

Hybrid Master's Degree Personal Brand Building

Accreditation/Membership



**International
Communication
Association**

tech global
university



Hybrid Master's Degree

Personal Brand Building

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtitute.com/us/journalism-communication/hybrid-master-degree/hybrid-master-degree-personal-brand-building

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01

Introduction

A recent study predicts that Copywriting will become one of the most sought-after professional fields in the coming years. The main reason for this is the technique's ability to establish an emotional connection and relationship with customers. In this regard, professionals can foster consumer loyalty, which is a crucial aspect for the long-term growth of a brand. In response to this, TECH offers a university degree aimed at experts seeking to enhance their persuasive writing and incorporate the most innovative techniques into their practice to improve user experiences. All through a format that combines 100% online theoretical study with a 3-week practical internship at a prestigious tech company



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*An extensive program by TECH, designed
with an international perspective
supported by our affiliation with the
Society of Professional Journalists”*

In today's fast-paced digital environment, online presence has moved beyond mere exposure to become an intrinsic component of professional identity. As a result, individuals across all industries face the critical need to sculpt and manage a digital image that resonates with authenticity and professionalism. The ability to stand out in this sea of profiles, communicate the unique value you offer with clarity and conviction, and build a reliable digital reputation has become a defining factor

In this context, where the strategic management of online image has become indispensable for professional development, TECH presents the Hybrid Master's Degree in Personal Brand Building. This university program has been meticulously designed to provide students with the analytical tools and practical strategies essential for defining, cultivating, and strengthening their personal brand in the omnipresent digital environment. The program blends a highly practical and rigorously updated approach, enabling professionals to acquire the skills needed to expertly manage their digital identity, build a strong online reputation, and leverage various digital platforms

The program is based on an active and participatory methodology, combining theoretical sessions with case studies, practical exercises, and self-assessment tools. Students will explore the latest trends in personal branding, digital marketing, and online reputation management, equipping them with the necessary skills to build an authentic, influential personal brand aligned with their professional objectives

Additionally, thanks to membership in the **International Communication Association (ICA)**, students will gain access to discounts on international conferences, specialized academic journals, and professional resources. They will also be able to connect with experts from over 90 countries through the networking platform, participate in committees and interest groups, and access specific support for students and early-career academics

This **Hybrid Master's Degree in Personal Brand Building** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Development of more than 100 practical cases presented by personal brand building professionals
- ♦ Its graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- ♦ The most cutting-edge Brand Core techniques
- ♦ Presentation of the most sophisticated tools for creating personal brands on social media and professional web platforms
- ♦ All of this will be complemented by 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
- ♦ Furthermore, you will be able to carry out an internship in one of the best companies



As a journalist, building your personal brand has become an essential strategy for standing out in an increasingly competitive and dynamic job market"

“

You will undertake an intensive 3-week internship at a prestigious center, acquiring all the knowledge necessary for both personal and professional growth”

This Hybrid Master's Degree, with a professionalizing focus, is designed for the updating of professionals providing services related to Personal Brand Building. The content is based on the latest scientific evidence and is presented in a way that integrates theoretical knowledge into daily practice, with theoretical and practical elements facilitating the updating of knowledge

Thanks to its multimedia content, developed with the latest educational technology, it will provide personal brand building professionals with a situated and contextual learning experience, meaning a simulated environment that offers immersive learning, preparing you for real-world situations. The design of this program is based on Problem-Based Learning, by means of which the student must try to solve the different professional practice situations that arise during the program. For this purpose, students will be assisted by an innovative interactive video system created by renowned experts

A well-developed personal brand will open doors to collaborations, conferences, and independent projects, allowing you to diversify your sources of income

You will complete a 3-week practical internship at a renowned institution, under the supervision of a prestigious team of experts in the field



02

Why Study this Hybrid Master's Degree?

In the digital age, online presence plays a crucial role in how professionals, especially journalists, are perceived. Therefore, it is essential for experts to build a solid personal brand to manage their online reputation, ensuring that their public image reflects both their values and goals. For this reason, TECH has created this revolutionary university program, offering the most cutting-edge techniques to enhance the visibility of its graduates



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TECH will offer you the opportunity to immerse yourself in a real company, where you will work in a demanding area that will provide you with the latest trends in Personal Brand Building”

1. Update using the latest available technology

New technologies have a significant impact on personal brand building, offering new opportunities and challenges for those looking to stand out in an increasingly digital market. A prime example of this is social media, where journalists can connect with people worldwide and extend their reach far beyond their geographical location. In this context, TECH provides students with the most advanced tools to carry out their professional tasks

2. Learn from the best specialists

Throughout the practical period, graduates will be guided by a team of highly specialized professionals in the field of Personal Brand Building. These experts will assist in handling sophisticated tools to identify values and curate content. Additionally, a designated tutor will provide guidance to maximize the benefits of the Internship Program experience

3. Train in top-tier professional environments

TECH carefully selects every center available for Internship Programs. This ensures that professionals have the guarantees they need to enjoy an academic experience at cutting-edge institutions. In this way, they will get a firsthand look at the daily demands of a highly sought-after profession





4. Combine the best theory with advanced practical training

To facilitate the assimilation of professional skills, TECH has developed a disruptive learning model that combines practice with theoretical study. As a result, graduates will face a unique opportunity in the academic world, immediately positioning themselves for the best roles in the job market

5. Expand the boundaries of your knowledge

This Hybrid Master's Degree from TECH can be pursued at various prestigious international institutions. This way, professionals will expand their horizons and be highly qualified to work in any part of the world. All of this is made possible thanks to the extensive network and agreements from the world's largest digital university

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*You will have full practical immersion
at the center of your choice”*

03

Objectives

The objective of this Hybrid Master's Degree is to equip communication professionals with the skills and strategies needed to enhance their digital presence and strengthen their professional identity. Journalists will identify and define the essential elements that make up their personal brand, understanding the importance of consistency and authenticity in their public projection, and mastering the art of strategic storytelling across various platforms. Additionally, the program will provide specific tools to make the most of social media and other digital platforms, as well as to manage their presence effectively on LinkedIn



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You will delve into the conceptualization of a content strategy that reflects both your rational and emotional personal narrative, examining social platforms to design the most effective strategies”

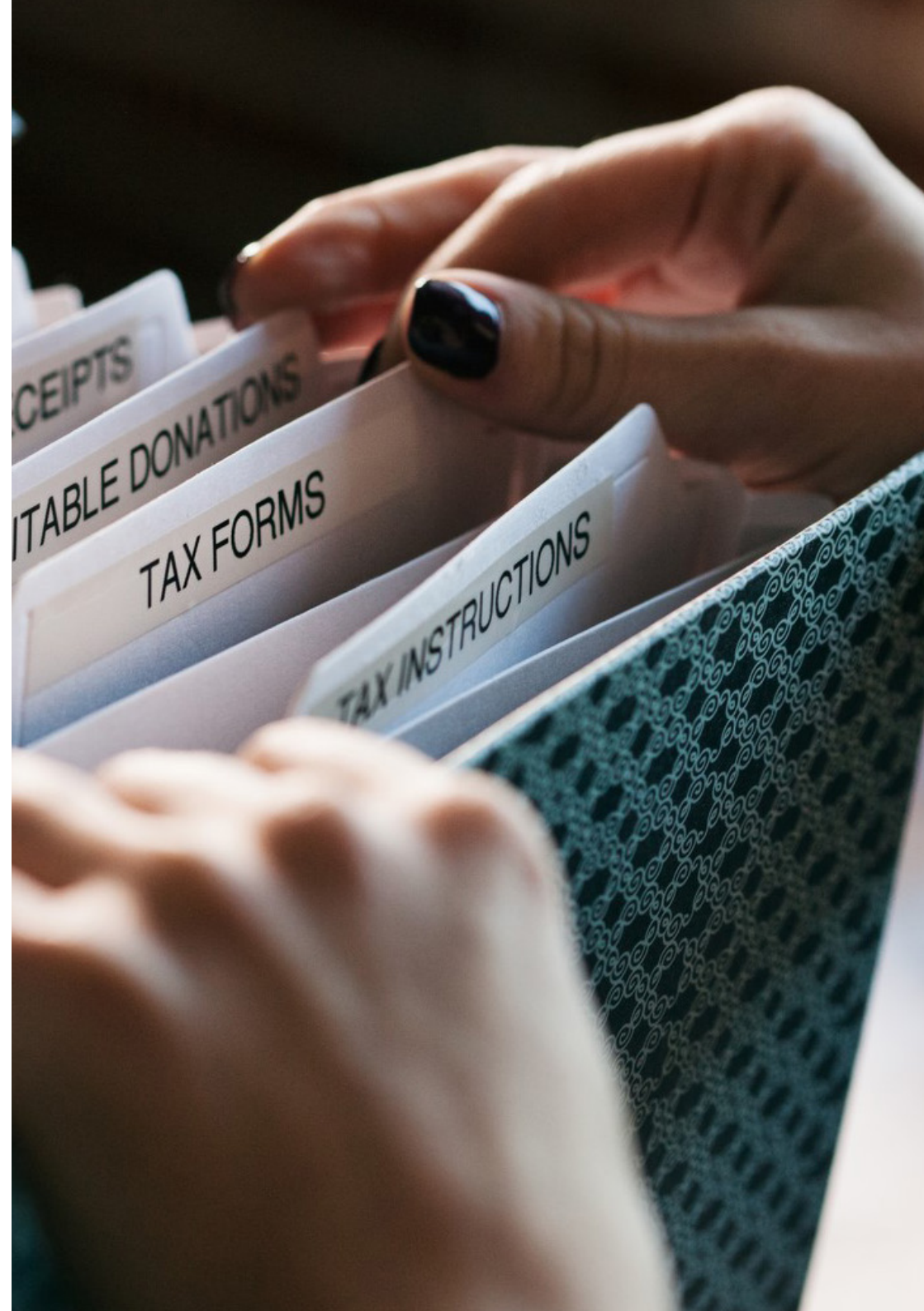


General Objective

- ♦ Through this Hybrid Master's Degree in Personal Brand Building, graduates will acquire the tools and strategies necessary to enhance their digital presence and strengthen their professional identity. They will gain a deep understanding of how to identify, develop, and manage their own personal brand. This will involve defining the essential elements that make up their professional identity, as well as understanding the importance of consistency and authenticity in their public projection. Furthermore, professionals will be trained to create and distribute strategic content across various digital platforms, maximizing their visibility and impact on their audience



You will be able to optimize your LinkedIn profile, compile effective strategies, and strengthen your digital presence on this key platform for networking and professional development"





Specific Objectives

Module 1. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

- ♦ Develop the design of a digital identity strategy to help project an image consistent with brand values
- ♦ Identify the journey of the personal brand in order to have a global vision of all its phases
- ♦ Develop the skills and competencies necessary for personal brand management
- ♦ Carry out a strategy of online and offline actions for the monetization of the personal brand
- ♦ Establish a strategy to maintain a positive corporate reputation and know how to manage a reputation crisis
- ♦ Identify the need for constant innovation, maintenance, and update of personal brand, and understand the tools to achieve it

Module 2. Self-Diagnosis for Personal Brand Building. Reputation in the Market, SWOT Analysis, Audit, and Benchmarking

- ♦ Identify, from the perspective of self-knowledge, the values that are the backbone of the personal brand
- ♦ Evaluate the starting point and take advantage of the most advanced self-knowledge tools
- ♦ Enhance strengths and differentiators to work on positioning as a personal brand
- ♦ Extract relevant information on self-knowledge tools such as Ikigai
- ♦ Analyze the true impact of self-awareness on personal branding through case studies
- ♦ Examine key figures and personal brands in a relevant sector for inspiration
- ♦ Explore the first monetization path for personal branding
- ♦ Complete the Personal Branding Model Canvas as a guide in the personal brand management process

Module 3. Personal Brand Planning. Analysis of the Differential Factors of Personal Branding. Positioning Pillars: Brand Core and Brand Positioning

- ♦ Work thoroughly on the strategic elements that will form the foundation of personal messaging and narrative
- ♦ Transform weaknesses into strengths, and threats and strengths into opportunities to successfully develop the personal brand
- ♦ Identify in the brand core how to determine purpose, vision, and values, and understand their practical use
- ♦ Work on brand positioning by identifying the audience, the market, and the objectives, and study the value proposition as the axis of the personal business model

Module 4. Personal Brand Strategy. Brand Persona. Keys to Verbal and Visual Identity. Elevator Pitch, Public Speaking and Personal Storytelling

- ♦ Develop the message in its various forms, both rational and emotional
- ♦ Consider personality elements as tools to develop a brand name and tagline that define us
- ♦ Build personal brand archetypes using different methodologies
- ♦ Establish foundations for projecting verbal and non-verbal identity to reinforce message credibility
- ♦ Analyze the different resources of personal narratives
- ♦ Gain inspiration through successful cases of personal storytelling

Module 5. Personal Brand Development. Strategic Selection of Platforms, Communication Strategy and Content Plan. Copywriting Techniques

- ♦ Develop high-value, high-impact content for the target audience
- ♦ Discern the most suitable channels and techniques for the dissemination and virality of messages
- ♦ Create and curate content to conceptualize an annual activation plan based on core competencies
- ♦ Establish useful artificial intelligence tactics for content creation
- ♦ Analyze the different pathways available for personal brand monetization
- ♦ Prevent a reputation crisis and learn how to manage it if it arises

Module 6. Social Media Branding. Visibility and Engagement Strategy on Instagram, Twitter, Facebook and TikTok

- ♦ Determine the importance of personal branding on social media and how a consistent digital presence can help drive career advancement
- ♦ Analyze the process of creating a content strategy that reflects personal brand identity and connects with the audience across different social media platforms
- ♦ Identify the different objectives that can be applied to personal branding in the social media
- ♦ Establish the foundations for the use of Instagram, Facebook, Twitter, and TikTok for personal branding
- ♦ Identify best practices on these social platforms to increase engagement and personal brand visibility
- ♦ Examine the analytical variables and performance metrics offered by each platform

Module 7. Personal Branding on LinkedIn. Visibility and Engagement Strategies for Building a Personal Brand on LinkedIn

- ♦ Develop an effective strategy to optimize the LinkedIn profile in order to create a solid, credible profile that stands out above average
- ♦ Identify the types of content that have the greatest impact on the LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputations
- ♦ Define a strategy of content pillars as the foundation for an editorial calendar of posts reflecting knowledge, stories, thoughts, and messages that shape the personal brand on LinkedIn
- ♦ Examine effective techniques, formats and styles for publishing LinkedIn posts
- ♦ Master tactics for establishing an active and engaged community on LinkedIn through the use of effective connection, interaction, and loyalty strategies
- ♦ Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior, in order to adjust and improve the strategy in real time

Module 8. Networking for Personal Brand Building. Contact Networks, Events, and PR Strategies as Growth Levers

- ♦ Develop a networking strategy aligned with objectives and target audience, and build a solid and expanding contact network
- ♦ Implement strategic online and offline actions to expand the contact network
- ♦ Develop communication skills for effective networking across different environments and both in-person and online communication channels
- ♦ Determine how the media, stakeholders, and opinion leaders operate to build a solid and strategic contact network
- ♦ Manage reputation crises in networking and public relations
- ♦ Interpret data extracted from metrics to evaluate networking and public relations strategy and its impact on personal branding

Module 9. Inbound and Email Marketing Strategies, Techniques, and Tools for Personal Brand Building and Content Generation

- ♦ Compile the best tools to generate new content ideas, know where to seek inspiration, and stay up to date with sector publications
- ♦ Use creative production tools such as Canva
- ♦ Choose the most suitable email marketing tool for each professional
- ♦ Identify the best incentive to maximize lead capture and build a proprietary database
- ♦ Use email marketing as a tool/channel to build a “community of loyal followers”
- ♦ Improve personal brand conversion by applying the sales funnel methodology

Module 10. KPIs Impact of Personal Branding: Metrics for Performance Measurement and Multisector Success Stories

- ♦ Establish the relationship between influence and personal branding
- ♦ Identify best practices in personal branding
- ♦ Set specific objectives and goals to improve the impact and effectiveness of the personal brand
- ♦ Analyze the presence of the personal brand across different media and platforms
- ♦ Review and evaluate KPIs to improve the personal branding strategy
- ♦ Study successful personal branding cases across different sectors



Delve into the most relevant theory in this field, applying it subsequently in a real work environment”

04 Skills

This university program will develop key competencies to enhance professional presence and projection in a dynamic media environment. As such, journalists will acquire skills to identify and define the fundamental elements of their personal brand, as well as to manage their public image coherently. Through mastering narrative strategies and understanding digital platforms, professionals will be able to develop persuasive and engaging messages that connect effectively with their audience



“

Thanks to this program, you will acquire competencies to stand out as a journalist in a competitive job market and make the most of professional opportunities in the communication field”



General Skills

- ♦ Develop the best strategic formula for connecting with the audience
- ♦ Enhance skills to create relevant and engaging content for the LinkedIn audience, and demonstrate the impact of such content on community growth and personal brand building
- ♦ Evaluate and examine data analysis of LinkedIn activity, and base strategic decision-making on the results obtained
- ♦ Enhance effective communication skills to improve networking
- ♦ Apply metrics to measure the success of networking strategies and public relations efforts
- ♦ Generate specialized digital skills for any personal brand: communicate to sell





Specific Skills

- ♦ Develop skills to create a comprehensive personal brand strategy that includes identifying objectives, defining values, and crafting key messages
- ♦ Optimize social media profiles and professional platforms like LinkedIn
- ♦ Create relevant, valuable, and engaging content that resonates with the target audience
- ♦ Measure and analyze the impact of personal brand-building activities using relevant metrics to assess performance



You will use analytical tools to measure the impact of your branding actions, allowing for continuous adaptation and constant improvement in managing your personal brand"

05

Course Management

The faculty of the Hybrid Master's Degree in Personal Brand Building is composed of highly qualified and experienced professionals in the fields of communication, digital marketing, and personal brand management. In fact, their extensive knowledge and experience will allow them to provide a comprehensive and up-to-date perspective on the trends and best practices in personal brand building within the current media landscape. Additionally, their practical and results-oriented approach will ensure that graduates acquire tangible and applicable skills that will enable them to excel in their professional careers



“

The teachers in this program come from various professional fields, including brand consulting, digital content development, and social media strategy”

Management



Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres y Carrera
- ♦ Client Services Director and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications and Social Media Consultant at Best Relations
- ♦ Junior Account Executive Advertising and PR - Noa Nogueira
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona

Faculty

Dr. López Rodríguez, Carlos

- ♦ International consultant and personal branding trainer
- ♦ Visual Commercial, responsible for product presentation at Inditex in Austria
- ♦ Lecturer at the University of Vigo
- ♦ Lecturer at Unir University
- ♦ Degree in Advertising and PR from the University of Alicante
- ♦ Graduate in Audiovisual Communication from the University of Vigo
- ♦ PhD in Communication from the University of Vigo with International Mention and Cum Laude
- ♦ Master's Degree in Strategic Management and Innovation in Communication from the University of Málaga

Ms. Ramos González, Delia

- ♦ Product Designer at Acurable SLU
- ♦ Account Supervisor at Advertising Agency La Caseta
- ♦ Advertising Creative at the Chamber of Commerce of Seville
- ♦ Degree in Advertising and Public Relations at the University of Seville
- ♦ Higher Degree in Graphic Design and Multimedia Technologies at CEADE Leonardo School of Design and Communication

Mr. Recolons Argenter, Guillem

- ♦ Brand Director at Omnia Marketing
- ♦ Consultant and partner at Integra Personal Branding
- ♦ Director and partner at Soymimarca
- ♦ Director and Personal Communication
- ♦ Director and Personal Communication Consultant at Lateral Consulting

- ♦ General Manager at Altraforma
- ♦ Deputy Director and New Business Director at Saatchi & Saatchi Advertising
- ♦ Lecturer in Political Personal Branding at the Univesritat Ramon Llul
- ♦ Lecturer of Personal Branding at Universitat Pompeu Fabra
- ♦ Master's Degree in Marketing ESMA
- ♦ Publicist by the Colegio del Marketing y Comunicación de Cataluña (Marketing and Communication College of Catalonia)
- ♦ Graduate in Humanities UOC by Universitat Oberta de Catalunya

Ms. Luque Díaz, Daniela

- ♦ Personal Brand Consultant on LinkedIn
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Arts Program Coordinator in the Department of Arts and Humanities at New York University
- ♦ Managed the marketing strategy for the fashion accessories collection of the AITA brand
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Operations Coordinator for Eurofragrance in Dubai
- ♦ Business Development Manager at Intercom Group in Barcelona
- ♦ Degree in Film & TV Production at the National University of Colombia
- ♦ Master's Degree in Entrepreneurship & Innovation from the Sten K. Johnson Centre for Entrepreneurship, Lund University
- ♦ Master's Degree in Public Relations & Protocol from ESERP Business School
- ♦ Master's Degree in *Retail Management* from the Autonomous University of Barcelona

Ms. García Sanz, Elena

- ♦ Communications Consultant
- ♦ Head of Communication at the Youth Department of the Provincial Council of Gipuzkoa of the Provincial Council of Gipuzkoa
- ♦ Head of communications for the launching of the Kühne Business School
- ♦ Degree Information Sciences from the University of the Basque Country
- ♦ Master's Degree in Digital Marketing and Community Management from Escuela Marketing and Web
- ♦ Postgraduate Diploma in Information Service and Citizen Attention by the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by Escuela de Diseño Área School of Design Area
- ♦ Document Management and Archive Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation by the School of Economics, Business and Tourism of the University of Alcalá





Dr. García Veiga, Mariam

- ♦ CEO RockNRebel
- ♦ Teaching staff the University of Santiago de Compostela
- ♦ Degree in Political Science and Public Administration from the University of Santiago de Compostela
- ♦ D. in Contemporary Political Processes from the University of Santiago de Compostela
- ♦ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- ♦ Master's Degree in Statistical Techniques from the University of Santiago de Compostela
- ♦ Master's Degree in International Business/Trade/Commerce from Universidad Intercontinental de la Empresa of the Company
- ♦ Master in Web Analytics by Kschool

“

Train with the best! An experienced faculty will guide you throughout the entire learning process and address any questions you may have”

06

Structure and Content

The syllabus of this Hybrid Master's Degree has been designed to address the key points in Personal Brand Building. As such, journalists will access 10 modules in the theoretical phase, fully online, offering them an updated view of the industry. In this regard, TECH will provide graduates with the most current multimedia resources to reinforce the content in a dynamic manner (including interactive summaries, real cases, or specialized readings)



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You will have access to a wide library of innovative multimedia resources, as well as the entire curriculum, from day one. Forget about fixed schedules!”

Module 1. Personal Brand Construction. Personal Branding, Digital Identity and Corporate Reputation

- 1.1. Personal Branding
 - 1.1.1. Personal Branding. Key Aspects
 - 1.1.2. Benefits of Managing a Personal Brand
 - 1.1.3. Personal Branding in the Market
- 1.2. Personal Brand Journey
 - 1.2.1. Self-Awareness Phase
 - 1.2.2. Purpose Phase
 - 1.2.3. Positioning and Visibility Phase
 - 1.2.4. Result Phase: Keys to Becoming the Chosen Option
- 1.3. Digital Identity and Netiquette
 - 1.3.1. Digital Identity
 - 1.3.2. Netiquette and Its Impact on Personal Branding
 - 1.3.3. Application of Netiquette Across Different Platforms
- 1.4. Online Reputation Management
 - 1.4.1. How to Know, Control, and Manage Online Reputation
 - 1.4.2. The Importance of Personal Branding in the Digital Era
 - 1.4.3. Keyword Search for Personal Branding
- 1.5. Key Skills for Personal Brand Building
 - 1.5.1. Effective Communication
 - 1.5.2. Leadership and Team Management
 - 1.5.3. Critical Thinking and Problem-Solving
- 1.6. Corporate Reputation of Personal Brand
 - 1.6.1. Solid Corporate Reputation
 - 1.6.2. Online Reputation Management
 - 1.6.3. Corporate Reputation and Ethics



- 1.7. Monetizing a Personal Brand
 - 1.7.1. Market Niche Research
 - 1.7.2. Business Model and Income Stream Diversification
 - 1.7.3. Proposal Development and Terms
- 1.8. Innovation in Personal Branding
 - 1.8.1. Identifying New Opportunities and Trends
 - 1.8.2. Experimenting with New Approaches and Perspectives
 - 1.8.3. Design Thinking Applied to Personal Branding
- 1.9. Prevention and Management of Offline and Online Crises for Personal Brands
 - 1.9.1. Strengthening Personal Brand to Prevent Crises
 - 1.9.2. Managing Offline and Online Reputation Crises
 - 1.9.3. Implementing Post-Crisis Measures
- 1.10. Maintaining and Updating a Personal Brand
 - 1.10.1. Continuous Improvement Plan
 - 1.10.2. Competency Map
 - 1.10.3. Reviewing the Action Plan

Module 2. Self-Diagnosis for Personal Brand Building. Reputation in the Market, SWOT Analysis, Audit, and Benchmarking

- 2.1. Self-Diagnosis for Personal Brand Building
 - 2.1.1. Self-Evaluation and Self-Awareness for Personal Brand Building
 - 2.1.2. Self-Awareness: First Step in Personal Brand Management
 - 2.1.3. Key Aspects During the Personal Branding Process
- 2.2. Reputation in the Market: A Look to the Outside
 - 2.2.1. Importance of Perceptions and Reputation of a Brand
 - 2.2.2. Connection Between What Others Perceive and Personal Brand Values
 - 2.2.3. Collecting Data on How Personal Brand is Perceived in the Market
- 2.3. Personal SWOT Applied to Personal Branding
 - 2.3.1. SWOT Applied to Personal Branding
 - 2.3.2. Personal SWOT Development Strategy
 - 2.3.3. How to Strengthen and Capitalize on Strengths

- 2.4. Audit, Best Practices, and Benchmarking
 - 2.4.1. Identifying Key Personal Brands in the Industry
 - 2.4.2. Identifying Success Factors
 - 2.4.3. Personal Brand Positioning Objective
- 2.5. Purpose: The North Star Guiding the Personal Brand
 - 2.5.1. Life Purpose
 - 2.5.2. Identifying Purpose: Powerful Questions
 - 2.5.3. Ikigai and Other Clarifying Tools
 - 2.5.4. Coherence and Identity: Connection Between Personal Brand and Life Purpose
- 2.6. Objectives in Personal Branding
 - 2.6.1. Strategy for Identifying the Primary Objective for Personal Branding
 - 2.6.2. Setting SMART Objectives
 - 2.6.3. Reflection on Visibility vs. Sales
- 2.7. Reflection on Target Audience and Value Proposition
 - 2.7.1. Target Audience: Identifying Companies Interested in Your Strengths
 - 2.7.2. Determining the Value Proposition
 - 2.7.3. Strategy for Developing the Value Proposition
- 2.8. Impact of Self-Awareness in Personal Brand Development
 - 2.8.1. Case Study: Identifying Brand Values Process
 - 2.8.2. Case Study: Impact on Differentiation as a Personal Brand
 - 2.8.3. Case Study: Impact on the Target Audience
- 2.9. Business Model
 - 2.9.1. Study of the Viability of Monetizing a Personal Brand
 - 2.9.2. Identifying Key Players and Other Relevant Aspects
 - 2.9.3. Launching a Personal Brand Business
- 2.10. Personal Branding Model Canvas in Practice
 - 2.10.1. Presentation of the Personal Branding Model Canvas
 - 2.10.2. Using the Tool
 - 2.10.3. Practical Example

Module 3. Personal Brand Planning. Analysis of the Differential Factors of Personal Branding. Positioning Pillars: Brand Core and Brand Positioning

- 3.1. The Three Pillars of Brand Positioning: "Know Yourself, Develop Yourself, Show Yourself"
 - 3.1.1. The Personal Branding Iceberg Methodology
 - 3.1.2. Order: The Key to Success
 - 3.1.3. Change and Dynamism. The Need for Reevaluation
- 3.2. How to Turn Personal SWOT into a Strategic Plan
 - 3.2.1. How to Turn Weaknesses into Strengths
 - 3.2.2. How to Turn Threats into Opportunities
 - 3.2.3. How to Turn Strengths into Opportunities
- 3.3. Brand Core I. Purpose: Identification Uses. Examples
 - 3.3.1. If You Have a "Why," You Will Solve the "How" and "What"
 - 3.3.2. Methodologies for Identifying Purpose
 - 3.3.3. Inspiring Purpose Examples
- 3.4. Brand Core II. Vision. Examples
 - 3.4.1. Short, Medium, and Long-Term Vision: Goal Setting
 - 3.4.2. Why It Is Worth Being Ambitious with Vision
 - 3.4.3. Inspiring Vision Examples and Their Use in Personal Branding
- 3.5. Brand Core III. Values. Identification, Management, and Projection. Examples
 - 3.5.1. Tools for Identifying Values
 - 3.5.2. Managing Values and Projecting Them Through Images or Testimonials
 - 3.5.3. Examples of Value Projection and Utilization
- 3.6. Brand Positioning I. Audience, Customer Segments
 - 3.6.1. Demographic Profiles for Identifying Audiences
 - 3.6.2. Psychological Profiles. Fears and Aspirations
 - 3.6.3. Empathy: Understanding People's Objections to Working With You

- 3.7. Brand Core II. Market
 - 3.7.1. Understanding the Market Context of the Audience
 - 3.7.2. Research to Measure Market Potential
 - 3.7.3. Developing Positioning Maps
- 3.8. Brand Core III. Objectives
 - 3.8.1. Objective by Reference Field
 - 3.8.2. Objective by Specialty
 - 3.8.3. Objective by Geographical Area
- 3.9. Brand Core IV. Value Proposition. Relevance and Difference. Examples
 - 3.9.1. Personal Value Proposition Canvas. The Client
 - 3.9.2. Personal Value Proposition Canvas. The Relevant Difference
 - 3.9.3. Inspiring Examples of Personal Value Propositions
- 3.10. Brand Positioning V. Business Model You: Your Business Model
 - 3.10.1. The Business Model You Canvas by Osterwalder, Pigneur, Clark
 - 3.10.2. Key Elements: Customers, Value Delivered, Channels, and Roles
 - 3.10.3. Activities, Resources, Key Partners, and Economic Model

Module 4. Personal Brand Strategies. Brand Persona. Keys for Verbal and Visual Identity. Elevator Pitch, Public Speaking and Personal Storytelling

- 4.1. Brand Persona I. Personal Brand Archetypes. Examples
 - 4.1.1. The 12 Archetypes of Jung. Examples
 - 4.1.2. The 16 Archetypes from the 16 Personalities Test
 - 4.1.3. The Archetypal Mix. Drive and Fear in Archetype Management
- 4.2. Brand Persona II. Personality
 - 4.2.1. Brand Voice. Tone of Voice Descriptors
 - 4.2.2. Projecting the Tone of Voice
 - 4.2.3. Examples of Tone of Voice Use
- 4.3. Brand Persona III. Naming & Tagline
 - 4.3.1. Using Mind Maps to Reach the Tagline
 - 4.3.2. Using Brainstorming to Reach the Tagline
 - 4.3.3. The Five Formats of a Memorable Slogan



- 4.4. Verbal and Non-Verbal Identity
 - 4.4.1. Verbal Identity. Written Style and Oral Style
 - 4.4.2. Non-Verbal Identity: What Defines Our “Uniqueness”
 - 4.4.3. Inspiring Examples of Verbal and Non-Verbal Identity
- 4.5. Visual Identity, Image, and Consistency with the Message
 - 4.5.1. Neutral Visual Identity: Blending In with the “No Image” Concept
 - 4.5.2. Marked Visual Identity: Pros and Cons
 - 4.5.3. Examples of Visual Identity
- 4.6. Elevator Pitch. Examples
 - 4.6.1. The Tony Reiss Method: *Wow, How, Now*
 - 4.6.2. Personal Presentation, Sales Pitch, Investor Pitch
 - 4.6.3. Real-Life Adaptation. Examples
- 4.7. Public Speaking, Keys to a Natural and Inspiring Speech
 - 4.7.1. The Speech Framework and the Problem Solver
 - 4.7.2. The Good, the Bad, the Journey, the Outcome
 - 4.7.3. What the Best Stories Have in Common
- 4.8. From Data to Narrative: The 5 Types of Personal Storytelling
 - 4.8.1. Presentation Story and Introspective Story
 - 4.8.2. Value Proposition Story
 - 4.8.3. Values Story and Story to Break Barriers
- 4.9. Learning from the Best: The Best Personal Narratives
 - 4.9.1. Business story
 - 4.9.2. Political Story or Election-Focused Story
 - 4.9.3. Adapted Story for Any Situation
- 4.10. *Personal Branding Canvas*
 - 4.10.1. Competitors: Audience, Positioning, Communication
 - 4.10.2. Sector: Skills, Profession, Reasons to Believe, Identity
 - 4.10.3. Investments and Results

Module 5. Personal Brand Development. Strategic Selection of Platforms, Communication Strategy and Content Plan. Copywriting Techniques

- 5.1. Personal Communication Canvas I. Audience, Message, and Medium
 - 5.1.1. Audience: Background, Demographics, Obstacles, Common Objections
 - 5.1.2. Message: Value Proposition, Pitch, Social Media Bio, About Me, LinkedIn, Personal Story
 - 5.1.3. Medium: Mass, Professional, Personal, or Hybrid Networks, Vertical Networks
- 5.2. Personal Communication Canvas II. Ingredients and Formats for a Digital Biography
 - 5.2.1. Choosing the Personal Brand Name Based on Exclusivity and Strength
 - 5.2.2. Reformulating a Value Proposition into a Brief Title
 - 5.2.3. Defining Occupation, Experience, Hard Skills, and Soft Skills
- 5.3. Personal Communication Canvas III. Content Plan: Creation
 - 5.3.1. Choosing Sources, Subscription Models
 - 5.3.2. Establishing Categories and Subcategories
 - 5.3.3. 800 Words Inspired by Experiences and Competencies
- 5.4. Personal Communication Canvas IV. Content Plan: Curation
 - 5.4.1. Content Curation Formats and Scheduling
 - 5.4.2. The Moment of Truth: Post, Comment, Interact, Connect
 - 5.4.3. Control, Iterate, Test
- 5.5. Personal Communication Canvas V. Influencers
 - 5.5.1. Satisfied Clients, the Best Influencer
 - 5.5.2. Family & Friends: Study Companions, Work Colleagues
 - 5.5.3. Sector Leaders, Professional Associations, Networks
- 5.6. Personal Communication Canvas VI. Investment in Personal Marketing, Monetization
 - 5.6.1. Investment: Time, Subscriptions, Legal, Branding, Paid Media, Variable Costs
 - 5.6.2. Monetization: Selling Products, Time (Consulting, Training, Mentoring)
 - 5.6.3. Passive Monetization: Subscriptions, Licenses, Online Courses, Ebooks, Affiliate Sales



- 5.7. Copywriting Strategies: From Concept to Text
 - 5.7.1. Benefits vs. Features
 - 5.7.2. Social Proof and Bandwagon Effect
 - 5.7.3. Headlines, Messages, Metaphors, Verbs, and Rhythm
- 5.8. Artificial Intelligence Strategies Applied to Content, Copywriting, and Image
 - 5.8.1. AI Does Not Replace, It Complements: AI Use Strategy
 - 5.8.2. Prompts for Expanding Content
 - 5.8.3. Prompts for Copywriting and Image Use
- 5.9. Keys to Crisis Prevention and Management
 - 5.9.1. Monitoring Online Presence
 - 5.9.2. Creating Protocols for the Action Plan
 - 5.9.3. Addressing the Crisis: Speed, Transparency, and Honesty
- 5.10. Executive Reputation
 - 5.10.1. Integrity and Ethics: Core Values of Reputation, Sustainability, and CSR
 - 5.10.2. Effective Communication: Assertiveness, Empathy, Acknowledging Mistakes, Celebrating Achievements
 - 5.10.3. Diagnosis and Measurement of Executive Reputation

Module 6. Social Media Branding. Visibility and Engagement Strategy on Instagram, Twitter, Facebook and TikTok

- 6.1. Social Media Branding: Relevance for Personal Branding
 - 6.1.1. Role of Personal Branding on Social Media
 - 6.1.2. Online Management Platforms: Amplifying Personal Branding
 - 6.1.3. Pillars of a Strong Personal Branding Strategy in the Digital Space
- 6.2. Strategic Planning as the Basis for Social Media Branding
 - 6.2.1. The Role of Research and Active Listening in Personal Branding Strategy
 - 6.2.2. Competitor Analysis on Social Media
 - 6.2.3. Identifying the Target Audience for Personal Branding Strategy
- 6.3. *Social Media Branding*
 - 6.3.1. Developing a Social Media Plan for Personal Branding
 - 6.3.2. Identifying Personal Branding Objectives on Social Media
 - 6.3.3. KPIs for Analyzing Results

- 6.4. Engagement and Visibility Strategies for Personal Branding
 - 6.4.1. Online Ecosystem: Defining Digital Presence and Selecting Platforms
 - 6.4.2. Factors That Drive Engagement on Social Media
 - 6.4.3. Visibility on Social Media and Best Practices
- 6.5. Creating a Consistent Digital Presence
 - 6.5.1. Creating a Consistent Brand Image on Social Media: Visual Identity, Verbal Anchors, and Social Media Style Guides
 - 6.5.2. Brand Message and Role of Content for Strategy Success
 - 6.5.3. Differentiating Personal Brand in the Digital Space
- 6.6. Content Strategy: Creating a Social Media Content Strategy that Reflects Brand Identity and Connects with the Audience
 - 6.6.1. Content Creation Process for Different Social Media Platforms
 - 6.6.2. The Importance of Storytelling in Personal Branding on Social Media
 - 6.6.3. Creating a Content Calendar to Maintain Consistent and Coherent Online Presence
- 6.7. Using Instagram for Personal Branding
 - 6.7.1. Why Be on Instagram: Reports and Audiences
 - 6.7.2. Understanding the Algorithm for Designing Content Strategy on Instagram
 - 6.7.3. Best Practices for Increasing Engagement and Visibility
 - 6.7.4. KPIs. Measuring and Analyzing Results on Instagram
- 6.8. Using Facebook for Personal Branding
 - 6.8.1. Why Be on Facebook: Reports and Audiences
 - 6.8.2. Understanding the Algorithm for Designing Content Strategy on Facebook
 - 6.8.3. Best Practices for Increasing Engagement and Visibility
 - 6.8.4. KPIs. Measuring and Analyzing Results on Facebook
- 6.9. Using Twitter for Personal Branding
 - 6.9.1. Why Be on Twitter: Reports and Audiences
 - 6.9.2. Best Practices for Increasing Engagement and Visibility
 - 6.9.2. KPIs. Measuring and Analyzing Results on Twitter
- 6.10. Using TikTok for Personal Branding
 - 6.10.1. Why Be on TikTok: Reports and Audiences
 - 6.10.2. Best Practices for Increasing Engagement and Visibility
 - 6.10.3. KPIs. Measuring and Analyzing Results on Tik Tok

Module 7. Personal Branding on LinkedIn. Visibility and Engagement Strategies for Building a Personal Brand on LinkedIn

- 7.1. Strengthening the User Profile on LinkedIn
 - 7.1.1. Analyzing a LinkedIn User Profile
 - 7.1.2. Clarifying LinkedIn Usage Objectives
 - 7.1.3. Identifying Areas for Improvement on the LinkedIn Profile
- 7.2. Building the LinkedIn Follower Audience
 - 7.2.1. Defining the Audience on LinkedIn
 - 7.2.2. Adapting the Message to the LinkedIn Audience
 - 7.2.3. Building an Audience Through LinkedIn Posts
- 7.3. Reference Community on LinkedIn
 - 7.3.1. Finding Content Leaders on LinkedIn
 - 7.3.2. Identifying Other Community Members on LinkedIn
 - 7.3.3. Interaction and Collaboration with Other Community Members on LinkedIn
- 7.4. Connecting with Active LinkedIn Users
 - 7.4.1. The Importance of Finding Active LinkedIn Users
 - 7.4.2. Writing a Connection Invitation on LinkedIn
 - 7.4.3. Interacting with New Contacts on LinkedIn
- 7.5. Developing a Solid Content Strategy Through Thematic Pillars
 - 7.5.1. Identifying and Positioning Thematic Pillars
 - 7.5.2. Identifying Thematic Pillars in the Strategy
 - 7.5.3. Developing and Maintaining Thematic Pillars Over Time
- 7.6. Linking Thematic Pillars with Personal Story. The Importance of Emotional Connection
 - 7.6.1. Identifying Stories Related to Thematic Pillars That Build Credibility and Potential for Virality
 - 7.6.2. How to Tell Effective Stories on LinkedIn
 - 7.6.3. How to Connect Personal Stories with Key Messages on LinkedIn
 - 7.6.4. Creating a Personal Transformation Story for the First LinkedIn Post

- 7.7. Generating Impactful Content on LinkedIn. The Importance of Inspiring and Teaching
 - 7.7.1. Using Technical or Scientific Data Related to Thematic Pillars to Create Educational Content
 - 7.7.2. Benchmarking: Case Studies of Viral Content Creators on LinkedIn Using These Techniques
 - 7.7.3. Translating Analysis into Practice
 - 7.8. Preparing Posts for LinkedIn
 - 7.8.1. Selecting Content and Format with the Greatest Potential for LinkedIn Posts
 - 7.8.2. Creating a Variety of Formats and Styles for LinkedIn Posts
 - 7.8.3. Publishing and Tracking the First LinkedIn Posts
 - 7.9. Growing Your LinkedIn Account: Followers and Engagement
 - 7.9.1. The Importance of Monitoring LinkedIn Followers
 - 7.9.2. Tracking Follower Growth on LinkedIn
 - 7.9.3. Using Follower Data on LinkedIn
 - 7.10. Evaluating and Adjusting the Editorial Strategy
 - 7.10.1. Identifying Trends and Patterns in Audience Behavior
 - 7.10.2. Reinforcing Strengths and Weaknesses to Improve the Editorial Strategy
 - 7.10.3. Digital Tools for Advanced LinkedIn Usage
 - 7.10.4. Optimizing LinkedIn as a Tool to Strengthen Digital Personal Branding
- Module 8. Networking for Personal Brand Building. Contact Networks, Events, and PR Strategies as Growth Levers**
- 8.1. Networking. Fundamentals and Relevance
 - 8.1.1. Types of Networking
 - 8.1.2. Building a Support and Collaboration Network
 - 8.1.3. Creating a Networking Plan
 - 8.2. Building a Contact Network to Strengthen Personal Branding
 - 8.2.1. Identifying Key Stakeholders
 - 8.2.2. Selecting Opinion Leaders
 - 8.2.3. How to Expand and Leverage Your Contact Network
 - 8.3. Events as a Networking Strategy
 - 8.3.1. The Power of Online and Offline Networking Events
 - 8.3.2. Types of Networking Events
 - 8.3.3. Organizing an Event as a Strategy to Improve Your Personal Brand
 - 8.4. Public Relations and Personal Branding
 - 8.4.1. Importance of Public Relations
 - 8.4.2. Types of Public Relations Strategies
 - 8.4.3. Using PR to Increase Visibility and Authority
 - 8.5. Effective Communication Strategies for Networking
 - 8.5.1. Effective Communication Techniques in In-Person Actions or Events
 - 8.5.2. Effective Communication Techniques Using Email
 - 8.5.3. Effective Communication Techniques Using Social Media
 - 8.6. Effective Offline Networking to Strengthen Personal Branding
 - 8.6.1. Networking in Communities, Conferences, Seminars, and Business Events
 - 8.6.2. Networking in Local Interest Groups
 - 8.6.3. Maintaining Contact to Seek Collaboration Opportunities
 - 8.7. Effective Online Networking to Strengthen Personal Branding
 - 8.7.1. Digital Tools and Platforms for Networking
 - 8.7.2. Participating in Online Networking Events
 - 8.7.3. Maintaining Online Networking Relationships
 - 8.8. Other PR Actions Useful for Growing Personal Branding
 - 8.8.1. Relations with the Media
 - 8.8.2. Relationships with Influencers
 - 8.8.3. Publishing a Book as a Public Relations Strategy
 - 8.8.4. Creating Multimedia Content as a Public Relations Strategy
 - 8.9. Crisis Management in Networking and Public Relations
 - 8.9.1. The Importance of Ethics and Responsibility in Crisis Management
 - 8.9.2. Designing a Crisis Communication Strategy
 - 8.9.3. Effective Networking for Crisis Management in Public Relations
 - 8.10. Measuring the Success of a Public Relations Strategy
 - 8.10.1. Social Media Monitoring
 - 8.10.2. Qualitative and Quantitative Evaluation of Events
 - 8.10.3. Visibility in Media

Module 9. Inbound and Email Marketing Strategies, Techniques, and Tools for Personal Brand Building and Content Generation

- 9.1. Inbound Marketing Strategies Applied to Personal Branding
 - 9.1.1. Inbound Methodology. Objectives
 - 9.1.2. Attraction Strategy
 - 9.1.3. Interaction Strategy
 - 9.1.4. Delight Strategy
- 9.2. Content Creation
 - 9.2.1. Identifying Thematic Pillars for Content Development
 - 9.2.2. Educational Content vs. Non-Educational Content
 - 9.2.3. The 20 Content Ideas That Help Personal Brand Growth
 - 9.2.4. Inspiring Examples of Personal Brand Content
- 9.3. Tools for Content Curation and Enhancing Creativity
 - 9.3.1. Feedly
 - 9.3.2. Google Alerts
 - 9.3.3. BuzzSumo
 - 9.3.4. Other Tools
- 9.4. Planning and Productivity for Content Creation
 - 9.4.1. Designing an Editorial Calendar
 - 9.4.2. Creating Content Based on Business Objectives
 - 9.4.3. Media Planning Tools Google Drive, Notion, Asana, Trello
- 9.5. Visual Design and Tools for Creating Digital Visual Content
 - 9.5.1. Correct Use of Color Palette, Logo, and Branding
 - 9.5.2. Personal Brand Photography
 - 9.5.3. Canva: Advanced Practical Workshop
- 9.6. Sales Funnel for Personal Branding
 - 9.6.1. The Utility of a Sales Funnel for Personal Branding
 - 9.6.2. Function of a Funnel: Phases
 - 9.6.3. Relationship Between Content Types and Conversion Rate
- 9.7. Converting Followers into Leads
 - 9.7.1. Lead: Importance for Building a Personal Brand Business
 - 9.7.2. Optimizing LinkedIn Profile to Maximize Lead Capture
 - 9.7.3. Optimizing Instagram Profile to Maximize Lead Capture
 - 9.7.4. Optimizing Personal Website to Capture Leads
- 9.8. Designing an Email Marketing Strategy
 - 9.8.1. Importance of an Email Marketing Strategy
 - 9.8.2. Free Email Marketing Tools to Build Relationships with Subscribers
 - 9.8.3. Presence in the Mind of the Buyer Persona: The Newsletter
- 9.9. Marketing Automation for Personal Branding
 - 9.9.1. The Incentive to Enter the Community
 - 9.9.2. The Importance of the First Welcome Sequence
 - 9.9.3. Example of a Welcome Sequence to Help Generate Sales
- 9.10. Podcast: A New Key Channel in Inbound Marketing Strategy
 - 9.10.1. Creating a Podcast. Steps to Follow
 - 9.10.2. Formats and Types of Content
 - 9.10.3. Dissemination and Visibility of the Podcast

Module 10. KPIs. Impact of Personal Branding: Metrics for Performance Measurement and Multisector Success Stories

- 10.1. Personal Branding KPIs: Application
 - 10.1.1. Definition and Importance of Establishing KPIs
 - 10.1.2. Types of KPIs and Key Indicators for Measuring Personal Branding Success
 - 10.1.3. The Role of Vision and Positioning in Personal Branding KPIs
- 10.2. Selecting the Right KPIs to Measure the Success of Your Personal Brand
 - 10.2.1. Variables for Selecting Relevant KPIs in Personal Branding Strategy
 - 10.2.2. Identifying Personal Branding Objectives: Defining the Personal Branding Goals to Establish Suitable KPIs
 - 10.2.3. Prioritizing KPIs Based on Set Objectives and Goals
- 10.3. Types of Tangible KPIs for Personal Branding
 - 10.3.1. Analysis of Reach KPIs
 - 10.3.2. Analysis of Interaction KPIs
 - 10.3.3. Analysis of Conversion KPIs
- 10.4. Types of “Intangible” KPIs for Personal Branding
 - 10.4.1. Analysis of Reputation KPIs
 - 10.4.2. Analysis of Influence KPIs
 - 10.4.3. Analysis of Credibility KPIs
- 10.5. Personal Branding in Influence
 - 10.5.1. The Influencer Figure: Types of Influencers
 - 10.5.2. Approaching Influencer Marketing
 - 10.5.3. Benefits, Selection, and KPIs
- 10.6. Interpreting KPIs: Monitoring, Measuring, and Optimizing
 - 10.6.1. Monitoring: Implementing a KPI Tracking and Measurement System for Personal Branding
 - 10.6.2. Measuring: Interpreting Data
 - 10.6.3. Optimizing: Aspects to Consider for Adjusting Strategy Based on KPIs
 - 10.6.4. Final Recommendations
- 10.7. Case Study: Personal Branding in Entrepreneurs and Independent Professionals
 - 10.7.1. Case 1: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.7.2. Case 2: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.7.3. Case 3: Presentation, Analysis of Digital Strategy, and Best Practices
- 10.8. Case Study: Personal Branding in Influencers
 - 10.8.1. Case 1: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.8.2. Case 2: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.8.3. Case 3: Presentation, Analysis of Digital Strategy, and Best Practices
- 10.9. Case Study: Personal Branding in Athletes
 - 10.9.1. Case 1: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.9.2. Case 2: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.9.3. Case 3: Presentation, Analysis of Digital Strategy, and Best Practices
- 10.10. Case Study: Personal Branding in Professionals Employed by Others
 - 10.10.1. Case 1: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.10.2. Case 2: Presentation, Analysis of Digital Strategy, and Best Practices
 - 10.10.3. Case 3: Presentation, Analysis of Digital Strategy, and Best Practices



You will develop essential skills to identify, define, and effectively manage your personal brand identity using the revolutionary Relearning methodology”

07

Internship

Once the online theoretical period is completed, this qualification includes a Internship Program stage at a renowned organization. In this way, graduates will have the supervision of a specialist tutor who will assist them throughout the process and ensure they receive effective learning



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*You will carry out your internship
alongside real professionals in the
sector, who will provide you with the
latest updates in Brand Positioning”*

The Internship Program period of this Personal Brand Building program consists of a 3-week stay at a prestigious institution, from Monday to Friday, with 8 consecutive hours of hands-on training alongside an expert. This experience will allow graduates to immerse themselves in a professional environment, alongside a team of professionals who will help enhance their skills

In this training proposal, each activity is designed to strengthen and refine the key competencies required for specialized practice in this field. In this way, the professional profile will be enhanced, driving a strong, efficient, and highly competitive performance. This will enable graduates to apply the most innovative techniques in their daily practice to increase their visibility and open doors to new job opportunities

Without a doubt, this is an ideal opportunity for journalists to professionally develop in first-class facilities. Furthermore, they will receive the support of a team of experts in Personal Brand Building who will guide them in using the most cutting-edge tools to successfully build professional identities

The practical component will involve the active participation of the student in performing the activities and procedures of each area of competence (learning to learn and learning to do), with the support and guidance of professors and fellow trainees, facilitating teamwork and multidisciplinary as transversal competencies for the practice of Personal Brand Building (learning to be and learning to relate)



The procedures described below will be the basis of the practical part of the Internship Program, and its realization will be subject to the center's own availability and workload, being the proposed activities the following:

Module	Practical Activity
Personal and Competitor Analysis	Explore and analyze the current media landscape to understand the importance of personal branding in the professional success of journalists
	Conduct self-assessment exercises to identify strengths, weaknesses, opportunities, and threats related to personal brand building
	Research and study successful cases and effective personal branding strategies implemented by prominent journalists
	Delve into defining the journalist's professional identity, including values, ethical principles, interests, and passions
Personal Brand Building Strategies	Develop a personalized strategic plan for building and managing the personal brand, considering short, medium, and long-term objectives
	Identify and segment the journalist's target audience, understanding their needs, interests, and content consumption preferences
	Create and publish relevant, high-quality content in various formats (text, image, video, etc.) tailored to the audience's characteristics and preferences
	Engage in networking and collaboration activities with other professionals in the sector to establish relationships and collaboration opportunities
	Manage crisis situations and online reputation, developing skills for effective response and communication
	Participate in events, conferences, and journalism-related activities to expand the professional network
Tools and Software Management	Learn to use digital tools and platforms for managing and optimizing profiles on social media, blogs, and personal websites
	Practice monitoring and analyzing performance metrics to evaluate the impact and effectiveness of personal brand strategies
	Design and optimize social media profiles and professional platforms to reflect the personal brand coherently
	Use data analytics tools to measure the impact of content
Writing Techniques	Utilize storytelling techniques to effectively communicate the personal and professional story of the journalist, highlighting their uniqueness and purpose
	Create varied and relevant content tailored to different media and audiences
	Promote authenticity and transparency in communication with the audience to build trust and loyalty
	Encourage experimentation and innovation by testing new ways of communicating and expressing the personal brand

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center



General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, five days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements

3. ABSENCE: If the student does not show up on the start date of the Hybrid Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor

4. CERTIFICATION: Professionals who complete the Hybrid Master's Degree will receive a diploma accrediting their attendance at the institution

5. EMPLOYMENT RELATIONSHIP: The Hybrid Master's Degree shall not constitute an employment relationship of any kind

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed

7. DOES NOT INCLUDE: The Hybrid Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case

08

Where Can I Do the Internship?

This Hybrid Master's program includes a practical internship at a renowned international company, where students will apply everything they have learned in Personal Brand Building. Additionally, to make this qualification accessible to more professionals, TECH will offer graduates the opportunity to undertake the internship at various institutions worldwide. As such, professionals will benefit from comprehensive and effective learning at top-tier companies




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You will complete your 3-week practical stay at a prestigious internationally recognized company. Don't wait any longer and take advantage of this opportunity that only TECH can offer!”

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The student will be able to complete the practical part of this Hybrid Master's Degree at the following centers:



Journalism and Communication

Ogilvy Barcelona

Country	City
Spain	Barcelona

Address: Calle Bolivia 68-70, 08018, Barcelona

Ogilvy is a pioneer in Pervasive Advertising, Marketing and Corporate Communications

Related internship programs:

- Artificial Intelligence in Design
- Personal Brand Construction





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Boost your career path with holistic teaching, allowing you to advance both theoretically and practically”

09

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

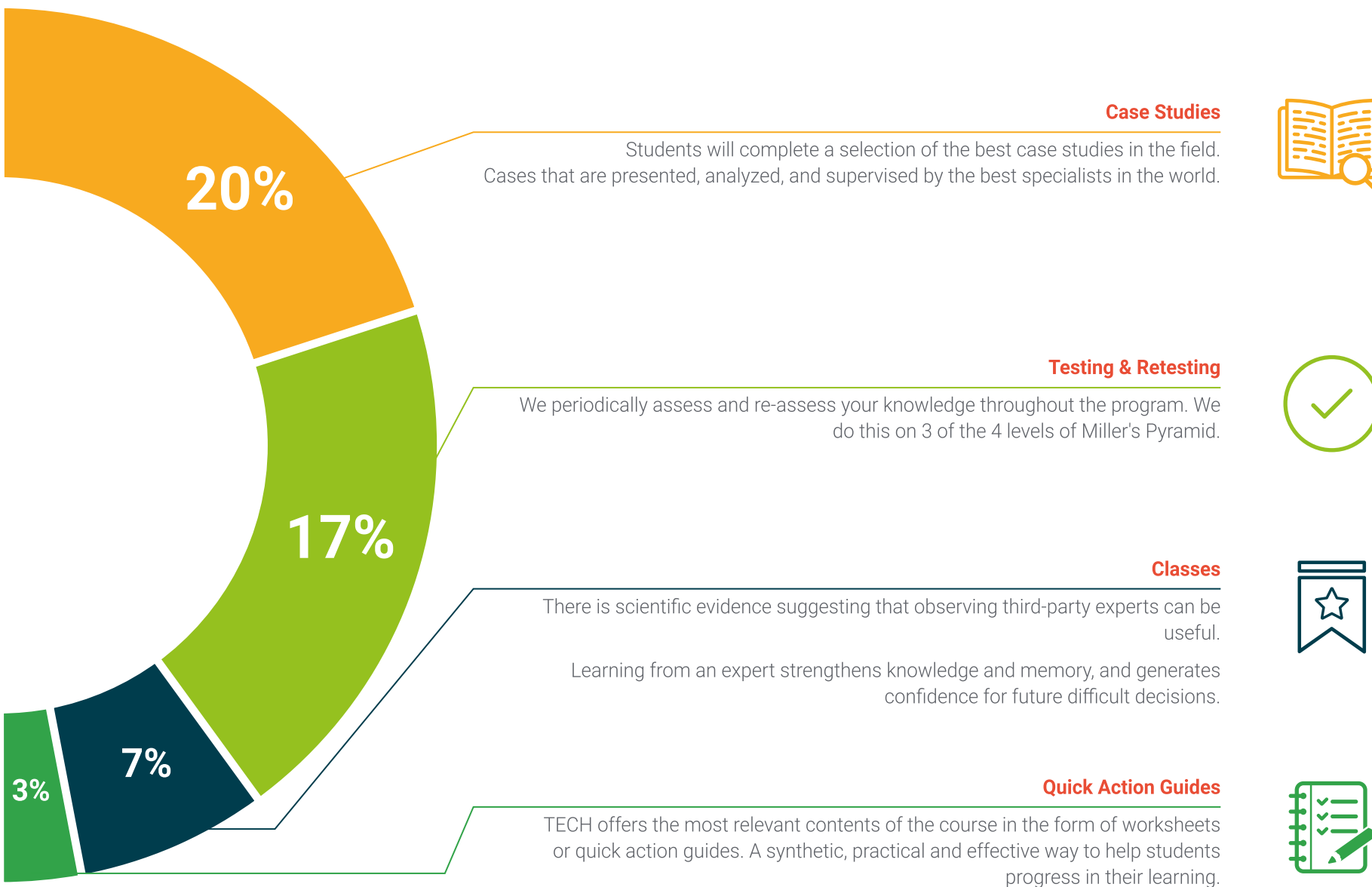
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





10 Certificate

The Hybrid Master's Degree in Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Hybrid Master's Degree issued by TECH Global University



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

This private qualification will allow you to obtain a diploma for the **Hybrid Master's Degree in Personal Brand Building** endorsed by **TECH Global University**, the world's largest online university

TECH Global University, is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics

This private qualification from **TECH Global University** is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program

TECH is a member of the **International Communication Association (ICA)**, a prestigious organization dedicated to optimizing research processes in communication sciences. This membership reaffirms its commitment to academic excellence and continuous updating

Accreditation/Membership



**International
Communication
Association**

Title: **Hybrid Master's Degree in Personal Brand Building**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Credits: **60 + 4 ECTS**





Hybrid Master's Degree Personal Brand Building

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

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Hybrid Master's Degree Personal Brand Building

Accreditation/Membership



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tech global
university