Postgraduate Certificate
Branding and Corporate Spaces in Interior Design

tech technological university

Postgraduate Certificate
Branding and Corporate Spaces in Interior Design

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/design/postgraduate-certificate/branding-corporate-spaces-interior-design**

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01
Introduction

With the arrival of the pandemic, the traditional work model took a 180º turn, moving from face-to-face to online and generating new spaces and contexts in which the working day takes place today. One of them are the Coworking environments, which allow small companies, SMEs and freelancers to share places to work, without the need to have their own independent office. These environments must follow a series of guidelines to fulfill their mission, which the graduate will be able to know if they access the program. This is an online and avant-garde program based on the design of corporate spaces following the branding of the trademark, which will allow the professional of this sector to acquire specialized knowledge about the area in only 6 weeks.

TECH offers you a unique and 100% online educational opportunity to learn about the design of corporate spaces from scratch and in a totally specialized way"

Coworking spaces existed long before the pandemic. However, from 2020 and with the increase in the creation of teleworking positions, there was a proliferation of them, as more and more people chose this type of spaces to develop their working day. For this, they must be comfortable, warm places that guarantee the availability of all the basic resources that the worker may need to carry out their work. The same is true when a project is carried out to create a corporate space, which must guarantee a minimum of accessibility, productivity and creativity.

In order that the graduate can find in a single and exclusive program all the information that will allow them to specialize in this sector, TECH has developed this Postgraduate Certificate. It is a program that addresses from co-creation in the corporate environment, to the issues that the designer must take into account to ensure customer loyalty. In addition, special emphasis will be placed on the technical aspects in the design of work environments, as well as on the marketing strategies that guarantee a productive development and construction.

All this, through a program that includes not only the best theoretical and practical syllabus, but also hours of high-quality additional material presented in different formats. Thanks to its 100% online condition, the graduate will be able to access the virtual classroom whenever they want and from any device with an Internet connection, so that they will be able to study the specialization in a way that is totally compatible with any other educational, work or personal activity.

This **Postgraduate Certificate in Branding and Corporate Spaces in Interior Design** contains the most complete and up-to-date program on the market. The most important features include:

- The development of practical cases presented by experts in Design and Architecture
- The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

Do you know about coworking spaces in urbanizations? With this Postgraduate Certificate, you will master the techniques to create Coworking spaces in just 6 weeks"

"With this program, you will be investing 150 hours of your time to grow as an interior design professional through a program designed exclusively with the needs of people like you in mind"

You will delve into the analysis of the market and competition through the study of marketing applied to interior design and the creation of corporate spaces.

You will find the perfect option to delve into the technical aspects of the design of work environments in this Postgraduate Certificate.

The program's teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, it will be assisted by an innovative system of interactive videos produced by renowned experts.

02
Objectives

TECH's objective with this and all its programs is to provide graduates with the best teaching tools that will allow them to reach their own expectations in this area, through dynamic, complete, exhaustive and up-to-date syllabus. In this way, they will be able to work on perfecting their professional skills and competencies, implementing in their practice the most effective techniques and strategies related, in this case, to interior design applied to the creation and design of corporate spaces.
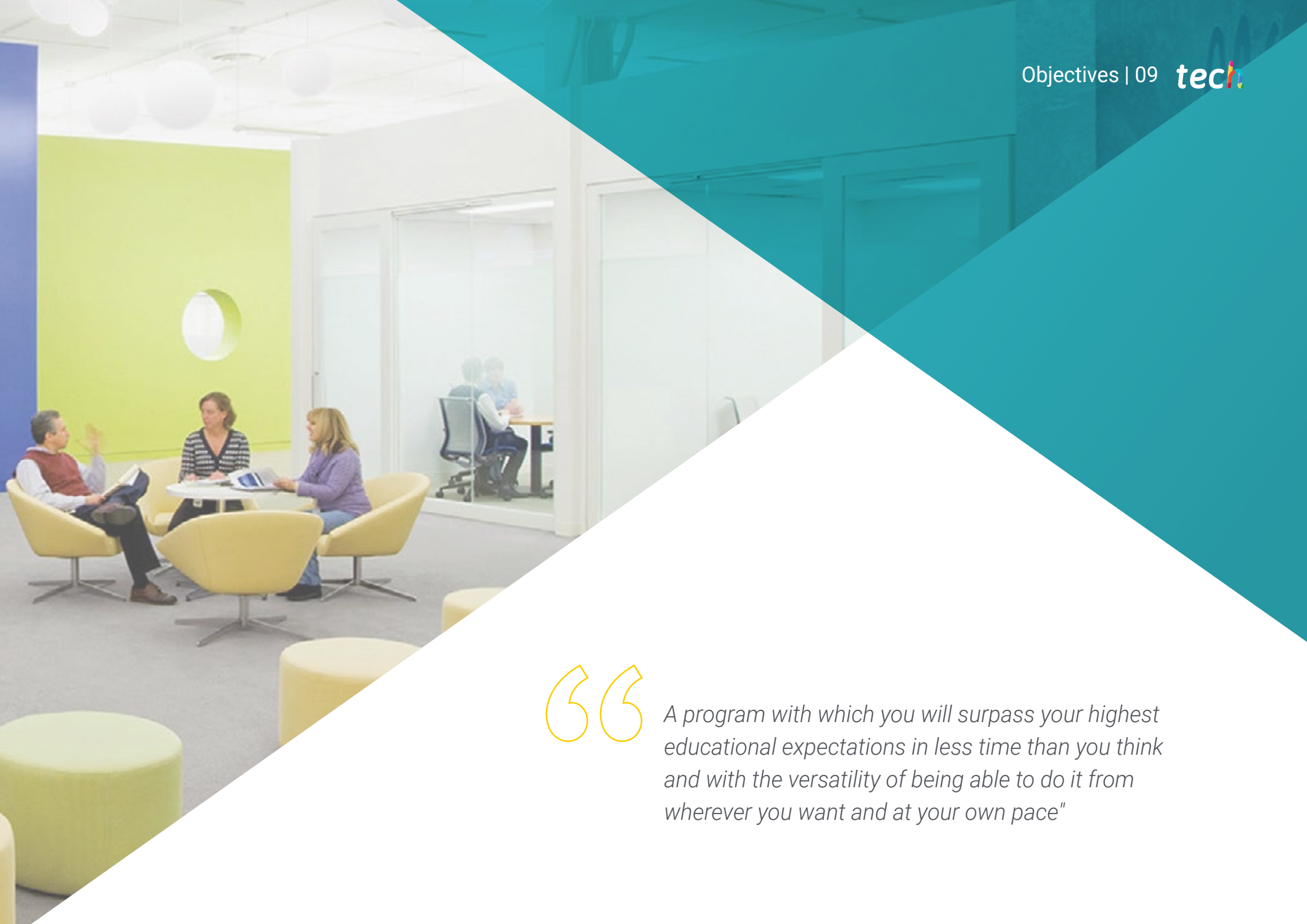
A program with which you will surpass your highest educational expectations in less time than you think and with the versatility of being able to do it from wherever you want and at your own pace"

General Objectives

- Generate in the graduate a broad and exhaustive knowledge based on the design of corporate spaces and the most avant-garde Branding strategies
- Know in detail the most modern and effective trends, as well as the Marketing strategies that are having the best results nowadays

In this Postgraduate Certificate you will also work on analytical reporting and SEO and SEM positioning, so you can implement to your resume knowledge of web management"

Specific Objectives

- Project brand identity in the workspace
- Apply corporate design strategies associated with consumer behavior to space design
- Develop a portfolio of clients and a database that connects Expertise with the needs of each client
- Identify those technical and technological aspects that enable design solutions to be provided in the work environment
- Integrate the brand into the workers' living space providing a sense of belonging and not of rejection

03
Course Management

The teaching team of this program has been chosen not only for their work experience, but also for the recommendations of other professionals who have worked with them. In this way, TECH has formed a faculty of experts in Design and Architecture with a commendable human quality, who in addition to their participation in the direction and management of international projects, are characterized by the commitment and effort they have put into the creation of this program and in all the content that the graduate will find in the Virtual Classroom.

The perfect option to learn from the experience of the best design and architecture professionals, from their successful strategies, but also from their mistakes"

Management

Ms. García Barriga, María

- Communicator at RTVE
- Communicator at Telemadrid
- University Teacher
- Author of The Pattern of Eternity: Creating a Spiral Identity for Automating Fashion Trends
- Communication, Marketing and Social Campaigns. Arts Heritage - Digital Marketing
- Editor-in-Chief. Chroma Press
- Marketing and Social Media Account Executive. Servicecom
- Web Content Editor. Premium Difusión, Diario Siglo XXI and Magazine Of Managers
- PhD, Design and Marketing Data. Polytechnic University of Madrid
- Bachelor's Degree in Information Sciences, Communications, Marketing and Advertising. Complutense University of Madrid
- Postgraduate degree in Marketing and Communication in Fashion and Luxury companies. Complutense University of Madrid
- Certified in Data Analysis & Creativity with Python in China
- MBA Fashion Business School, the Fashion Business School of the University of Navarra

04
Structure and Content

This program has been designed taking into account, on the one hand, the immediate actuality of the interior design sector, as well as the criteria of the teaching team, which, being composed of active professionals, knows in detail the current trends related to interior design applied to corporate spaces. In this way, it has been possible to create a program that is totally at the forefront, not only of the design sector, but also the educational sector, through the use of the best tools and the most varied additional material, so that the professional finds in it everything they need to obtain the best results.
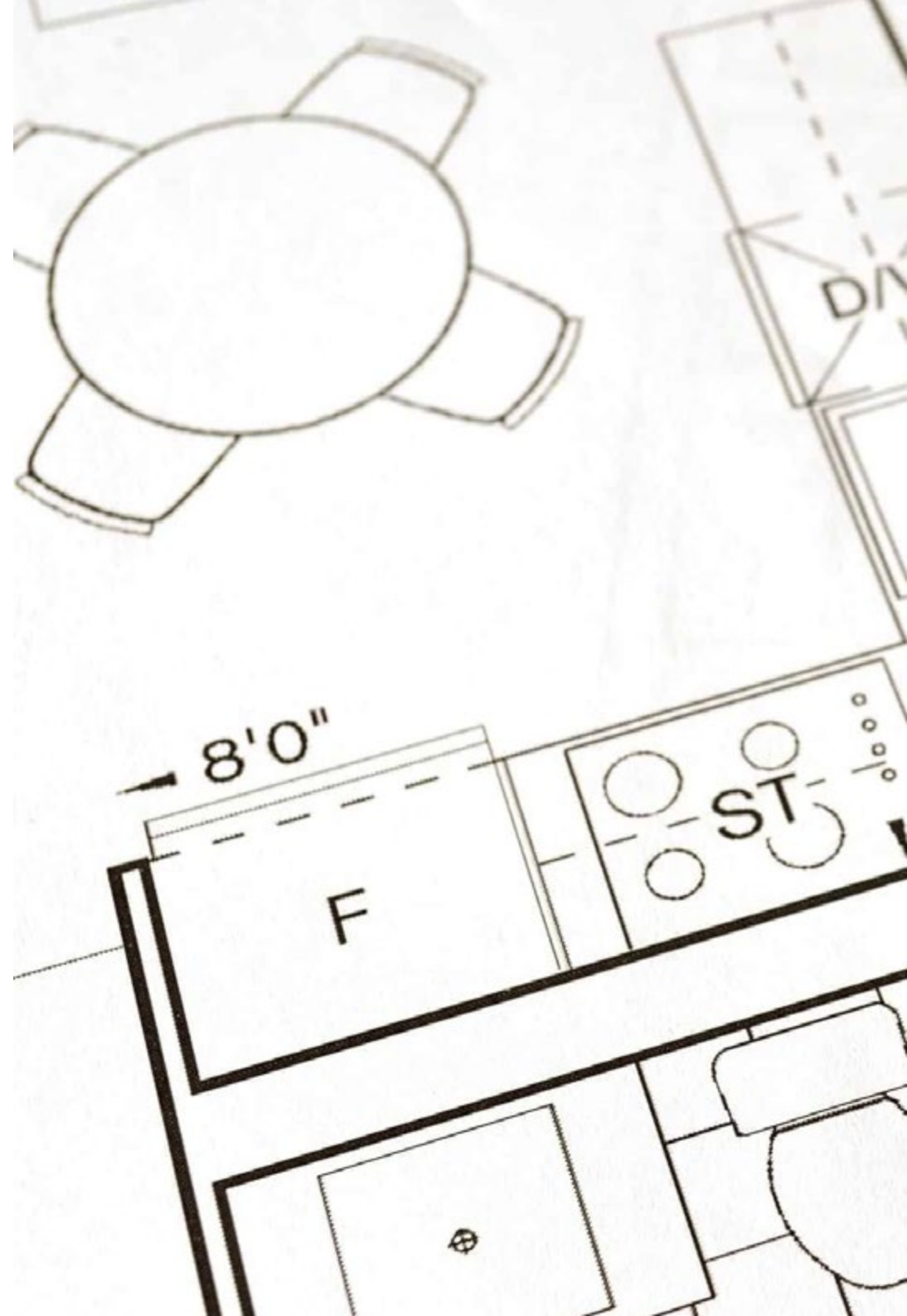
You will gain the necessary knowledge to know how to establish the limits between innovation and creativity, creating modern and highly effective projects"
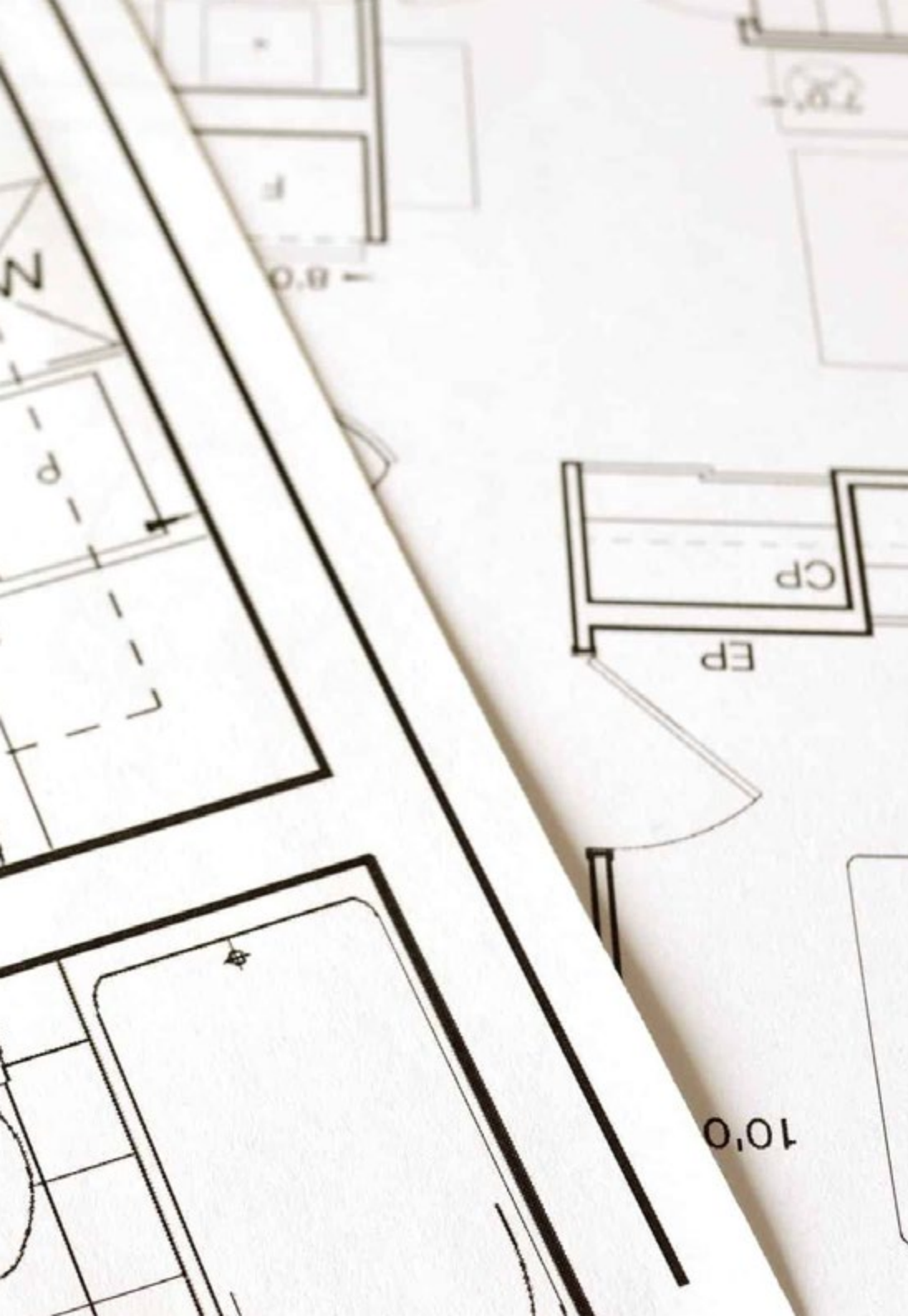
Module 1. Branding and Corporate Spaces

The time has come to make a decision that will mark a before and after in your future career. Are you betting on education that will help you achieve the success you've always worked for?"

05
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

" *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method is the most widely used learning system in the best faculties in the world. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
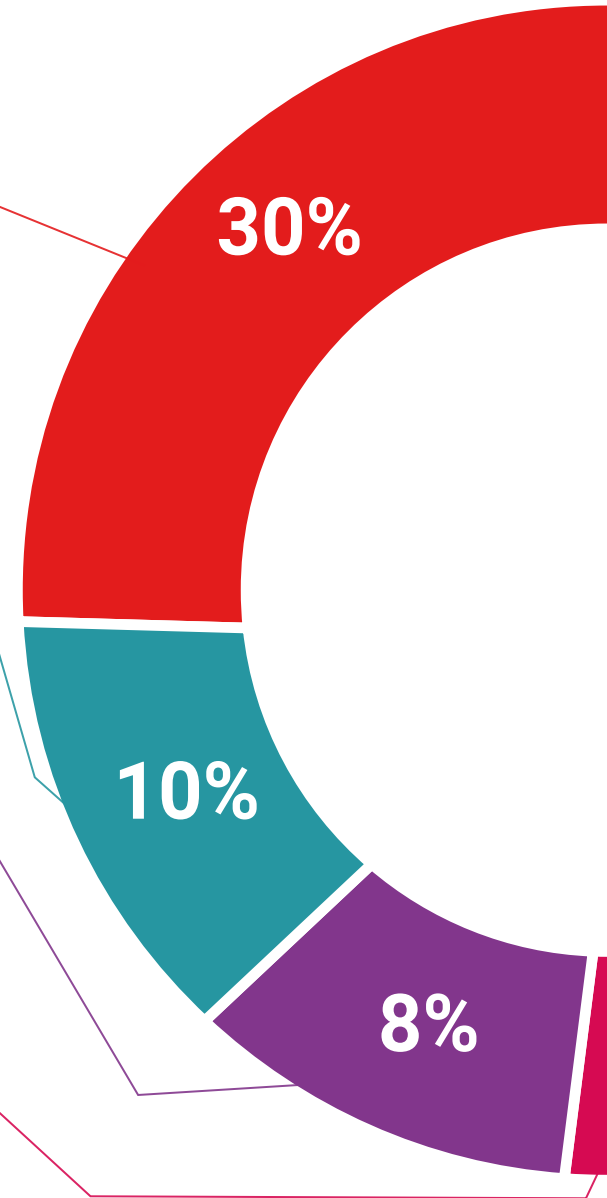
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

06
Certificate

The Postgraduate Certificate in Branding and Corporate Spaces in Interior Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Branding and Corporate Spaces in Interior Design** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Branding and Corporate Spaces in Interior Design**
Official N° of hours: **150 h.**

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Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Branding and Corporate Spaces in Interior Design

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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