

POST-GRADUATION

Digital Marketing Strategy, Management and Online Growth



Includes:

36 hours of lab work

2021/2022

Objectives

Develop advanced skills in marketing and in digital marketing, providing participants with specific skills that may be applied in a work context, both at national and international level.

Who should attend

- Executives and senior managers who aim to further their knowledge in Digital MKT Digital in order to change their company from a client-targeted perspective;
- Team leaders and managers who aim to integrate change and Digital Marketing strategies in their companies, corporate processes and culture;
- Professionals in the fields of Management, Marketing and Communication who aim to develop new data-driven business models in order to take their company through sustainable digital change, leading to growth based on developing and integrating digital strategies in their companies;
- Entrepreneurs who aim to integrate growth, change and digital communication strategies as the bases for their market placement strategy.

The Post-Graduation in Digital Marketing is an online program that includes synchronous and asynchronous classes.

Information

 **215 800 952**

academy.autonoma.pt / academy@autonoma.pt

Structure

This program aims to provide participants with advanced level skills lectured by renowned experts in the field. The need for training has been made more relevant due to fast pace of digitization at national and international levels, which has given led to a gap in training this program aims to bridge. The program's structure aims to meet the actual needs of professionals and of the market through providing a practice-oriented approach which will allow participants to acquire the skills they need for their personal and their professional life.

**Coordination: André Novais de Paula
Inês Dantas Coelho
Ricardo Guedes de Almeida**

Duration

January 2022

TIMETABLE

Tuesdays and Thursdays

WORKLOAD

180 hours
(144 hours theoretical sessions and 36 practical - lab sessions)

FEE

Application	150€
Enrolment	150€
School insurance fee	20€
Certificate	75€
Tuition fees	2750€*

*Fee can be paid in 6 instalments or in full. If payment is in full, a 3,5% discount is applied.

*AUTÓNOMA alumni have a 10% discount on the tuition fee.

Study Plan

> Modules

PLANNING & DEVELOPMENT

4 course units | 32 hours theoretical classes | 6 hours lab classes

1. Project and Management
2. Digital Branding & Visual Marketing Digital
3. Digital Marketing
4. Marketing Strategy Law

DIGITAL MARKETING

4 course units | 28 hours theoretical classes | 6 hours lab classes

5. Website & App's
6. Ecommerce
7. Search Engine Optimization (SEO)
8. User Interface & User Experience (UI & UX)

SOCIAL MARKETING

4 course units | 24 hours theoretical classes | 6 hours lab classes

9. Social Media
10. Content Marketing
11. Video & Podcast Marketing
12. Influencer Marketing

INBOUND MARKETING

4 course units | 28 hours theoretical classes | 6 hours lab classes

13. Customer Relationship Management (CRM) & Customer Data Platforms (CDP)
14. Inbound Marketing & Lead Nurturing
15. Email Marketing
16. Marketing Automation & Artificial Intelligence

GROWTH MARKETING

4 course units | 32 hours theoretical classes | 6 hours lab classes

17. Customer Journey & Sales Funnels
18. Digital Advertising
19. Social Advertising
20. Analytics, Conversions & Growth Hacking

MARKETING PLAN

6 hours lab classes

21. Marketing Plan