

# Postgraduate Certificate

## Creative Branding: Communication and Management of Creative Brands





## Postgraduate Certificate Creative Branding: Communication and Management of Creative Brands

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

Website: [www.techtute.com/us/design/postgraduate-certificate/creative-branding-communication-management-creative-brands](http://www.techtute.com/us/design/postgraduate-certificate/creative-branding-communication-management-creative-brands)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

If there is one thing that is important in a company, it is its personality. The perception that the public has of the big brands is no accident, and is down to the efforts of the Branding team. Nowadays, standing out is becoming more and more complex as there are an infinite number of brands, which is why the role of the Brand Manager has taken on special importance. This program enables students to apply all their talent and creativity to the enormous task of corporate communications, a growing and constantly changing field where only the best end up succeeding.





“

*You have hundreds of Slogans  
in your head. Now it's time for  
you to start using them"*

30%

Brand management is important for any company, but especially so for design companies, since the company's brand itself will be the first indication of their quality and talent in this area. This is coupled with high competition in the industry, which increasingly pushes Creative Branding professionals to find even more creative ways to convey the personality of the company.

Creative Branding includes not only the brand and its visual representation to customers, but also its manner of communicating, expressing itself, the customer experience and even the Storytelling that may arise during the different processes that the buyer goes through, leading up to a creative sale. In this Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands the student will learn what is most important when communicating, as well as all the necessary strategies to make a brand successful.

The teaching material explores the entire process of Brand Management. That is, from its construction and identity to strategic planning and how to analyze the success of a given campaign. Upon completion of the Postgraduate Certificate, students will know how to approach the entire creative process involved in the creation, management and evaluation of a brand from its very beginnings to when it is already established.

Thus, this program offers a unique opportunity for students to specialize in a high-demand field and work in any design company, where creative people who can contribute their knowledge and solutions to today's problems are valued.

The **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** contains the most complete and up-to-date program on the market.

The most important features include:

- ◆ In-depth knowledge of all the factors that make a brand recognizable
- ◆ Special attention to detailing the entire creative process of Creative Branding, from conception to execution of communication strategies
- ◆ A range of resources and tools that students can use in the workplace
- ◆ Emphasis on innovative methodologies that enhance the learner's profile among their peers



*You know you can be the architect of great successful brands, so just trust in yourself and specialize. Just Do It"*

“*If you think you can really change the world, this is the right Postgraduate Certificate for you. Think Differently*”

*Creative Branding is an innovative way to connect brands with people. Take the plunge and start connecting companies with their customers. Connecting People.*

*Stand out with specialist expertise in Creative Branding and let your talent drive your life.*

The teaching staff is made up of professionals from the sector who bring their experience to this program, in addition to renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will allow the professional a situated and contextual learning. In other words, a simulated environment that will provide immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

This Postgraduate Certificate has been designed so that the student can take full advantage of the best educational tools available. To ensure the highest possible standards of excellence, TECH works according to these general and specific objectives, ensuring that students acquire all the essential learning and skills.







“

*Your most important goal is you. Become an expert in Creative Branding and carve out that future you've always dreamed of"*



## General Objectives

---

- ◆ Learn to identify the most important ways in which a brand addresses its audience
- ◆ Acquire the specific knowledge to manage the brand, communication and image of a company
- ◆ Employ imagination and inventiveness when problem solving in the field of creativity management
- ◆ Reinforce and apply acquired knowledge in real practical environments
- ◆ Understand how creativity is fundamental in the communication and management of creative brands in any design sector
- ◆ Adapt to different circumstances, acquiring tools to analyze the market and different communications
- ◆ Undertake continuous professional development in order to be always prepared for a changing environment
- ◆ Develop both written and oral communication skills, that will serve as a pillar for creative brand management





## Specific Objectives

- ◆ Gain a deep understanding of what makes a brand successful, how it is perceived by the public and apply this knowledge to daily work
- ◆ Cover all the stages of Creative Branding, from brand conception to Customer Experience
- ◆ Plan successful strategies, with tactics and production plans that ensure efficient management of the brand and resources
- ◆ Know how to evaluate the success of a given communicative action, with specific tools for this purpose



*Your professional goal is the same as TECH's: For you to become the best Creative Branding expert and further your career"*

# 03

# Course Management

TECH selects the best professionals in each field to develop the educational content, which guarantees that students will learn from the best experts. Thanks to their professional experience in Creative Branding, students will be able to maximize their potential and acquire the most up-to-date knowledge on the market.





“

*The moment that will mark your future career has arrived, as TECH's expert team will help you succeed in creative brand management"*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



## Dr. Young, S. Mark

---

- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Velar, Marga

- Corporate Marketing Manager in SGN Group (Nueva York)
- Forefashion Lab Address
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Villanueva University Center, Complutense University
- PhD. in Communication from Universidad Carlos III de Madrid
- MBA in Fashion Business Management from ISEM Fashion Business School
- Professor at Villanueva University Center, at ISEM Fashion Business School and at the School of Communication at the University of Navarra





04

# Structure and Content

The syllabus of this Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands has been designed to facilitate learning. The module consists of 10 topics that cover very specific and clear concepts, helping students to assimilate them. Likewise, the teaching staff has carefully selected all the subjects to be taught on the program, ensuring that the teaching content is of high quality and tailored to the needs of the modern labor market.



A vibrant, hand-drawn illustration of a creative workspace. It features a teal gear in the top left, a white notepad with a pen resting on it, a blue folder labeled 'GLOBAL MAP of Social Networking', a pink and blue camera with yellow light rays, a purple sticky note, and a red pen on a blue surface. The background is a mix of teal, green, and white geometric shapes.

# ative

“

*You know that with effort and dedication you can accomplish anything you set your mind to. You just need one more push to become an expert in Creative Branding"*

## Module 1. Creative Branding: Communication and Management of Creative Brands

- 1.1. Brands and Branding
  - 1.1.1. The Brands
  - 1.1.2. The Evolution of Branding
  - 1.1.3. Positioning, Brand Personality, Notoriety
- 1.2. Brand Building
  - 1.2.1. Marketing Mix
  - 1.2.2. Brand Architecture
  - 1.2.3. Brand Identity
- 1.3. Brand Expression
  - 1.3.1. Graphic Identity
  - 1.3.2. Visual Expression
  - 1.3.3. Other Elements that Reflect the Brand
- 1.4. Communication
  - 1.4.1. Focuses
  - 1.4.2. Brand Touchpoints
  - 1.4.3. Communication Techniques and Tools
- 1.5. Branded Content
  - 1.5.1. From Brands to Entertainment Platforms
  - 1.5.2. The Rise of Branded Content
  - 1.5.3. Connecting with the Audience through Unique Storytelling
- 1.6. Visual Storytelling
  - 1.6.1. Brand Analysis
  - 1.6.2. Creative Advertising Concepts
  - 1.6.3. The Creative Fan
- 1.7. Customer Experience
  - 1.7.1. Customer Experience(CX)
  - 1.7.2. Customer Journey
  - 1.7.3. Brand Alignment and CX



- 1.8. Strategic Planning
  - 1.8.1. Objectives
  - 1.8.2. Identification of Audiences and Insights
  - 1.8.3. Designing the Corporate Strategy:
- 1.9. Performance
  - 1.9.1. Briefing
  - 1.9.2. Tactics
  - 1.9.3. Production plan
- 1.10. Assessment
  - 1.10.1. What to Assess?
  - 1.10.2. How to Assess it? (Measuring Tools)
  - 1.10.3. Results Reports

“

*With all this knowledge at your fingertips you will be able to focus your career and stand out in the design field by providing innovative approaches"*



# 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.*





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

### 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.

## 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.



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

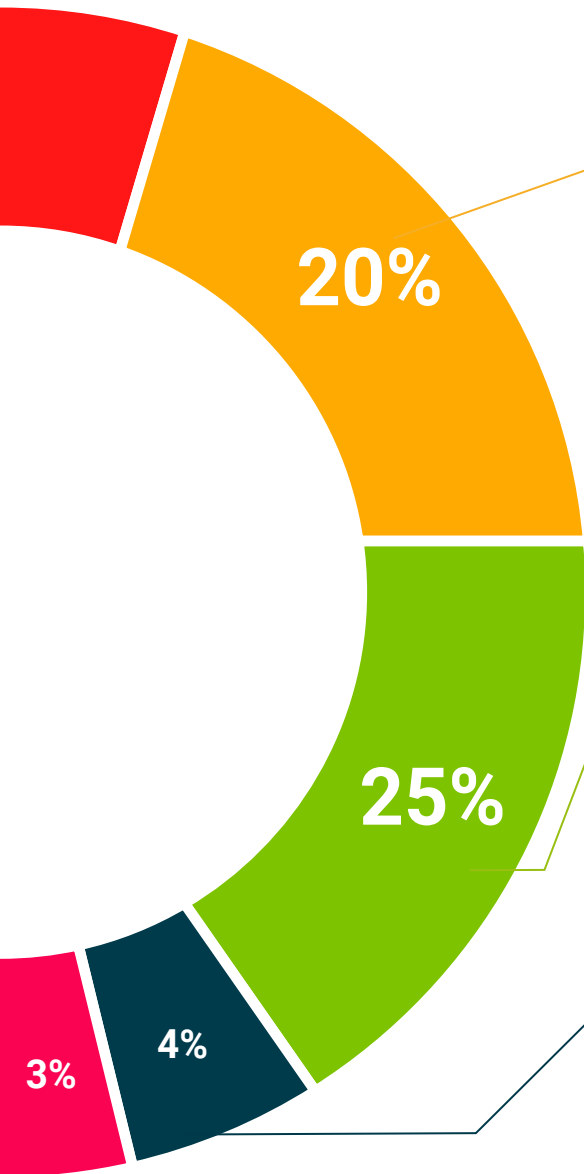
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### 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 Creative Branding: Communication and Management of Creative Brands 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”*

The **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** 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 diploma 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 Creative Branding: Communication and Management of Creative Brands**

Official N° of Hours: **150 h.**



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



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom

**tech** technological  
university

**Postgraduate Certificate**  
Creative Branding:  
Communication and  
Management of  
Creative Brands

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

# Postgraduate Certificate

## Creative Branding: Communication and Management of Creative Brands

