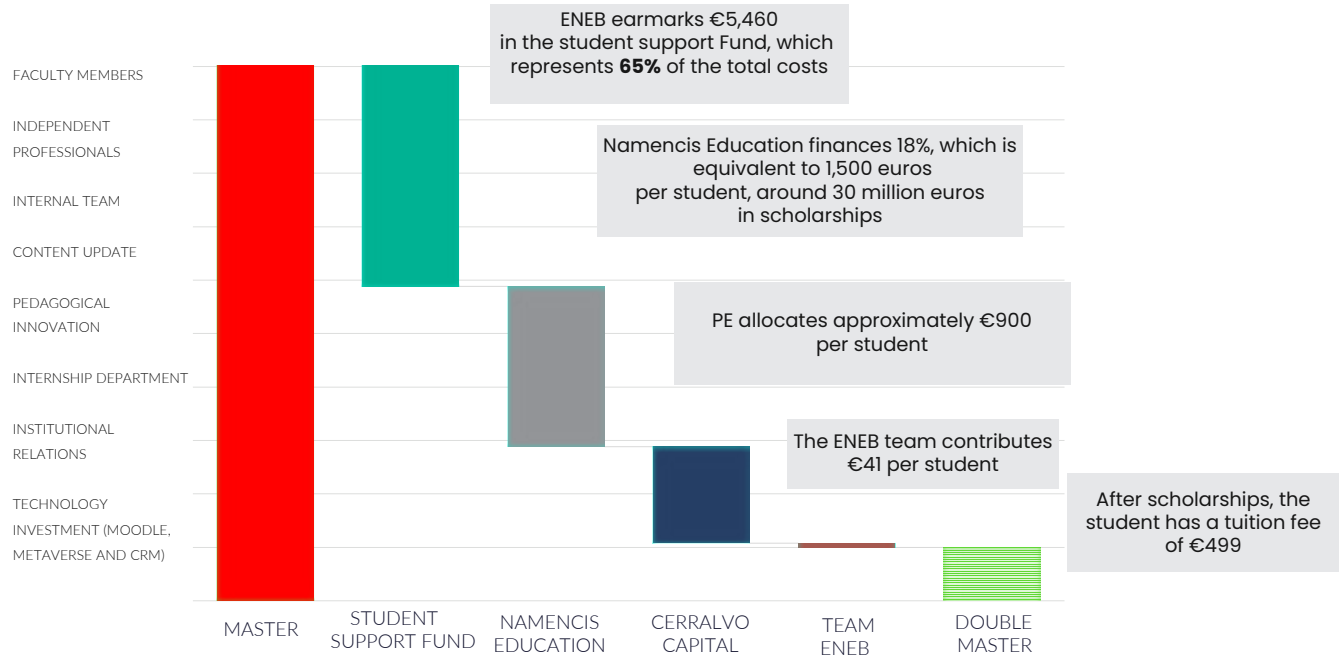
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

Scholarship for the unemployed: Intended for all those who wish to pursue further studies in order to re-enter the job market.

Geographical Mobility Scholarship: Intended for all applicants who wish to study from anywhere in the world and thus, acquire a global view of the business world.

We are committed to making education accessible to everyone

At ENEB, we are dedicated to democratizing education through exceptional affordability and quality. Our commitment drives us to invest in creating opportunities for every student to thrive and excel, regardless of financial constraints.



“ENEb not only offered me the chance to complete my master’s degree at an unbeatable price but also provided the flexibility I needed to achieve my goals. This experience has truly transformed my life, opening doors to new opportunities and shaping my future in profound ways.”

“I found everything I needed at ENEb: quality content in a format that allowed me to balance work, personal life and study, and at a price I could afford.”



A photograph of two young women sitting on a set of grey stone steps in front of a modern building with a large glass facade. The woman on the left is wearing a light blue shirt and jeans, and is holding a large brown folder or portfolio. The woman on the right is wearing a light pink shirt and a white skirt, and is holding a smartphone. They are both smiling and looking at each other. The background shows the glass building reflecting the sky and other buildings. A large, semi-transparent red circle is overlaid on the left side of the image.

**MASTER IN DIGITAL
MARKETING AND
ANALYTICS + MASTER IN
SALES MANAGEMENT
AND MARKETING**

INTRODUCTION

The Master in Digital Marketing and Analytics + Master in Sales Management and Marketing combines two key disciplines for business success in the digital era. The program provides comprehensive training in digital marketing and the techniques and tools necessary for effective business management. Students will acquire skills in data management and analysis, as well as in the planning and execution of marketing and sales strategies.

Choose to train at ENEB, one of the most prominent distance business schools in Europe, allowing you to train at the highest level from anywhere, with daily support from all professors and tutors.

THREE DIPLOMAS

Upon completion of your studies, you will receive three diplomas issued by the European Business School of Barcelona, endorsed and certified by the University of Isabel I:

- The Master in Digital Marketing and Analytics + Master in Sales Management and Marketing
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate

All our training programs come with an optional Business Spanish course, which will enable you to navigate an international work environment. If you choose not to take it, you will receive a double certificate.

WHO IS IT FOR?

This Master in Digital Marketing and Analytics + Master in Sales Management and Marketing is aimed at:

- University graduates in the areas of business, marketing, advertising, communication and technology, who want to specialize in digital marketing management and data analysis tools.
- Marketing and advertising professionals who want to expand their knowledge in the field of digital marketing and data analytics to improve strategic decision making.
- Entrepreneurs and owners of small and medium-sized businesses who want to learn how to create and manage digital marketing campaigns and improve their online presence.
- Professionals from any industry who want to improve their digital skills and learn about the latest trends and tools in online marketing.
- Those interested in starting a career in digital marketing and wish to acquire knowledge and skills to be competitive in today's job market.

OBJECTIVES

The curriculum of the Master in Digital Marketing and Analytics + Master in Sales Management and Marketing aims to provide students with the following knowledge and skills:

- Provide an in-depth understanding of the fundamentals of digital marketing, including social media management, SEO, online advertising and content marketing.
- Develop skills in data analysis and analytics tools to evaluate the performance of marketing and sales campaigns.
- Develop skills in marketing and sales project management, including planning, execution and measurement of results.
- Provide knowledge on commercial strategies and negotiation techniques to improve sales management and customer relations.
- Foster critical thinking and problem solving skills related to marketing and sales management.
- Provide an understanding of current trends and developments in digital marketing and business management to be at the forefront of business innovation.

CAREER OPPORTUNITIES

- **Digital Marketing Manager:** in charge of defining the company's digital marketing strategy, overseeing its implementation and evaluating the results.
- **Web Analytics Specialist:** responsible for analyzing and evaluating the performance of the company's online presence, and using the data to optimize performance and improve decision-making.
- **Digital Marketing Consultant:** digital marketing expert who advises companies and organizations in defining their digital strategy, advertising campaigns and online marketing.

ADMISSION

To be eligible for any of our Master's programs, applicants must meet the following requirements:

- Hold a degree in any field (Bachelor's, Architecture, Higher or Technical Engineering, Licentiate, Diploma, or equivalent).
- University students currently pursuing a degree or equivalent higher education studies.
- Professionals with career prospects in their current positions.
- If you do not meet any of the above conditions, please contact the school, and the admissions department will evaluate your specific case.

YOUR MASTER INCLUDES:

- Master in Digital Marketing and Analytics + Master in Sales Management and Marketing
- Diploma of Specialization in Innovation and Project Management
- Business Spanish Program Certificate
- Registration in our job bank
- Possibility of internships in companies
- Tutorials from Monday to Sunday
- 7" tablet as a gift

SECTION 1: MARKETING

- Topic 1. New role of the consumer
- Topic 2. The brand
- Topic 3. The ideal customer
- Topic 4. The customer journey
- Topic 5. Types of marketing

SECTION 2: MARKETING STRATEGY

- Topic 1. Marketing strategy
- Topic 2. The key to marketing
- Topic 3. Market analysis
- Topic 4. Advanced marketing strategy
- Topic 5. Action plan
- Topic 6. Marketing channels
- Topic 7. Target price

SECTION 3: WEB POSITIONING

- Topic 1. How to attract customers
- Topic 2. SEO: Organic Optimization
- Topic 3. SEM: Payment optimization
- Topic 4. Automating sales
- Topic 5. Growth hacking
- Topic 6. Marketing automation
- Topic 7. Psychology in marketing

SECTION 4: MARKETING ANALYTICS

- Topic 1. How to optimize your website
- Topic 2. Web traffic management
- Topic 3. Affiliate marketing and its measurement
- Topic 4. Google Data Studio

SECTION 5: E-COMMERCE

- Topic 1. Online sales
- Topic 2. Web store
- Topic 3. Mobile applications
- Topic 4. From interested lead to buyer
- Topic 5. Web analytics
- Topic 6. User experience
- Topic 7. Digital campaigns
- Topic 8. Mobile payment
- Topic 9. Landing page

SECTION 6: SOCIAL MEDIA STRATEGY

- Topic 1. Social networks
- Topic 2. Social Media Action Plan
- Topic 3. Social media strategy
- Topic 4. Tools
- Topic 5. Listening to your audience
- Topic 6. Generate sales with your networks

SECTION 7: DATA ANALYSIS AND INTERPRETATION

- Topic 1. Data representation
- Topic 2. Measurements
- Topic 3. Regression and correlation
- Topic 4. Probability
- Topic 5. Distributions
- Topic 6. Confidence intervals
- Topic 7. Introduction to Hypothesis Testing
- Topic 8. Statistics with R

SECTION 8: DIGITAL TRANSFORMATION

- Topic 1. Business digitalization
- Topic 2. Artificial Intelligence (AI)
- Topic 3. The Internet of Things (IoT)
- Topic 4. Blockchain
- Topic 5. Big Data and Business Intelligence (BI)
- Topic 6. Cloud computing
- Topic 7. Industrial automation and robotics
- Topic 8. Cybersecurity

SECTION 9: PROJECT MANAGEMENT

- Topic 1. Project management figure
- Topic 2. Team management
- Topic 3. Team management and communication
- Topic 4. Project management

SECTION 10: AGILE METHODOLOGIES

- Topic 1. Product management
- Topic 2. Lean startup
- Topic 3. Agile management

SECTION 11: COMMERCIAL DISTRIBUTION

- Topic 1. Commercial Channels
- Topic 2. Commercial distribution and competition law
- Topic 3. Trade policy and regulations
- Topic 4. International trade
- Topic 5. Foreign trade
- Topic 6. Incoterms Management
- Topic 7. Internationalization of companies

SECTION 12: BIG DATA

- Topic 1. Introduction to big data
- Topic 2. Big data in projects
- Topic 3. Agile methodologies
- Topic 4. Artificial Intelligence
- Topic 5. Use cases in industry

SECTION 13: DATA MANAGEMENT

- Topic 1. Open data
- Topic 2. Data management
- Topic 3. Data privacy
- Topic 4. Data storage
- Topic 5. Strategy and data

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

In this section, you will explore the foundations of marketing, understanding the evolving role of the consumer, the importance of branding, and the strategies for identifying and reaching the ideal customer. You will also learn about the customer journey and various types of marketing approaches.

Topic 1. New Role of the Consumer

Explore the shifting dynamics of consumer behavior in the digital age. Understand how consumers are now more informed and empowered, and learn strategies to engage and influence them effectively.

Topic 2. The Brand

Learn the critical components of building and managing a brand. Discover the importance of brand identity, equity, and how to create a strong brand that resonates with consumers.

Topic 3. The Ideal Customer

Understand how to identify and target the ideal customer for your products or services. Learn about customer personas, segmentation, and targeting techniques.

Topic 4. The Customer Journey

Explore the stages of the customer journey from awareness to purchase and beyond. Learn how to map the customer journey and create strategies to optimize each touchpoint.

Topic 5. Types of Marketing

Gain insights into various marketing types, including digital marketing, content marketing, social media marketing, and more. Understand the strengths and applications of each type.

SECTION 2: MARKETING STRATEGY

This section focuses on developing and implementing effective marketing strategies. You will learn to create comprehensive marketing plans, conduct market analysis, and use advanced strategies to achieve your marketing goals.

Topic 1. Marketing Strategy

Learn the fundamentals of crafting a robust marketing strategy. Understand how to align marketing objectives with business goals and create a roadmap for success.

Topic 2. The Key to Marketing

Discover the essential elements that drive successful marketing efforts. Learn about value propositions, competitive advantage, and how to differentiate your offerings in the market.

Topic 3. Market Analysis

Gain skills in conducting thorough market analysis. Learn about market research methods, competitive analysis, and how to identify market opportunities and threats.

Topic 4. Advanced Marketing Strategy

Explore advanced marketing strategies and tactics. Learn about segmentation, targeting, positioning, and how to use data-driven insights to refine your strategies.

Topic 5. Action Plan

Understand how to develop and implement an action plan that translates your marketing strategy into tangible results. Learn about goal setting, resource allocation, and performance measurement.

Topic 6. Marketing Channels

Explore various marketing channels, both online and offline. Learn how to select the right channels for your target audience and integrate them into your overall marketing strategy.

Topic 7. Target Price

Understand the importance of pricing in your marketing strategy. Learn about pricing models, strategies, and how to set prices that reflect your value proposition and market conditions.

SECTION 3: WEB POSITIONING

In this section, you will learn how to position your website to attract and retain customers. Topics include SEO, SEM, sales automation, growth hacking, marketing automation, and the psychology of marketing.

Topic 1. How to Attract Customers

Learn strategies to attract customers to your website. Understand the principles of inbound marketing, content marketing, and how to create compelling offers.

Topic 2. SEO: Organic Optimization

Gain insights into search engine optimization (SEO). Learn techniques to improve your website's organic search rankings and increase visibility.

Topic 3. SEM: Payment Optimization

Explore search engine marketing (SEM) and paid advertising strategies. Learn how to create and manage effective PPC campaigns to drive traffic and conversions.

Topic 4. Automating Sales

Understand the role of automation in sales. Learn about tools and techniques to automate sales processes, improve efficiency, and increase revenue.

Topic 5. Growth Hacking

Discover growth hacking strategies to rapidly grow your user base. Learn about innovative and cost-effective techniques to achieve exponential growth.

Topic 6. Marketing Automation

Explore the benefits of marketing automation. Learn how to use automation tools to streamline marketing tasks, nurture leads, and improve ROI.

Topic 7. Psychology in Marketing

Understand the psychological principles that influence consumer behavior. Learn how to apply these insights to create more effective marketing campaigns.

SECTION 4: MARKETING ANALYTICS

This section focuses on using data to optimize marketing efforts. You will learn about website optimization, web traffic management, affiliate marketing, and using tools like Google Data Studio for analysis.

Topic 1. How to Optimize Your Website

Learn techniques to optimize your website for better performance and user experience. Understand the importance of site speed, mobile responsiveness, and user-friendly design.

Topic 2. Web Traffic Management

Explore strategies to manage and increase web traffic. Learn about analytics tools, traffic sources, and how to drive targeted traffic to your site.

Topic 3. Affiliate Marketing and Its Measurement

Understand the principles of affiliate marketing. Learn how to set up affiliate programs, manage partnerships, and measure the effectiveness of your campaigns.

Topic 4. Google Data Studio

Gain proficiency in using Google Data Studio for marketing analytics. Learn how to create custom reports, visualize data, and extract actionable insights.

SECTION 5: E-COMMERCE

In this section, you will explore the fundamentals of e-commerce, from online sales and web stores to mobile applications and digital campaigns. Learn how to create a seamless user experience and optimize your online presence.

Topic 1. Online Sales

Understand the principles of online sales. Learn about e-commerce platforms, sales funnels, and strategies to increase online sales.

Topic 2. Web Store

Learn how to set up and manage a successful web store. Understand the importance of product listings, payment gateways, and customer service.

Topic 3. Mobile Applications

Explore the role of mobile applications in e-commerce. Learn about app development, user experience, and how to drive sales through mobile channels.

Topic 4. From Interested Lead to Buyer

Understand the process of converting leads into buyers. Learn about lead nurturing, sales funnels, and techniques to improve conversion rates.

Topic 5. Web Analytics

Gain insights into web analytics. Learn how to track and analyze user behavior, measure performance, and optimize your website for better results.

Topic 6. User Experience

Explore the importance of user experience in e-commerce. Learn about UX design principles, usability testing, and how to create a seamless shopping experience.

Topic 7. Digital Campaigns

Understand how to create and manage effective digital campaigns. Learn about campaign planning, execution, and measurement across various digital channels.

Topic 8. Mobile Payment

Learn about mobile payment solutions. Understand the different payment methods, security considerations, and how to integrate mobile payments into your e-commerce strategy.

Topic 9. Landing Page

Discover the importance of landing pages in online marketing. Learn how to create high-converting landing pages and optimize them for better performance.

SECTION 6: SOCIAL MEDIA STRATEGY

This section covers the strategies and tools needed to leverage social media for marketing. You will learn how to create social media action plans, engage with your audience, and generate sales through social networks.

Topic 1. Social Networks

Explore the major social networks and their role in marketing. Learn about the unique features and audiences of each platform.

Topic 2. Social Media Action Plan

Understand how to create a social media action plan. Learn about goal setting, content planning, and performance measurement.

Topic 3. Social Media Strategy

Learn how to develop a comprehensive social media strategy. Understand the importance of aligning social media activities with business goals and marketing objectives.

Topic 4. Tools

Explore the tools available for social media management. Learn about scheduling, analytics, and content creation tools to streamline your social media efforts.

Topic 5. Listening to Your Audience

Understand the importance of social listening. Learn how to monitor social media conversations, gather insights, and respond to your audience.

Topic 6. Generate Sales with Your Networks

Learn strategies to generate sales through social media. Understand the principles of social selling, influencer marketing, and how to leverage social networks to drive revenue.

SECTION 7: DATA ANALYSIS AND INTERPRETATION

In this section, you will learn about data analysis and interpretation techniques. Topics include data representation, measurements, regression and correlation, probability, distributions, confidence intervals, hypothesis testing, and statistics with R.

Topic 1. Data Representation

Learn how to represent data effectively. Understand various data visualization techniques and tools to communicate insights clearly.

Topic 2. Measurements

Explore different types of measurements in data analysis. Learn about scales of measurement, central tendency, and variability.

Topic 3. Regression and Correlation

Understand the principles of regression and correlation. Learn how to analyze relationships between variables and make predictions.

Topic 4. Probability

Gain insights into probability theory. Learn about probability distributions, rules, and applications in data analysis.

Topic 5. Distributions

Explore various probability distributions. Understand their properties and how to use them in statistical analysis.

Topic 6. Confidence Intervals

Learn about confidence intervals and their importance in data analysis. Understand how to calculate and interpret confidence intervals.

Topic 7. Introduction to Hypothesis Testing

Understand the basics of hypothesis testing. Learn about null and alternative hypotheses, test statistics, and p-values.

Topic 8. Statistics with R

Gain proficiency in using R for statistical analysis. Learn about data manipulation, statistical modeling, and visualization using R.

SECTION 8: DIGITAL TRANSFORMATION

This section covers the impact of digital transformation on businesses. You will learn about business digitalization, AI, IoT, blockchain, big data, cloud computing, industrial automation, and cybersecurity.

Topic 1. Business Digitalization

Understand the principles of business digitalization. Learn about digital strategies, transformation frameworks, and the impact on business operations.

Topic 2. Artificial Intelligence (AI)

Explore the role of AI in digital transformation. Learn about AI technologies, applications, and how to leverage AI for business innovation.

Topic 3. The Internet of Things (IoT)

Gain insights into IoT and its impact on businesses. Learn about IoT technologies, applications, and how to integrate IoT into business processes.

Topic 4. Blockchain

Understand the principles of blockchain technology. Learn about its applications in various industries and how to leverage blockchain for business benefits.

Topic 5. Big Data and Business Intelligence (BI)

Explore the role of big data and BI in digital transformation. Learn about data analytics, BI tools, and how to use data for strategic decision-making.

Topic 6. Cloud Computing

Gain insights into cloud computing. Learn about cloud services, deployment models, and how to leverage the cloud for business agility and scalability.

Topic 7. Industrial Automation and Robotics

Understand the impact of industrial automation and robotics on businesses. Learn about automation technologies, applications, and how to integrate them into business operations.

Topic 8. Cybersecurity

Learn about cybersecurity principles and practices. Understand the importance of protecting digital assets and how to implement effective cybersecurity measures.

SECTION 9: PROJECT MANAGEMENT

This section focuses on the principles and practices of project management. You will learn about the role of the project manager, team management, communication, and project execution.

Topic 1. Project Management Figure

Understand the role and responsibilities of the project manager. Learn about the skills and competencies required for effective project management.

Topic 2. Team Management

Explore strategies for managing project teams. Learn about team dynamics, motivation, and how to build high-performing teams.

Topic 3. Team Management and Communication

Understand the importance of communication in project management. Learn about communication strategies, tools, and techniques to ensure effective team collaboration.

Topic 4. Project Management

Gain insights into project management methodologies and practices. Learn about project planning, execution, monitoring, and closure.

SECTION 10: AGILE METHODOLOGIES

This section covers agile methodologies for project management and product development. You will learn about product management, lean startup, and agile management practices.

Topic 1. Product Management

Learn the principles of product management. Understand the product lifecycle, from ideation to launch, and how to manage product development effectively.

Topic 2. Lean Startup

Explore the lean startup methodology. Learn about its principles, tools, and techniques to create and launch products quickly and efficiently.

Topic 3. Agile Management

Understand agile management practices. Learn about agile frameworks, such as Scrum and Kanban, and how to apply them to manage projects and teams.

SECTION 11: COMMERCIAL DISTRIBUTION

This section focuses on commercial distribution and trade. You will learn about commercial channels, distribution laws, trade policies, international trade, and the internationalization of companies.

Topic 1. Commercial Channels

Understand the role of commercial channels in distribution. Learn about different types of channels and how to select the right ones for your products.

Topic 2. Commercial Distribution and Competition Law

Gain insights into commercial distribution and competition law. Learn about regulations, compliance, and how to navigate legal challenges in distribution.

Topic 3. Trade Policy and Regulations

Understand trade policies and regulations. Learn about tariffs, trade agreements, and how to comply with international trade laws.

Topic 4. International Trade

Explore the principles of international trade. Learn about global markets, trade strategies, and how to expand your business internationally.

Topic 5. Foreign Trade

Gain insights into foreign trade practices. Learn about import and export procedures, trade financing, and how to manage cross-border transactions.

Topic 6. Incoterms Management

Understand Incoterms and their role in international trade. Learn about the different terms, their meanings, and how to use them in trade agreements.

Topic 7. Internationalization of Companies

Learn strategies for internationalizing your business. Understand the challenges and opportunities of global expansion and how to create a successful internationalization plan.

SECTION 12: BIG DATA

In this section, you will learn about big data and its applications in various industries. Topics include big data principles, projects, agile methodologies, AI, and industry use cases.

Topic 1. Introduction to Big Data

Understand the basics of big data. Learn about its characteristics, technologies, and the value it can bring to businesses.

Topic 2. Big Data in Projects

Explore the role of big data in project management. Learn how to integrate big data into projects to enhance decision-making and outcomes.

Topic 3. Agile Methodologies

Learn how to apply agile methodologies to big data projects. Understand how to manage big data initiatives using agile frameworks for better flexibility and responsiveness.

Topic 4. Artificial Intelligence

Discover the intersection of big data and AI. Learn about AI applications that leverage big data for predictive analytics, automation, and more.

Topic 5. Use Cases in Industry

Explore real-world use cases of big data across different industries. Learn about successful big data implementations and their impact on business performance.

SECTION 13: DATA MANAGEMENT

This section focuses on data management practices. You will learn about open data, data privacy, data storage, and how to develop a data strategy.

Topic 1. Open Data

Understand the concept of open data. Learn about its benefits, challenges, and how to use open data for innovation and transparency.

Topic 2. Data Management

Explore best practices in data management. Learn about data governance, data quality, and how to manage data throughout its lifecycle.

Topic 3. Data Privacy

Gain insights into data privacy principles and regulations. Learn how to protect personal data and ensure compliance with privacy laws.

Topic 4. Data Storage

Understand data storage solutions and technologies. Learn about storage architectures, cloud storage, and how to choose the right storage strategy for your data.

Topic 5. Strategy and Data

Learn how to develop a data strategy. Understand the importance of aligning data initiatives with business goals and how to create a roadmap for data-driven success.