

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



hotmart



Z O H O



Power BI



Hawkings



power query



+ 100 PARTNERS

UIN UNIVERSIDAD
INSURGENTES



Instituto
Europeo
de Posgrado



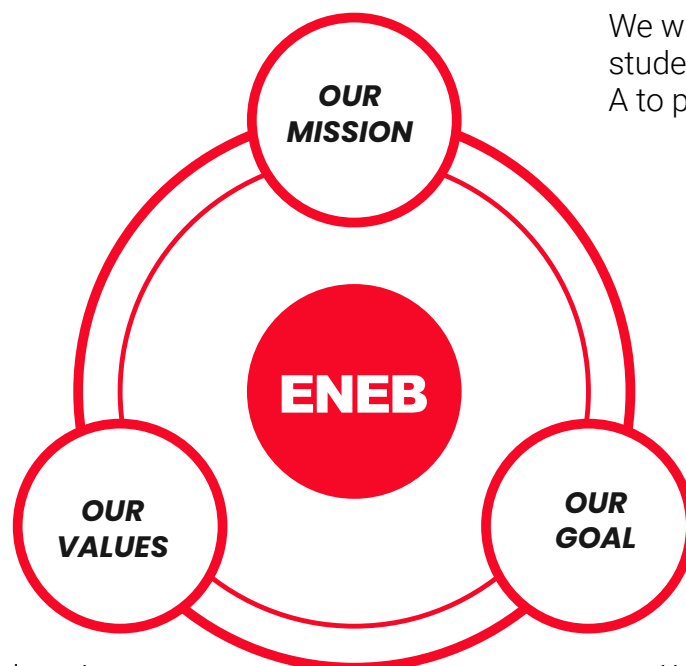
Universidad
AUTONOMA
DE NARIÑO





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.



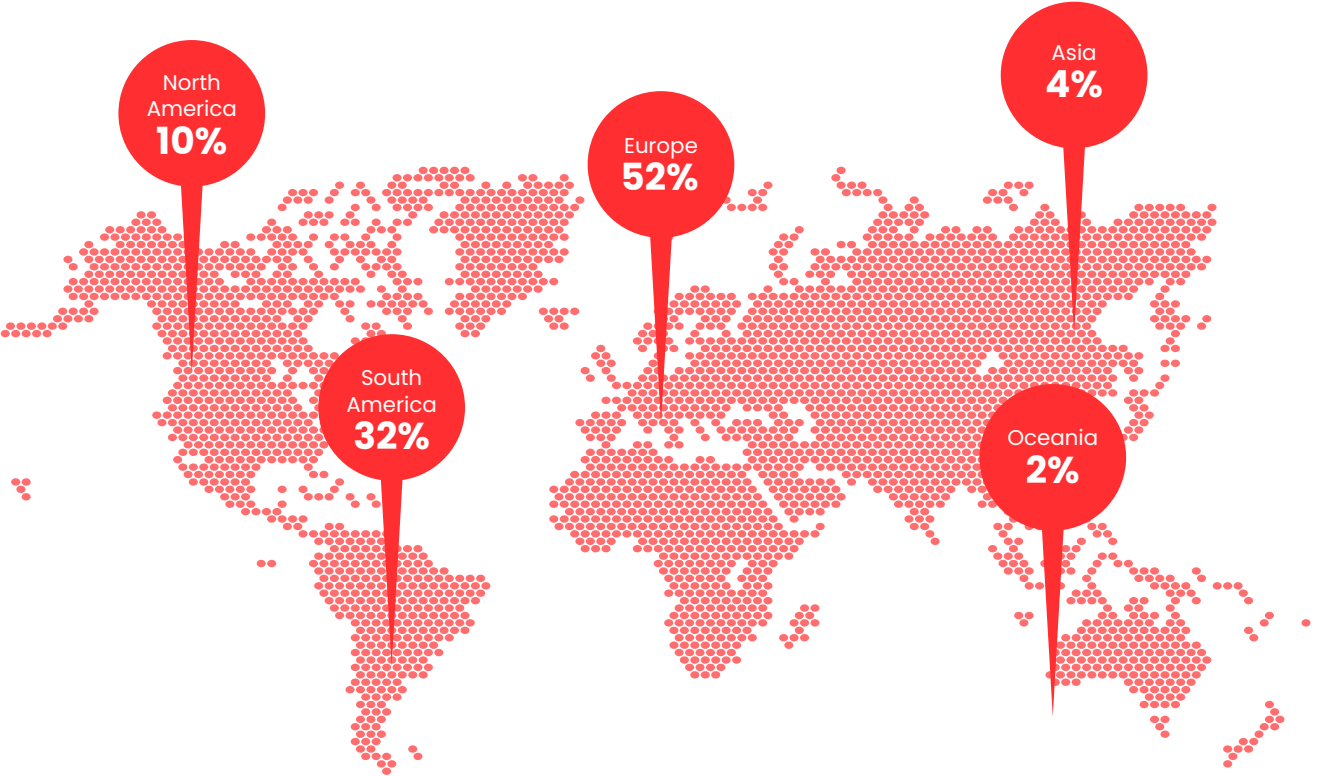
We want to transform our students' lives, from point A to point E.

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.

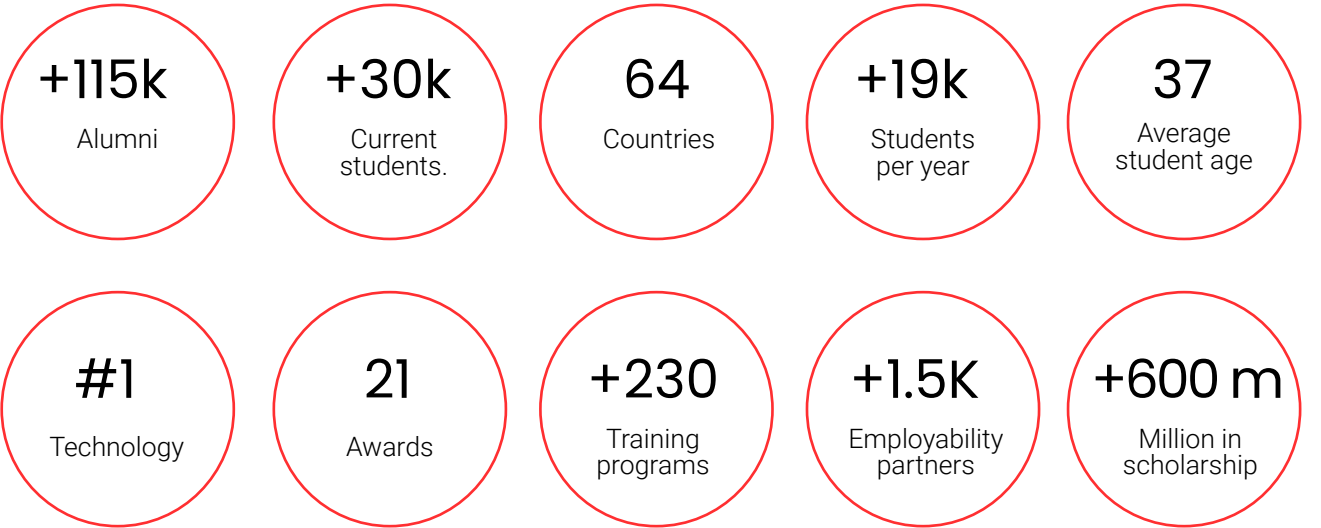
ENEB in the world

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:



All our training programmes are certified by Universidad Isabel I.



**International
Education
Evaluations**

Collaboration with IEE, for validations in USA and Canada.



Member of the Spanish Confederation of Private Centres and Academies.



Member of the Spanish National Association of e-Learning and Distance Learning Centres



Collaborating Centre of the Trinity College London.



Quality and excellence certification with the highest score issued by the European Foundation for Quality Management.



Certificate of educational excellence established



Cambra Barcelona
"doing business"

Member of the Barcelona Chamber of Commerce



Best business school rated by its students.



Registered trademark with the number 3,543,757 within class 41 of Education and Training.



Associated to the Latin American Council of Management Schools



asociación española de escuelas de negocios
Asociación Española de Escuelas de Negocios.

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.



Flexible



Customised



Accessible



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.

A blurred background image showing a person's face on a laptop screen, with a hand visible in the foreground near the keyboard.

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



**Harvard
Business
Publishing
Education**



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.

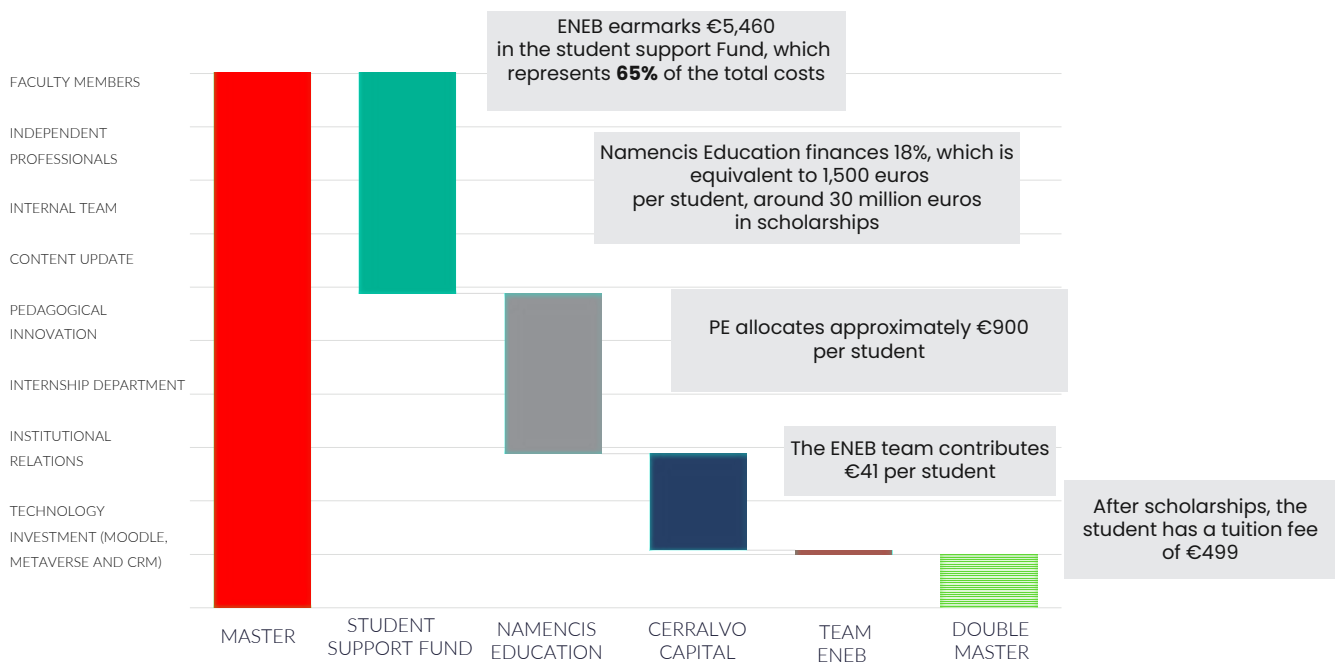
SMEs Scholarship: Designed for entrepreneurs who wish to increase their knowledge to contribute to the growth of their company.

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 wide stone steps in front of a modern building with a large glass facade. The woman on the left is holding a large portfolio or book, and the woman on the right is holding a tablet. They are both smiling and looking at the tablet. A large, semi-transparent red circle is overlaid on the left side of the image. The text 'MASTER IN DIGITAL MARKETING AND ANALYTICS' is written in white, bold, sans-serif capital letters at the bottom right.

MASTER IN DIGITAL MARKETING AND ANALYTICS

INTRODUCTION

The Master in Digital Marketing and Analytics is an educational program designed to train students in the field of digital marketing and data analysis. The program offers students a comprehensive training in digital marketing strategies, including online advertising, search engine optimization, content marketing, email marketing and social media. In addition, the master's degree also focuses on data analytics, allowing students to learn how to collect and analyze data to make informed business decisions.

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 completing your studies, you will be eligible to receive a double certification awarded by the European Business School of Barcelona, endorsed and certified by Universidad Isabel I:

- Master in Digital Marketing and Analytics
- Business Spanish Program Certificate (optional)

Additionally, you will obtain a Diploma of Specialization in Innovation and Project Management issued by the European Business School of Barcelona. This diploma certifies the acquisition of key competencies in these strategic areas, significantly enhancing your professional profile and improving your employment opportunities in today's competitive job market.

WHO IS IT FOR?

The Master in Digital Marketing and Analytics is aimed at:

- University graduates in Marketing, Advertising, Communication, Business Administration and other related disciplines who want to specialize in digital marketing and data analysis.
- Marketing and advertising professionals who want to update their knowledge and skills in the digital area.
- Entrepreneurs who want to develop their skills in digital marketing to improve their business.
- Professionals in areas related to technology and data analysis who want to specialize in digital marketing.
- People interested in digital marketing and who wish to acquire skills and knowledge in this field.

OBJECTIVES

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

- To train students to become experts in digital marketing and data analysis.

- Give students a thorough understanding of digital marketing strategies, including online advertising, search engine optimization, content marketing, email marketing and social media.
- Teach students how to collect and analyze data to make informed business decisions.
- Provide students with an understanding of the latest trends in digital marketing and data analytics.
- To foster critical thinking and problem solving in students.
- Provide students with a network of valuable business contacts and internship opportunities.

CAREER OPPORTUNITIES

- **Digital marketing specialist:** in charge of planning, executing and monitoring digital marketing strategies to improve a company's online presence.
- **Marketing data analyst:** in charge of analyzing marketing data to obtain valuable information that can be used to improve marketing strategies.
- **SEO specialist:** in charge of improving a company's position in search engines by optimizing website content.
- **Digital marketing manager:** in charge of leading and coordinating all digital marketing activities of a company, including strategic planning, campaign implementation and results analysis.

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
- 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

A JOURNEY THROUGH THE SYLLABUS

SECTION 1: MARKETING

The Marketing section lays the foundation for understanding modern marketing principles and practices. It explores the evolving role of the consumer, the importance of brand management, and the strategies for effectively targeting and engaging customers. This section is designed to provide a comprehensive overview of marketing fundamentals and the essential concepts that drive successful marketing campaigns.

Topic 1: New Role of the Consumer

This topic addresses how the consumer's role has transformed in the digital age. It explores shifts in consumer behavior, including the rise of digital channels and the increasing influence of social media and online reviews. Students will learn about the modern consumer's expectations and how businesses can adapt their strategies to meet these new demands.

Topic 2: The Brand

In this topic, students will learn about the concept of brand identity and its significance in marketing. It covers the elements that make up a brand, such as brand values, positioning, and differentiation. The topic focuses on how to build a strong brand presence and manage brand equity to achieve business objectives.

Topic 3: The Ideal Customer

This topic explores the process of defining and understanding the ideal customer for a business. Students will learn how to create customer personas, identify target audiences, and tailor marketing efforts to address the needs and preferences of these ideal customers.

Topic 4: The Customer Journey

Here, students will study the stages of the customer journey, from awareness to decision-making. This topic covers techniques for mapping the customer journey, understanding touchpoints, and designing strategies to enhance the customer experience at each stage.

Topic 5: Types of Marketing

This topic introduces various types of marketing strategies and techniques. Students will explore different marketing approaches such as inbound and outbound marketing, content marketing, and experiential marketing. The focus is on understanding which types of marketing are most effective for different business goals.

SECTION 2: MARKETING STRATEGY

The Marketing Strategy section builds on fundamental marketing concepts to develop comprehensive marketing plans. It focuses on strategic decision-making processes, market analysis, and the creation of actionable marketing strategies that align with business objectives.

Topic 1: Marketing Strategy

In this topic, students will learn how to develop effective marketing strategies. It covers the process of setting marketing goals, identifying target markets, and formulating plans to achieve competitive advantage. Students will explore strategic frameworks and best practices for creating robust marketing strategies.

Topic 2: The Key to Marketing

This topic delves into the essential elements of successful marketing. It covers foundational principles such as market segmentation, targeting, and positioning. Students will learn how to apply these principles to create effective marketing campaigns and achieve business success.

Topic 3: Market Analysis

Market Analysis focuses on techniques for assessing market conditions and identifying opportunities. Students will learn methods for analyzing market trends, evaluating competitors, and understanding market dynamics to inform strategic marketing decisions.

Topic 4: Advanced Marketing Strategy

This topic explores advanced concepts in marketing strategy. It covers sophisticated strategies for market penetration, growth, and diversification. Students will study case studies and advanced models to develop high-level marketing strategies for complex business environments.

Topic 5: Action Plan

In this topic, students will learn how to create detailed action plans for implementing marketing strategies. It covers the development of marketing plans, setting objectives, and defining specific actions, timelines, and responsibilities for achieving marketing goals.

Topic 6: Marketing Channels

Marketing Channels focuses on the various channels through which businesses can reach their customers. Students will explore distribution strategies, channel management, and the integration of online and offline marketing channels to optimize reach and effectiveness.

Topic 7: Target Price

This topic covers strategies for setting and adjusting product prices to achieve marketing and business objectives. It includes methods for pricing analysis, cost determination, and pricing strategies that align with market conditions and customer expectations.

SECTION 3: WEB POSITIONING

The Web Positioning section addresses techniques for improving online visibility and attracting customers through digital platforms. It covers both organic and paid methods for increasing website traffic and enhancing online presence.

Topic 1: How to Attract Customers

In this topic, students will learn strategies for attracting customers to a website. It includes techniques for increasing website traffic through search engine optimization, content marketing, and promotional activities.

Topic 2: SEO: Organic Optimization

SEO (Search Engine Optimization) focuses on methods for improving a website's ranking in search engine results. Students will explore on-page and off-page SEO techniques, keyword research, and best practices for achieving organic search visibility.

Topic 3: SEM: Paid Optimization

SEM (Search Engine Marketing) covers paid advertising strategies for increasing website visibility. Students will learn about search engine advertising platforms, ad creation, bidding strategies, and techniques for optimizing paid search campaigns.

Topic 4: Automating Sales

This topic explores tools and techniques for automating sales processes. Students will learn about sales automation platforms, lead generation, and techniques for streamlining sales workflows to improve efficiency and effectiveness.

Topic 5: Growth Hacking

Growth Hacking focuses on innovative techniques for rapidly growing a business. Students will explore unconventional methods, experimentation, and data-driven approaches to achieve rapid growth and scale marketing efforts effectively.

Topic 6: Marketing Automation

Marketing Automation covers technologies and strategies for automating marketing tasks. Students will learn about tools for automating email campaigns, social media posts, and lead nurturing, and how to use automation to increase marketing efficiency.

Topic 7: Psychology in Marketing

This topic delves into the psychological principles that influence consumer behavior. Students will explore concepts such as motivation, perception, and decision-making processes to design marketing strategies that effectively resonate with target audiences.

SECTION 4: MARKETING ANALYTICS

The Marketing Analytics section focuses on the techniques and tools used to measure and analyze marketing performance. It covers methods for interpreting data to make informed marketing decisions and improve campaign effectiveness.

Topic 1: How to Optimize Your Website

In this topic, students will learn methods for improving website performance. It includes techniques for website optimization, A/B testing, and user experience enhancements to increase conversion rates and achieve marketing objectives.

Topic 2: Web Traffic Management

Web Traffic Management covers strategies for monitoring and increasing website traffic. Students will explore tools and techniques for analyzing web traffic patterns, identifying sources of traffic, and implementing strategies to drive more visitors to the website.

Topic 3: Affiliate Marketing and Its Measurement

This topic explores the concept of affiliate marketing and methods for measuring its effectiveness. Students will learn about affiliate programs, performance metrics, and techniques for evaluating the success of affiliate marketing campaigns.

Topic 4: Google Data Studio

Google Data Studio focuses on using Google Data Studio for data visualization and reporting. Students will learn how to create dashboards, generate reports, and analyze marketing data to make data-driven decisions.

SECTION 5: E-COMMERCE

The E-Commerce section covers the strategies and practices for conducting business online. It explores various aspects of e-commerce, from setting up online stores to managing digital sales channels.

Topic 1: Online Sales

In this topic, students will learn about strategies for generating sales through online platforms. It includes techniques for building and managing online sales channels, optimizing product listings, and driving online sales.

Topic 2: Web Store

The Web Store topic covers the creation and management of e-commerce websites. Students will learn about e-commerce platforms, website design, and the features required for a successful online store.

Topic 3: Mobile Applications

This topic explores the role of mobile applications in e-commerce. Students will learn about app development, mobile marketing strategies, and techniques for leveraging mobile apps to enhance customer engagement and drive sales.

Topic 4: From Interested Lead to Buyer

Students will learn strategies for converting leads into customers. This topic covers techniques for nurturing leads, guiding prospects through the sales funnel, and using marketing tactics to close sales.

Topic 5: Web Analytics

Web Analytics focuses on measuring and analyzing the performance of online marketing efforts. Students will explore tools and methods for tracking website metrics, analyzing user behavior, and making data-driven decisions to improve online marketing strategies.

Topic 6: User Experience

User Experience (UX) covers the design and optimization of user interactions with websites and applications. Students will learn about UX principles, usability testing, and techniques for creating a positive user experience.

Topic 7: Digital Campaigns

Digital Campaigns explores the planning and execution of online marketing campaigns. Students will learn about campaign strategies, execution methods, and techniques for measuring and evaluating campaign effectiveness.

Topic 8: Mobile Payment

This topic covers the technologies and strategies for enabling mobile payments. Students will learn about mobile payment systems, security considerations, and best practices for integrating mobile payment options into e-commerce platforms.

Topic 9: Landing Page

Landing Page focuses on the design and optimization of landing pages for marketing campaigns. Students will learn about landing page best practices, conversion optimization techniques, and methods for creating effective landing pages.

SECTION 6: SOCIAL MEDIA STRATEGY

The Social Media Strategy section explores the creation and management of effective social media strategies. It covers various aspects of social media marketing, from strategy development to performance measurement.

Topic 1: Social Networks

In this topic, students will learn about different social networks and their roles in marketing. It covers major social media platforms, their features, and how businesses can use these platforms to achieve marketing goals.

Topic 2: Social Media Action Plan

The Social Media Action Plan topic focuses on developing actionable plans for social media marketing. Students will learn how to create comprehensive social media plans, set objectives, and outline specific actions for successful social media campaigns.

Topic 3: Social Media Strategy

This topic covers the development of overarching social media strategies. It includes techniques for setting social media goals, defining target audiences, and crafting strategies for content creation and engagement.

Topic 4: Tools

Students will explore various tools and platforms used for social media management. This topic includes tools for content scheduling, performance tracking, and social media analytics to streamline social media marketing efforts.

Topic 5: Listening to Your Audience

Listening to Your Audience focuses on techniques for monitoring and analyzing audience interactions on social media. Students will learn methods for gathering feedback, analyzing sentiment, and using insights to refine social media strategies.

Topic 6: Generate Sales with Your Networks

This topic explores strategies for using social media networks to drive sales. It covers techniques for converting social media interactions into sales opportunities, creating promotional content, and leveraging social media for revenue generation.

SECTION 7: DATA ANALYSIS AND INTERPRETATION

The Data Analysis and Interpretation section focuses on the techniques for analyzing and interpreting data to inform marketing decisions. It covers various statistical methods and tools used in data analysis.

Topic 1: Data Representation

Data Representation covers techniques for visually presenting data to communicate insights effectively. Students will learn about data visualization methods, including charts, graphs, and dashboards, to represent data in a meaningful way.

Topic 2: Measurements

Measurements explores the methods for collecting and analyzing data. Students will learn about different types of measurements, data collection techniques, and methods for ensuring data accuracy and reliability.

Topic 3: Regression and Correlation

This topic covers statistical techniques for analyzing relationships between variables. Students will learn about regression analysis, correlation coefficients, and methods for understanding and predicting variable relationships.

Topic 4: Probability

Probability introduces the principles of probability theory and its applications in data analysis. Students will explore probability concepts, probability distributions, and techniques for calculating and interpreting probabilities in marketing scenarios.

Topic 5: Distributions

Distributions covers statistical distributions and their applications. Students will learn about different types of distributions, such as normal distribution and binomial distribution, and how to use them for data analysis and decision-making.

Topic 6: Confidence Intervals

Confidence Intervals focuses on techniques for estimating population parameters. Students will learn how to calculate and interpret confidence intervals, and understand their role in making informed business decisions based on sample data.

Topic 7: Introduction to Hypothesis Testing

This topic introduces the concepts of hypothesis testing in statistical analysis. Students will learn about hypothesis formulation, testing methods, and how to draw conclusions based on statistical evidence.

Topic 8: Statistics with R

Statistics with R covers the use of the R programming language for statistical analysis. Students will learn how to perform data analysis, create visualizations, and apply statistical techniques using R.

SECTION 8: DIGITAL TRANSFORMATION

The Digital Transformation section explores the impact of digital technologies on business practices and strategies. It covers a range of technologies and their applications in transforming business operations and creating new opportunities.

Topic 1: Business Digitalization

Business Digitalization focuses on the process of transforming traditional business models into digital formats. Students will learn about digital transformation strategies, the benefits of digitalization, and methods for implementing digital solutions in business operations.

Topic 2: Artificial Intelligence (AI)

Artificial Intelligence (AI) covers the applications of AI technologies in business. Students will explore AI concepts, such as machine learning, natural language processing, and AI-driven solutions for various business challenges.

Topic 3: The Internet of Things (IoT)

The Internet of Things (IoT) explores how interconnected devices can be used to collect data and improve business processes. Students will learn about IoT technologies, applications, and the impact of IoT on business operations.

Topic 4: Blockchain

Blockchain focuses on the technology behind cryptocurrencies and its broader applications. Students will learn about blockchain fundamentals, use cases beyond digital currencies, and how blockchain technology can be used for secure and transparent transactions.

Topic 5: Big Data and Business Intelligence (BI)

Big Data and Business Intelligence (BI) covers techniques for analyzing large data sets to derive business insights. Students will explore BI tools, data analysis methods, and strategies for leveraging big data to make informed business decisions.

Topic 6: Cloud Computing

Cloud Computing explores the use of cloud services for various business needs. Students will learn about different cloud service models (IaaS, PaaS, SaaS), benefits of cloud computing, and best practices for implementing cloud solutions.

Topic 7: Industrial Automation and Robotics

Industrial Automation and Robotics focuses on technologies for automating manufacturing and business processes. Students will learn about robotics applications, automation systems, and their role in improving efficiency and productivity.

Topic 8: Cybersecurity

Cybersecurity covers strategies for protecting digital assets from threats and vulnerabilities. Students will explore principles of information security, risk management techniques, and methods for safeguarding data and systems from cyber-attacks.

SECTION 9: PROJECT MANAGEMENT

The Project Management section covers methodologies and practices for managing projects effectively. It focuses on the skills and techniques required to plan, execute, and oversee projects to achieve desired outcomes.

Topic 1: Project Management Figure

This topic introduces the role of the project manager and their responsibilities. It covers the skills and competencies needed for effective project management, including leadership, planning, and execution.

Topic 2: Team Management

Team Management focuses on strategies for building and leading successful project teams. Students will learn about team dynamics, leadership techniques, and methods for managing team performance and achieving project goals.

Topic 3: Team Management and Communication

This topic emphasizes the importance of communication in team management. It covers communication strategies, tools for team interactions, and techniques for resolving conflicts and ensuring effective communication within teams.

Topic 4: Project Management

Project Management covers the methodologies and tools for managing projects through their lifecycle. Students will explore project planning, resource allocation, risk management, and techniques for delivering projects on time and within budget.

SECTION 10: AGILE METHODOLOGIES

The Agile Methodologies section explores flexible and iterative approaches to project management. It covers methodologies that support adaptive planning, quick adjustments, and continuous improvement in project development.

Topic 1: Product Management

Product Management focuses on overseeing the lifecycle of a product from concept to market. Students will learn about product development processes, market research, and strategies for managing product features and market positioning.

Topic 2: Lean Startup

Lean Startup covers methodologies for launching new products with minimal resources. Students will explore principles of lean startup practices, including validated learning, iterative development, and pivoting based on market feedback.

Topic 3: Agile Management

Agile Management explores frameworks and practices for managing projects using Agile methodologies. Students will learn about Agile principles, Scrum and Kanban frameworks, and techniques for implementing Agile practices to improve project outcomes.