Internship Program
Copywriting

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01
Introduction

Copywriting has become one of the most in-demand professions today, driven by the growing importance of digital businesses. It involves writing advertising texts designed to persuade consumers and motivate them to take action (such as purchasing a product). Among its advantages, its ability to strengthen brand identity and create emotional connections with consumers stands out. In this way, this technique helps increase brand loyalty and customer preferences. In response to this demand, TECH offers a university program that will allow students to master the most advanced writing techniques to build stronger connections with their audience. This program includes an intensive 3-week stay in a prestigious company, providing students with hands-on experience in the field.

This Internship Program will allow you to incorporate the most advanced strategies into your daily practice, clearly communicating the value proposition of businesses and capturing the interest of the public"

In the digital age, there is a constant flood of online content, making it increasingly difficult for businesses to stand out and capture the attention of their target audience. In this context, copywriters play a key role in organizations by generating creative and innovative content that helps them differentiate themselves from the competition. These specialists conduct thorough research on audience needs, allowing them to create persuasive messages aligned with their desires. However, these experts need to stay at the forefront of the latest trends in this field in order to produce engaging content. To address this need, TECH offers an Internship Program that will allow them to learn all the latest innovations in Copywriting.

This university qualification includes an intensive 120-hour stay at a top-level company. There, students will join a team of high-level specialists and work on writing persuasive texts for multiple platforms. In this way, graduates will apply the most innovative persuasion techniques to their daily practice, connecting with the minds of consumers. Additionally, they will create creative content for publishing on social media and websites. In this context, students will gain skills in conducting effective market analysis and using that information to create more relevant messages.

During the in-person stay, students will be supported by an assigned tutor, who will ensure that the training requirements are met. This academic opportunity will enable graduates to immediately access the most competitive positions in the field of Copywriting.

02
Why Study an Internship Program?

Copywriting has become a crucial skill in various professional fields such as Advertising, Marketing, and Tourism, making this Internship Program a safe investment in a continually growing market full of opportunities. Through this 3-week Internship Program, professionals will acquire the most cutting-edge techniques to write creative content and attract the audience's attention. In this way, graduates will become competent Copywriters and seize all the job opportunities this field offers.

This 100% practical learning opportunity will give you access to the most relevant companies in the copywriting sector and allow you to develop advanced skills to stand out in the market"

1. Update with the Latest Available Technology
The field of Copywriting has rapidly evolved in recent years, especially with the implementation of new technologies like Artificial Intelligence. Aware of the importance of staying up-to-date, TECH offers students the most advanced tools to generate creative ideas and high-quality content efficiently. This will ensure that students stay at the forefront of a sector highly in demand by companies. This will ensure that students stay at the forefront of a sector highly in demand by companies.

2. Learn from the Experience of Leading Experts
Throughout this program, students will work alongside a team of professionals specializing in Copywriting. They will participate in developing creative projects aimed at influencing audience behavior and achieving specific actions. Additionally, with the support of a designated tutor, students will receive specialized guidance on the productive dynamics of the institutions.

3. Immerse Yourself in Top Professional Environments
For this academic track, TECH has selected top-tier institutions that will provide students with an intensive stay in Copywriting. Therefore, students will have the opportunity to access prestigious centers and immerse themselves in the reality of the profession. It is important to note that these organizations are internationally recognized for both their innovative tools and competitive professionals.

4. Apply What You Learn Immediately

Unlike other academic programs, TECH's Internship Programs focus beyond the development of skills from a theoretical standpoint: students acquire advanced skills to perform their tasks with maximum efficiency. From day one, students will join a renowned company and participate in its work dynamics, fostering continuous relationships with clients and developing persuasive writing skills.

5. Expand Knowledge Horizons

In order to broaden students' career opportunities, TECH has selected internationally recognized institutions within the Copywriting field for the development of this Internship Program. As a result, students will enjoy a learning experience at the best companies in the industry.

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

03
Objectives

Thanks to this curriculum, graduates will develop persuasive writing skills that influence readers' decision-making. To achieve this, they will apply techniques such as creating attention-grabbing headlines, building convincing arguments, and optimizing content for SEO. Additionally, professionals will conduct effective research on the target audience to identify their needs and adapt messages to their desires. In this sense, specialists will be highly trained to write across a variety of channels (including social media) and adjust tone as necessary.

General Objectives

- Offer a wide and extensive learning of the copywriter's profession in its different facets
- Introduce the different areas in which Copywriting can be applied: web pages, advertisements, launches or for content marketing
- Offer a profound study system for the creation of branding of a brand with the Verbal Identity Manual
- Offer a complete study about psychology, neuromarketing and neurocopywriting
- Acquire in-depth knowledge about the relationship between language, persuasion, emotion, and benefit

- Instruct Copywriting experts to be able to make a content plan and write for any of today's major social networks
- Qualify experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- Offer the tools to know how to carry out a sales funnel from start to finish
- Offer the tools to know how to develop a digital pitch
- Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc

A qualification that will help you acquire the most sought-after skills in the job market where copywriting professionals thrive"

Specific Objectives

- Develop the skills a copywriter needs
- Write effective headlines
- Learn how to professionally curate content
- Learn how to increase sales with authority and confidence
- Manage a brand's verbal universe
- Learn how to manage and write all the messages involved in the customer's online experience
- Manage the real-time results of the different phases of the launch and act accordingly
- Design a service catalog

" *You will develop skills to write persuasive texts that generate interest, arouse emotions, and motivate action"*

04
Educational Plan

This Internship Program in Copywriting is structured as an intensive 3-week stay at a prestigious center, running Monday to Friday with 8 consecutive hours of practical training alongside an assigned specialist. In this way, students will be supported by a team of professionals who will provide them with the most innovative techniques for writing persuasively across different platforms and media. This training will allow them to capture the audience's attention, increase sales, and improve conversion rates on various channels.

This completely practical training is designed to develop and refine the essential skills needed for providing Copywriting services, tailored to the specific competencies required in a booming sector.

The students will be presented with an ideal opportunity to learn through hands-on experience, working in a field that demands continuous updates on persuasive writing techniques, interactive content development, and dynamic content personalization based on real-time user preferences.

Practical teaching will involve the active participation of students, performing tasks and processes within each area of competence, including learning how to learn and learning how to do. Students will be guided by instructors and fellow participants, facilitating teamwork and multidisciplinary integration, which are key competencies in the practice of Copywriting.

The activities, outlined below, form the core of the practical component of the training, and their implementation will depend on the center's availability and workload. The proposed activities are as follows:

"

You will train at a state-of-the-art institution, which will allow you to acquire advanced skills to take a leap forward in your professional career"

Module	Practical Activity
Copywriting Strategies	Identify the target audience, their needs and desires to effectively tailor the message
	Select relevant keywords for content and optimize it for search engines (SEO)
	Create attention-grabbing headlines to immediately engage readers and encourage them to continue reading
	Develop content that clearly communicates the benefits of a product or service, using persuasive techniques to influence purchase decisions
Sales and Customer Service Tasks	Develop plans and strategies to meet sales objectives, identifying market opportunities and creating effective tactics to close sales
	Reach out to potential clients via various channels (email, phone calls, social media) to generate sales opportunities
	Present products or services to potential clients, highlighting features and benefits
	Follow up with clients after sales to ensure satisfaction and promote loyalty
Web Writing	Write persuasive and engaging content for websites
	Develop complementary visual content (images, infographics, and videos) to enrich the user experience and communicate information effectively
	Maintain up-to-date website content through periodic reviews and updates
	Monitor the performance of published content using analytical tools to identify improvement areas and continuously optimize
Content Marketing and Social Media	Create content strategies aligned with marketing goals and the target audience's needs
	Write persuasive texts for blog posts, articles, and infographics that provide value and address audience questions
	Develop attractive visual content to complement text and increase audience engagement on social media platforms
	Write compelling copy for social media posts, including both organic posts and paid ads
Copy for Ads	Create innovative concepts for advertising campaigns that capture the target audience's attention and convey the message effectively
	Write persuasive ad copy for various formats and platforms (TV ads, print, digital, etc.)
	Design impactful headlines and compelling calls to action that encourage the audience to take specific actions (e.g., purchase a product, visit a website)
	Conduct market research to understand the audience, identify their needs, and adapt the ad message accordingly

05
Where Can I Do the Internship Program?

In line with its commitment to providing high-quality academic pathways, TECH carefully selects the companies where students can undertake this Practical Internship. In this regard, TECH has chosen prestigious companies on an international level, ensuring that graduates can complete their internship in comfort while optimizing their competencies. This way, students will join a team of marketing professionals who will introduce them to the latest trends in Copywriting.

"

You will complete your Internship Program at a renowned institution, where you will have the support of the best professionals in the industry"

The student will be able to do this program at the following centers:

Journalism and Communication

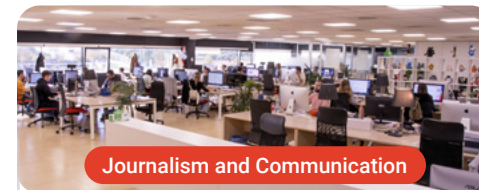## Ogilvy Barcelona

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

Journalism and Communication

Agencia Neorg

Country	City
Spain	Girona.

Address: Carretera antiga Amer, 10 2C, 17007, Giirona

A communication and advertising agency that offers comprehensive services, including website design, social media management, and customized advertising strategies

Related internship programs:
Multimedia Communication
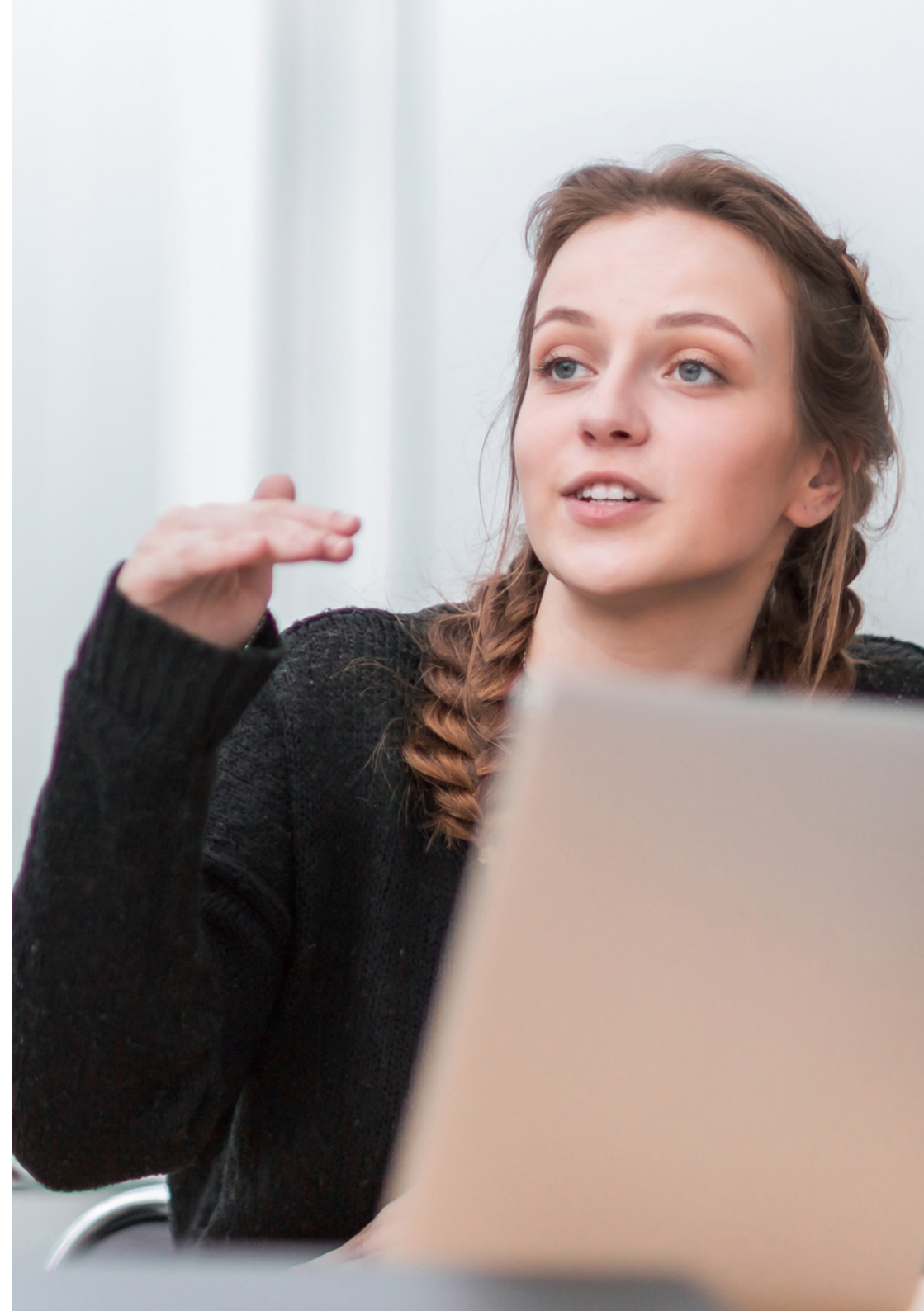Advertising Communication

06
General Conditions

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 Internship Program 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 Internship Program, 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, 5 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 Internship Program, 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 pass the Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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.

07
Certificate

This private qualification will allow you to obtain a diploma for the **Internship Program in Copywriting** 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.

Title: **Internship Program in Copywriting**

Duration: **3 weeks**

Attendance:**Monday to Friday, 8-hour consecutive shifts**

Credits: **4 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Internship Program in Copywriting

This is a private qualification of 120 hours of duration equivalent to 4 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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