

**Direction**

Carla Viana

**Number of Semesters**

**ECTS**

23

## About

The Postgraduate Course in Digital Marketing and E-commerce is aimed at anyone who wants to acquire or deepen their knowledge in the different areas of Digital Marketing. This training focuses on practical learning and is highly geared towards the job market, based on two axes: knowing how to think and knowing how to do. The Postgraduate Course is ideal for those who are just starting out in the field, but also for anyone who already works in the field and wants to grow professionally. By the end of the course, participants will have acquired knowledge in tools and areas such as: Google Search Console, Google Tag Manager, Google My Business and Google Adwords, Google Analytics, Social, Mobile, Analytics and Big Data; as a social media manager (Facebook, LinkedIn, Twitter, Instagram, among others); SEO (secrets, strategies and best practices that will contribute to good organic positioning); E-mail marketing (lists, campaigns, copywriting, basic HTML, metrics analysis); among others.

## Course Plan

Course Structure 1º Ano / Common Core Automation & E-mail Marketing 2 ECTS | Business Plan - Applied Project 7 ECTS | Content Marketing 1 ECTS | Digital Marketing Trends, Digital Branding & Business Strategy 1 ECTS | E-Commerce 2 ECTS | Online stores & CRM 2 ECTS | Reporting & Digital Analytics 2 ECTS | Search Engine Optimization and Marketing 2 ECTS | Social Commerce 1 ECTS | Thematic Seminars 3 ECTS |