

Online Training Degree

techclass



Master of Science in

Digital Marketing and Christian Values



In Association with

About the Degree

Experience a transformative educational journey with our Master of Science in Digital Marketing and Christian Values. This program is designed to develop your expertise in advanced digital marketing techniques while grounding your skills in Christian ethics. From brand management to the use of AI in marketing, you'll gain a comprehensive understanding of the digital landscape.

You'll also explore how to integrate faith and values into effective marketing strategies. The curriculum culminates in a capstone project, providing a platform to apply your knowledge in practical settings, making you an asset in any marketing role.



*Transform Your Marketing Skills
with a Touch of Faith!*



Watch Video

techclass.link/V1048

Tracks and Modules

Track 1



Module 1.1

Brand Management



Module 1.2

Email Marketing



Module 1.3

Christian and Faith Studies

Track 2



Module 2.1

Data Mining and Access
Web Data for Marketing



Module 2.2

Google Analytics



Module 2.3

AI Tools for Marketing

Track 3



Module 3.1

Capstone Project: Preparation
and Implementation



Module 3.2

Capstone Project: Documentation
and Presentation

Brand Management

Our online training on Brand Management is a comprehensive guide to understanding, managing, and developing a successful brand. It starts with an introduction to brand and branding, elaborating on its key characteristics, types, dimensions, and associated benefits. The training navigates through the foundations of brand management, understanding the target audience, consumer segmentation, and the relationship between brand and customer.

It further unfolds brand positioning and helps develop brand strategy, build brand equity, and finally measure brand success while learning from the case studies of leading brands like Apple, Netflix, and Coca Cola.

Main Training Areas

- ➔ Fundamentals of Brand and Branding
- ➔ Exploring the Core of Brand Management
- ➔ Mastering Brand-Customer Relationships
- ➔ Delving into Effective Brand Positioning
- ➔ Strategizing and Building Powerful Brands
- ➔ Measuring Success and Nurturing Brand Equity



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Email Marketing

Transform your email marketing approach with our in-depth training. This training covers crucial topics such as email marketing basics, list building, campaign planning, design principles, automation, and KPIs. Learn to create captivating newsletters, craft effective call-to-action designs, and leverage marketing automation tools for personalized outreach.

By the end of this training, you'll be well-equipped to create, manage, and optimize email campaigns that resonate with your target audience.



Video



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Main Training Areas

- ➔ Email Marketing Fundamentals
- ➔ Building and Nurturing Email Lists
- ➔ Strategizing Email Campaigns
- ➔ Crafting Engaging Email Designs
- ➔ Unlocking the Power of Automation
- ➔ Measuring and Optimizing Email Performance

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Optional Christian and Faith Studies

This program offers a range of Optional Christian and Faith Studies, designed to enrich your educational experience. These trainings are thoughtfully crafted to cater to diverse interests and perspectives. Whether you choose to explore a single topic or immerse yourself in multiple areas, these studies provide a valuable opportunity to deepen your understanding of faith-based principles and their application in the modern world.

Below this section, you will find a comprehensive list of available courses, each offering unique insights and learning experiences.

Optional Trainings to Select



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Data Mining and Web Data Access

Empower your digital marketing capabilities with our extensive online training in data mining and web data access. Gain valuable insights into the world of digital marketing and the crucial role data mining plays in driving success. Learn essential techniques, such as web scraping and data visualization, and explore the diverse applications of data mining in digital marketing, from customer targeting to improving conversion rates.

This training is designed for digital marketers, entrepreneurs, and anyone keen on leveraging data-driven insights for their digital marketing endeavors.

Main Training Areas

- ➔ Data Mining Fundamentals
- ➔ Web Data Access Techniques
- ➔ Digital Marketing Data Strategies
- ➔ Data Visualization Applications
- ➔ Advanced Web Scraping Tools
- ➔ Data-Driven Marketing Applications



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Module 2.2

Google Analytics

Discover the power of data-driven decision-making with our comprehensive online training on Google Analytics. This meticulously designed training covers all essential aspects of this versatile platform, from setting it up to analyzing complex data.

With hands-on quizzes and step-by-step guidance, you will learn to navigate through the Google Analytics interface, understand audience behavior, and track the effectiveness of your marketing campaigns. Unleash the full potential of Google Analytics and elevate your business performance with this all-inclusive training.

Main Training Areas

- ➔ Mastering Google Analytics Fundamentals
- ➔ Navigating the Google Analytics Interface
- ➔ Insights from Analytics Reports
- ➔ Tracking Campaigns and Conversions
- ➔ Advanced-Data Analysis Techniques
- ➔ Customizing Reports for Strategic Success



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Google Analytics



Module 2.3 **AI Tools in Marketing**

The AI Tools in Marketing training offers an in-depth exploration of how artificial intelligence can elevate digital marketing efforts. Covering essential topics such as SEO, advertising, social media, email marketing, and content creation, this training empowers marketing professionals to stay ahead in the rapidly evolving landscape of digital marketing.

Gain insights into the ethical considerations and limitations of AI in marketing while exploring future trends and developments in the field. Transform your marketing strategies with this comprehensive training.



Video



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HubSpot



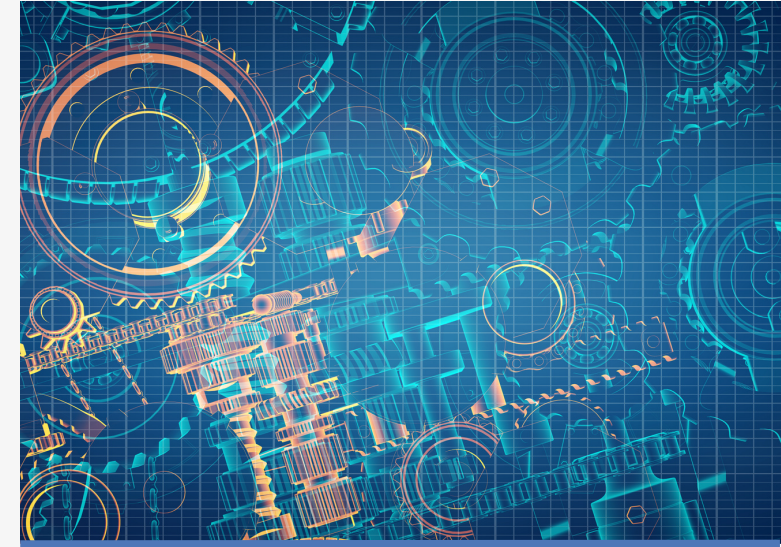
Main Training Areas

- AI-Driven Search Engine Optimization
- Intelligent Advertising and Optimization
- AI-Powered Social Media Strategies
- Personalized Email Marketing with AI
- AI-Enhanced Content and Multimedia
- Ethical Considerations in AI Marketing

Modules 3.1, 3.2 **Capstone Project**

The Capstone Project, a cornerstone of this degree program, encompasses four pivotal stages: Preparation, Documentation, Implementation, and Presentation. It serves as an integral platform where students apply their accumulated knowledge in a real-world context. Starting with thorough planning in the Preparation stage, progressing to detailed recording in Documentation, and then moving to the practical execution in Implementation, the project culminates in a comprehensive Presentation.

This endeavor not only reflects the student's academic growth but also primes them for future professional challenges.



Capstone Project Tasks

- Preparation
- Documentation
- Implementation
- Presentation

Training Audiences



- **Marketing professionals** seeking to integrate Christian values into their digital strategies and enhance their ethical decision-making in the marketing industry.
- **Individuals** interested in exploring the convergence of faith and digital marketing, aiming to apply Christian ethics in modern marketing practices.
- **Business leaders** and **decision-makers** looking to adopt marketing strategies that align with Christian principles while staying competitive in the digital realm.
- **Students** and **lifelong learners** eager to delve into the world of digital marketing through the unique lens of Christian ethics and values.





Your Learning Journey

*Maximize Your Potential through
TechClass Dynamic Learning*



Self-paced Learning

Your Personalized Path to Success



Interactive Video

Engaging Digital Experiences



Expert Insights

Short Lessons, Big Impacts



Training Support

01 Support Center

Our Support Center is here to help you succeed. Count on us to guide you through any challenges so you can focus on reaching your goals.

02 Discussions

Have questions or need help with training content? Simply start a discussion and get the support you need from your instructors or the community.

03 Q&A

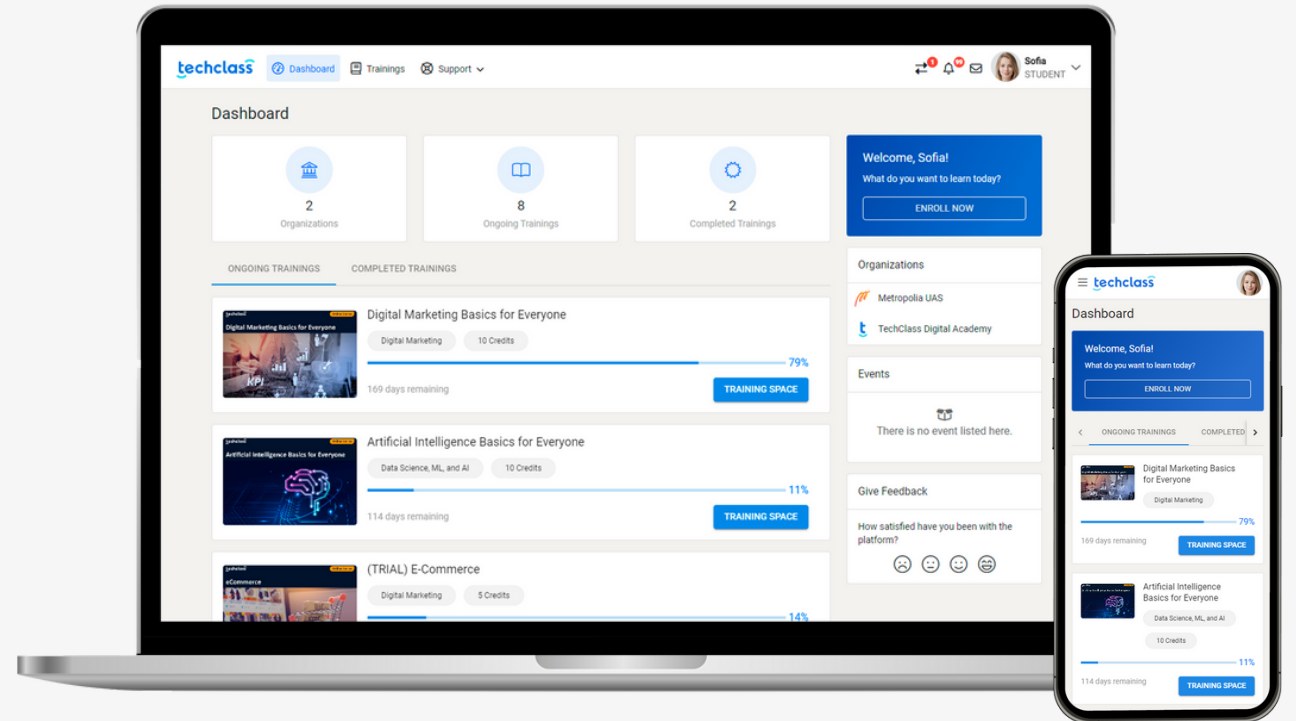
Get the answers you need and expand your knowledge with our Q&A section. Get insightful responses from your instructors and peers.

04 Peer Review

Become a better learner with the power of peer review. You can submit your tasks and receive thoughtful feedback from your classmates.

TechClass LMS

Designed to provide a dynamic, intuitive, and engaging learning experience. A learning environment to enjoy.



Personalized Learning



Tailored education that suits your unique needs.

Simple



Ultimate learning solution, easy and intuitive.

Community-first



Collaborative learning with peers and expert instructors.

Anywhere, Anytime



Learn on your terms, from anywhere with internet access.

Read more: techclass.link/lms





Students Testimonials

Hear from our students that how TechClass transformed their learning experience and helped them achieve their goals.

Elina Sumén



Metropolia UAS

The training are easy to follow and covered a good amount of knowledge. I found the assignments very useful; it was great to use the knowledge in practice right away.

Vladimir Miskovic



Laurea UAS

TechClass is an intuitive, convenient and efficient online platform. It makes online learning easier and faster, especially when it comes to AI and programming.

Anna Kurmaeva



Laurea UAS

The platform is flexible and allows to do assignments at my own pace. The information is very well structured and leads a student throughout the studies.

Csépke Csilla



Metropolia UAS

The training were awesome. I am studying software development in aiukuisopisto, and I think TechClass courses helped me a lot to get the study place.



Training Certificate

Take your career to the next level with TechClass certification, and demonstrate your skills and knowledge to employers, clients, and peers.



TechClass Digital Academy



Mission


Career growth through accessible and practical education.

About the Company

At TechClass, we're passionate about fueling your journey to success by being the premier provider of cutting-edge online learning solutions. Our mission is to empower individuals and organizations to unleash their true potential, transforming lives in the process. Harnessing the power of innovative technology, ground-breaking research, and best educational practices, we're dedicated to revolutionizing the learning landscape and fostering a world where education is accessible, inclusive, and equitable for all. Join us on this exciting adventure and equip yourself with the knowledge and skills necessary to thrive in our rapidly evolving, interconnected world.




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Students


10
Research Papers


93%
Satisfaction



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