

Master's Degree

Copywriting



Master's Degree Copywriting

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/master-degree/master-copywriting

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01

Introduction

From David Ogilvy's magnum opus "Confessions of a Copywriter" to today's age of continuous exposure to ads, advertising has come a long way. In fact, copywriting is more necessary than ever in the digital age, with millions of people consuming written content on a daily basis. At this juncture, TECH has launched this specialized program in Copywriting, aimed at professionals seeking to enhance their persuasive writing. Therefore, they will delve into the use of ChatGPT for the creation of copy, how to improve the experience of web users through texts or how to develop a career as a freelance copywriter. All this, moreover, in a 100% online way, without face-to-face classes or fixed schedules.



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*Take the step with TECH and
become an exceptional Copywriter
in just 12 months. Enroll now”*

Advertising and persuasive copywriting, despite seeming to be a recent discipline, has existed for more than a century. An example of this is the first *copywriter* in history, John Emory Powers, who developed in this field in the 1870s. Since then, the advertising medium and formats have evolved in almost unthinkable ways, having a potential audience of millions of people around the world.

This has generated a boom in the number of professionals dedicated entirely to the writing and creation of advertising copy, but also with skills in the creation of websites, email marketing and even direct customer service. Given the transversal capacity that the modern *copywriter* must have, TECH has launched this Master's Degree in Copywriting, focused on the most current content to advance decisively in this field.

The student will delve into persuasive *copywriting*, going from the most prolific *copywriting* techniques to specific areas such as the use of emotional language, *storybrand*, creation of product sheets, video scripts or metrics analysis. In addition, you will perfect the use of innovative tools such as ChatGPT, while analyzing success stories of leading companies such as Amazon, Apple, Zara or British Airways.

All of this is reinforced with a distinguished library of multimedia content, available 24 hours a day on the Virtual Campus. The entire degree is developed in a 100% online format, convenient and flexible, without requiring the student to travel or be present in person. In this way, students can distribute the course load according to their own interests, being able to combine it with the most demanding personal or professional responsibilities.

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

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Boost your copywriting productivity by incorporating advanced tools like ChatGPT into your workflow"

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Do you know how to make your copy inclusive and diversity compliant? Specialize in UX Writer with this academic option"

With no fixed class schedules or attendance, this Master's Degree is perfectly compatible with your daily activities.

You will be an expert in Copywriting for Content Marketing and Social Media thanks to this 100% online program.

The program includes in its teaching staff, professionals from the sector who pour into this program the experience of their work, in addition to recognized specialists from prestigious reference societies and universities.

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

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. This will be done with the help of an innovative system of interactive videos made by renowned experts.



02 Objectives

This university degree is designed to offer students a comprehensive specialization in Copywriting, which will allow them to launch their own career as *freelancers* or bet on joining the most prestigious communication agencies in the world. Whatever the goal, TECH provides a syllabus with a theoretical and practical approach developed by an excellent team of experts in this sector. Its long experience in this field and its proximity will allow the graduate to achieve a really effective learning and solve any doubts they may have about the content of this program.



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The situation cases with real clients will allow you to integrate the best techniques for reporting the results of a marketing campaign into your day-to-day work"



General Objectives

- ♦ Offer a wide and deep learning of the *copywriting* profession in its different facets
- ♦ Show the different areas in which *Copywriting* can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep 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 and persuasion, emotion and profit
- ♦ Instruct *Copywriting* experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct *copywriters* to be able to write ads for major social networks
- ♦ Train to work as a freelance *copywriter* from minute one, or to be able to work for third parties





Specific Objectives

Module 1. Copywriting: What It Is, How to Learn It and What Possibilities It Offers

- ♦ Know what Copywriting is
- ♦ Know what a Copywriter does
- ♦ Develop the skills a copywriter needs
- ♦ Learn the techniques to research the brand and its competition
- ♦ Define the ideal client
- ♦ Identify universal purchase motivators
- ♦ Learn about psychology, neuromarketing, generational marketing and neurocopywriting
- ♦ Discover what transcreation is and how it is done

Module 2. Copywriting Techniques

- ♦ Identify the principles of persuasion
- ♦ Learn more than 12 different Copywriting formulas
- ♦ Write effective headlines
- ♦ Identify what it is for and how to create *storytelling*
- ♦ Learn how to professionally curate content

Module 3. Sales, Customer Service and Copywriting

- ♦ Learn why persuasive techniques are important in *Copywriting*
- ♦ Know what is and how to use the language of emotion
- ♦ Delve into how the language of profit is used
- ♦ Learn real examples of the languages of persuasion
- ♦ Learn how to increase sales with authority and confidence

- ♦ Discover how to apply *Copywriting* in customer service
- ♦ Know how to manage communication in complicated situations
- ♦ Recognize the importance of internal communication
- ♦ Learn how to approach a B2B presentation
- ♦ Know what a CRM is and how to apply *Copywriting* in its scope

Module 4. Brand Identity Manual and Brand Story

- ♦ Know what a Brand Identity Manual is and what it is used for
- ♦ Discover Jung's 12 Archetypes
- ♦ Know what a Brand Identity Manual should include
- ♦ Decipher the personality of a brand
- ♦ Know what a Brand Manifesto is and what it is for
- ♦ Know what an empathy map is and create one
- ♦ Manage the verbal universe of a brand
- ♦ Learn the keys to writing a brand story

Module 5. Copywriting for the Web

- ♦ Learn how to create or revise the texts of a home page, in the about me, services and sales sections
- ♦ Learn how to create or revise the texts of an online store and product sheets
- ♦ Delve into a specialized branch of *Copywriting*: *UX Writing*
- ♦ Learn how to manage and write all the messages involved in the customer's online experience

Module 6. Copywriting for Content Marketing and Social Networks

- ♦ Know what Content Marketing is and how to apply *Copywriting* in your strategy
- ♦ Learn the particularities of the main social networks (Facebook, Instagram, TikTok, Youtube, LinkedIn, Pinterest, Twitter) and how to write messages in them in the most effective way
- ♦ Describe the particularities of video scripts and podcasts, and how to write them in an effective way
- ♦ Learn to write blog articles
- ♦ Manage and write all the messages involved in the online customer experience
- ♦ Know what *keywords* are and how they are used
- ♦ Create a content calendar
- ♦ Delve into the measurement of results

Module 7. Email Marketing and Sales Funnels

- ♦ Learn the generalities of email marketing within a strategy
- ♦ Create a list of subscribers
- ♦ Know the how to grow a list of subscribers
- ♦ Know the objectives that can be achieved with email Marketing
- ♦ Know how not to go unnoticed in the inbox
- ♦ Acquire knowledge about what sales funnels are and what they are used for
- ♦ Understand how to manage a minimum sales funnel
- ♦ Learn how to manage a sales funnel for a startup
- ♦ Differentiate between email marketing, *chatbots* or WhatsApp communication

Module 8. Copywriting for Launches

- ♦ Understand what a launch is and what it is used for
- ♦ Identify what types of launches exist
- ♦ Know all the stages in a launch
- ♦ Understand how to apply *Copywriting* in each stage of the launch process
- ♦ Know all the *Copywriting* pieces involved in a launch
- ♦ Manage the real-time results of the different phases of the launch and act accordingly
- ♦ Know the tools that help to successfully manage a launch
- ♦ Know what to do in the post-launch stage

Module 9. Copywriting for Advertisements

- ♦ Reflect on the changes between classic and new advertising
- ♦ Know what the figure of the *copywriter* has to do with advertising
- ♦ Know what is the social media plan
- ♦ Know the step-by-step before writing for ads
- ♦ Learn how to create ad texts for Youtube Ads, Facebook Ads, TikTok ads, Twitter Ads, Instagram Ads, LinkedIn Ads, Amazon Ads, Google Ads and advertising in stories

Module 10. The Freelance Copywriter

- ♦ Learn how to work as a *freelance copywriter* from the first day you start working with a client
- ♦ Know how to start a relationship with a client
- ♦ Design a service catalog
- ♦ Delve into the presentation of quotations to increase the acceptance rate of the quotation
- ♦ Learn how to create invoices
- ♦ Learn how to collect customer testimonials
- ♦ Work with a project quality control system
- ♦ Learn how to present projects in a convincing way
- ♦ Learn how to manage metrics in *Copywriting*



Do you want to position yourself as a reference in the world of Copywriting? You will achieve your goal thanks to the best professionals in the sector who teach this university degree"

03 Skills

The mastery of writing is an art and precisely for this reason, the professional will be able to improve their skills in this field, as well as in the design and structure of content for websites, online marketing campaigns and branding. All through the most innovative pedagogical tools, in which TECH has used the latest technology applied to university teaching.





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*Extract all your creative potential
and channel it towards the
creation of brilliant storytelling”*



General Skills

- ♦ Master the main copywriting techniques of a copywriter
- ♦ Enhance the skills to undertake a professional career as a copywriter
- ♦ Apply the knowledge acquired to be able to develop their own customer acquisition strategy as a copywriter
- ♦ Promote the students' leadership, communication and persuasion skills
- ♦ Promote the capacity for sales, customer service and the performance of Copywriting functions
- ♦ Apply with great skill the most popular formulas for Copywriting texts
- ♦ Successfully use transcreation
- ♦ Control the different tools used for content curation





Specific Skills

- ♦ Handle the main advertising techniques used by Copywriting
- ♦ Master SEO concepts
- ♦ Analyze the results obtained after the launching of campaigns
- ♦ Capture new clients through the different Copywriting techniques
- ♦ Identify keys and synthesize ideas
- ♦ Make an excellent use of storytelling
- ♦ Master the techniques to be able to use Copywriting in the creation of webs
- ♦ Successfully create storybrands
- ♦ Avoid frequent mistakes when communicating with clients
- ♦ Control the different channels used in internal communication



You will have all the necessary tools to prepare effective launch funnels and turn them into evergreen"

04

Course Management

This Master's Degree brings together important professionals in the fields of Communication, Marketing and Copywriting. Their extensive experience in these sectors has allowed them to promote and develop their careers as freelancers and in top-level private companies. An accumulation of experiences and knowledge that have been transferred to a realistic, current and practical syllabus. In this way, students will enter a degree oriented to obtain the most relevant information to be able to undertake a successful career in the world of Copywriting.



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You will have at your disposal real professionals in Communication, Marketing and, of course, Copywriting. Extract from them the best lessons"

Management



Mr. González Arganda, Sergio

- ♦ Editor in chief at PCcomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ SocialMedia and Copywriter at Cacahuete Comunicación
- ♦ Editor in Chief at Diego Coquillat.com
- ♦ Editor-in-Chief of 10 Restaurants He is
- ♦ Layout and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication of the Bar Association of Elche
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Graduate in Journalism



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*A unique, key, and decisive
educational experience to boost
your professional development”*

05

Structure and Content

The curriculum of this program has been designed to provide a very useful learning for the communication professional who wants to channel their career in the world of *Copywriting*. Therefore, you will find in this academic itinerary the multiple possibilities offered by this profile, the different techniques of copywriting, content in social networks and everything you need to be able to undertake as a *freelancer*. In addition, to make this program much more dynamic and attractive, the graduate will have a lot of additional material in the library of teaching resources that can be accessed at any time of the day.



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A syllabus full of well-implemented CRM success stories for you to reference and take back to your campaigns"

Module 1. Copywriting: What It Is, How to Learn It and What Possibilities It Offers

- 1.1. Discovering Copywriting
 - 1.1.1. What is and What is Not Copywriting
 - 1.1.2. The Current Copywriter's Profession
 - 1.1.3. Where Copywriting Can Be Applied
 - 1.1.4. What Copywriting Does for a Brand
- 1.2. Learning to Write
 - 1.2.1. Oral Language vs. Written Language
 - 1.2.2. Grammar Recommendations
 - 1.2.3. Expressive Resources
 - 1.2.4. Orthographical Aspects
- 1.3. Training Yourself to Write
 - 1.3.1. 10 Different Ways to Tell
 - 1.3.2. The Construction of the Text
 - 1.3.3. Exercises to Put the Brain in Word Mode
 - 1.3.4. Triggers of Ideas
 - 1.3.5. Forced Associations
 - 1.3.6. Transitions
- 1.4. The Research Stage
 - 1.4.1. Why Research Will Be Your Best Ally
 - 1.4.2. Different Tools for Obtaining Information
 - 1.4.3. The Art of Creating Questionnaires
 - 1.4.4. Do Your Own Research
 - 1.4.5. How to Organize the Information Collected
- 1.5. Defining the Ideal Customer
 - 1.5.1. Is the Ideal Customer Everyone?
 - 1.5.2. Main Characteristics
 - 1.5.3. Types of Ideal Customers
 - 1.5.4. Learn to Sell by Value Not by Price
 - 1.5.5. Customer Awareness Levels
- 1.6. Universal Buying Motivators
 - 1.6.1. What Are They and What Role Do They Play in Copywriting?
 - 1.6.2. Love, Attraction, Beauty
 - 1.6.3. Money, Status, Lifestyle
 - 1.6.4. Moments, Personality, Health
 - 1.6.5. Security, Trend, Time
- 1.7. Copywriting and Psychology
 - 1.7.1. What Do Copywriting and Psychology Have to Do with Each Other?
 - 1.7.2. Is the Copywriter a Psychologist?
 - 1.7.3. Developing Empathy
 - 1.7.4. Systematize Findings
 - 1.7.5. Use Active Language
- 1.8. Neuromarketing and Neurocopywriting
 - 1.8.1. What Is Neuromarketing?
 - 1.8.2. What Neuromarketing Teaches
 - 1.8.3. How Brands Use Neuromarketing
 - 1.8.4. Neurocopywriting
- 1.9. Knowing Generational Marketing
 - 1.9.1. What is Generational Marketing and How Does It Influence Copywriting?
 - 1.9.2. The Silent Generation
 - 1.9.3. Baby Boomers
 - 1.9.4. Millennials
 - 1.9.5. Generation Z
 - 1.9.6. Digital Natives
- 1.10. The Tools
 - 1.10.1. To Create Your Website
 - 1.10.2. To Create Your Portfolio
 - 1.10.3. To Create Project Proposals
 - 1.10.4. To Communicate with Customers
 - 1.10.5. For Image and Design
 - 1.10.6. For Customer Management
 - 1.10.7. For Proofreading
 - 1.10.8. For Social Media
 - 1.10.9. For Content

Module 2. Copywriting Techniques

- 2.1. Principles of Persuasion
 - 2.1.1. Cialdini's 6 Principles of Persuasion
 - 2.1.2. Reciprocity
 - 2.1.3. Scarceness
 - 2.1.4. Authority
 - 2.1.5. Consistency
 - 2.1.6. Sympathy
 - 2.1.7. Consensus
- 2.2. The Most Popular Copywriting Formulas
 - 2.2.1. AIDA Formula
 - 2.2.2. The 4 P's Formula
 - 2.2.3. PAS
 - 2.2.4. The 4 U's Formula
 - 2.2.5. The FAB Method
- 2.3. Less Frequently Used Formulas in Copy
 - 2.3.1. The Sugarman Formula
 - 2.3.2. The ADP Method
 - 2.3.3. The PASTOR Method
 - 2.3.4. A FOREST
 - 2.3.5. The BUCLE Method
 - 2.3.6. The STONE Method
- 2.4. Other Formulas that Do Not Look Like Formulas
 - 2.4.1. The 3 Why's Formula
 - 2.4.2. Copywriting 1 - 2 - 3 - 4 Formula
 - 2.4.3. So What? Formula
 - 2.4.4. Nine-Point Formula
 - 2.4.5. AICPSAWN Formula
- 2.5. Headlines
 - 2.5.1. The Importance of a Good Headline
 - 2.5.2. Types of Headlines
 - 2.5.3. Research to Identify Good Headlines
 - 2.5.4. The Role of Subheadings
- 2.6. Creating Headlines
 - 2.6.1. Tools for Creating Headlines
 - 2.6.2. Formulas for Creating Headlines
 - 2.6.3. Techniques and Tricks
 - 2.6.4. Examples of Headlines
- 2.7. The Wonderful World of Storytelling
 - 2.7.1. The Most Important Factors
 - 2.7.2. The Type of Existing Stories
 - 2.7.3. What Stories Are for
 - 2.7.4. Where Storytelling Can Be Applied
- 2.8. How to Create Good Stories
 - 2.8.1. Storytelling Formulas
 - 2.8.2. Hero's Journey
 - 2.8.3. Elements for Creating Good Stories
 - 2.8.4. Examples of Stories with Different Objectives
- 2.9. Don't Leave Without a Call to Action (CTA)
 - 2.9.1. The Call to Action is a Click
 - 2.9.2. How to Create a CTA or Call to Action
 - 2.9.3. Types of Calls to Action
 - 2.9.4. Analysis of CTA Examples
- 2.10. Content Curation
 - 2.10.1. What is Content Curation?
 - 2.10.2. What Does a Content Curator Do?
 - 2.10.3. The 10 Steps
 - 2.10.4. The 4 S's
 - 2.10.5. Various Techniques for Curation
 - 2.10.6. Tools for Curation

Module 3. Sales, Customer Service and Copywriting

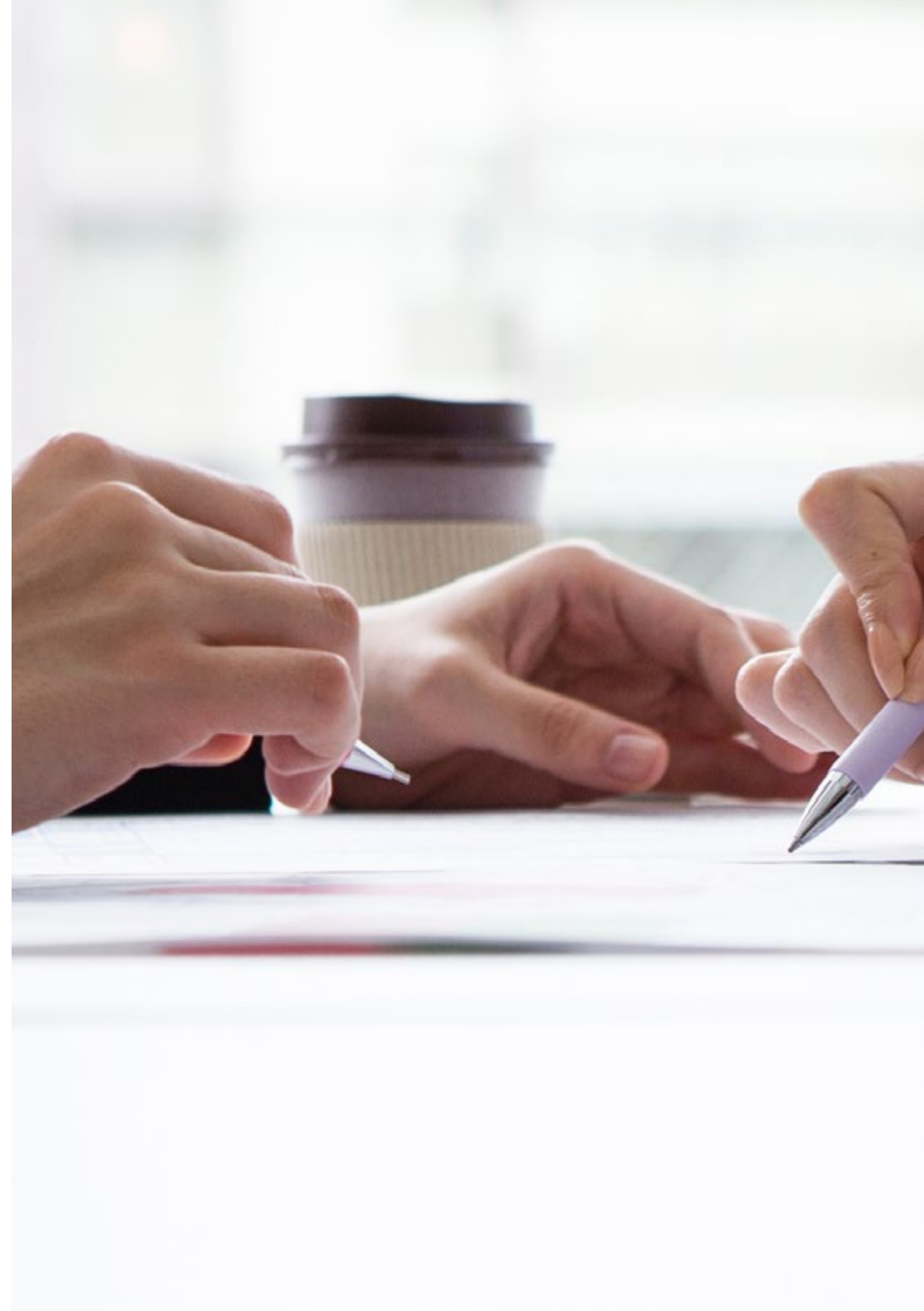
- 3.1. Persuasion in Copywriting to Increase Sales
 - 3.1.1. Why It Is Important to Use Persuasion in Copywriting
 - 3.1.2. Basic Principles of Persuasion and How It Is Applied in Copywriting
 - 3.1.3. Difference between Persuading, Influencing and Manipulating
 - 3.1.4. Analysis of a Reference Author
- 3.2. The Customer's Needs and Desires in Persuasion
 - 3.2.1. Persuasion Techniques, the Emotional Language and the Language of Benefit
 - 3.2.2. Their Applications
 - 3.2.3. Why It Is Important to Use the Customer's Needs and Desires in Copywriting
 - 3.2.4. Identify Customer Desires
- 3.3. The Role of Benefit Language in Copywriting in Persuasion
 - 3.3.1. Why It Is Important to Use Benefit Language in Copywriting
 - 3.3.2. Identifying the Benefits of the Product or Service
 - 3.3.3. Using Benefit Language in Copywriting and Increasing Sales
 - 3.3.4. How to Use Customer Testimonials to Increase Confidence
- 3.4. The Role of Emotional Language in Copywriting
 - 3.4.1. Why Is Emotional Language Important in Copywriting
 - 3.4.2. Identifying Customer Emotions
 - 3.4.3. How to Use Emotional Language to Persuade and Increase Sales
 - 3.4.4. The Emotions Most Used in Sales Copywriting
- 3.5. Copywriting to Increase Sales: Authority and Confidence
 - 3.5.1. How to Use Copywriting to Build Authority in Your Sales
 - 3.5.2. Building Copywriting Authority with Demonstration and Expertise
 - 3.5.3. Building Trust in Copywriting, through Transparency and Honesty
 - 3.5.4. Reasons Why Trust is Important in Copywriting
- 3.6. How to Improve Your Customer Service with Copywriting
 - 3.6.1. How and Why to Welcome the Customer Using Copywriting
 - 3.6.2. Communicating Incidents that Affect the Customer
 - 3.6.3. Handling Payment Claims and Other Administrative Matters
 - 3.6.4. Structure of Communications with the Customer Using Copywriting
- 3.7. Basic Structures to Respond Quickly to Complicated Situations
 - 3.7.1. When We Have to Say NO to a Customer
 - 3.7.2. When We Have to Apologize
 - 3.7.3. When We Have to Give Bad News
 - 3.7.4. Real Cases
- 3.8. Copy in Internal Communication
 - 3.8.1. The Importance of Internal Communication: Attention to Internal Audiences
 - 3.8.2. Email Communications
 - 3.8.3. Communications on a Visual Board
 - 3.8.4. Formal Communications: Contract Signing or End of the Contract
- 3.9. B2B Company or Investor Presentations
 - 3.9.1. What is the Elevator Pitch?
 - 3.9.2. How to Prepare It
 - 3.9.3. Preparing a Company Presentation
 - 3.9.4. Creating a Corporate or Company Presentation Video
- 3.10. CRM and Well-implemented Success Stories
 - 3.10.1. What is CRM?
 - 3.10.2. The Apple Case
 - 3.10.3. The Amazon Case
 - 3.10.4. The Zara Case
 - 3.10.5. The British Airways Case

Module 4. Brand Identity Manual and Brand Story

- 4.1. What is the Brand Identity
 - 4.1.1. Why Have a Brand Identity Manual
 - 4.1.2. Recognize the Brand Personality
 - 4.1.3. The Name or Names
 - 4.1.4. The *Tagline* or Slogan
- 4.2. Brand Archetypes
 - 4.2.1. What They Are and How to Identify Them
 - 4.2.2. The Innocent
 - 4.2.3. The Common Man
 - 4.2.4. The Explorer
 - 4.2.5. The Wise Man
 - 4.2.6. The Hero
 - 4.2.7. The Outlaw
 - 4.2.8. The Magician
 - 4.2.9. The Lover
 - 4.2.10. The Jester
 - 4.2.11. The Caretaker
 - 4.2.12. The Creator
 - 4.2.13. The Ruler
 - 4.2.14. The Villain
- 4.3. Mission, Vision, and Values
 - 4.3.1. Discover the Mission
 - 4.3.2. Think about the Vision
 - 4.3.3. Define the Values
 - 4.3.4. Have a Clear Brand Purpose
- 4.4. Empowering the Brand
 - 4.4.1. What Voice It Has
 - 4.4.2. The Tones
 - 4.4.3. The Message Matrix
 - 4.4.4. Option to Purchase
- 4.5. The Brand Manifesto
 - 4.5.1. What is a Manifesto and What Is It For?
 - 4.5.2. Information Sources
 - 4.5.3. The *Due Diligence* Process
 - 4.5.4. The Report
- 4.6. The Empathy Map
 - 4.6.1. What is an Empathy Map?
 - 4.6.2. What Is It For?
 - 4.6.3. How To Create It
 - 4.6.4. Various Examples to See It in Practice
- 4.7. The Verbal Universe
 - 4.7.1. Key Words
 - 4.7.2. What the Brand Says and What It Doesn't Say
 - 4.7.3. What It Doesn't Say
 - 4.7.4. Ideology of Topics
 - 4.7.5. SEO Tools
- 4.8. The *Brand Story*
 - 4.8.1. What is a Brand Story and What Is It For?
 - 4.8.2. How to Create a Brand Story
 - 4.8.3. Donald Miller's System
 - 4.8.4. Examples of Successful Brand Story Creation
- 4.9. Brand *Hashtags*
 - 4.9.1. What Are They and How to Use Them
 - 4.9.2. Tips
 - 4.9.3. How to Create a *Hashtag* for a Brand
 - 4.9.4. How It Works in the Different Social Networks
- 4.10. Aspects to Take into Account in a Company's Brand Identity Manuals
 - 4.10.1. Inclusive Language
 - 4.10.2. Language and Ideas that Denote Involvement with the Environment
 - 4.10.3. Language and Ideas that Denote Sensitivity. to Social Causes
 - 4.10.4. Other Aspects of Language to Be Respected

Module 5. Copywriting for the Web

- 5.1. The Home Page
 - 5.1.1. Functions of the Home Page
 - 5.1.2. The Value Proposition
 - 5.1.3. The Marketing Plan
 - 5.1.4. The Common Thread
 - 5.1.5. The Body of the Text
 - 5.1.6. Call to Action
 - 5.1.7. Resources
 - 5.1.8. Website Measurement
- 5.2. The About Me Page
 - 5.2.1. Functions of the About Me Page
 - 5.2.2. Structure
 - 5.2.3. Showing Who's Behind the Brand
 - 5.2.4. Tips
 - 5.2.5. Adding Emotion
- 5.3. The Services Page
 - 5.3.1. Main Purpose of the Service Page
 - 5.3.2. The Creation of the Offer
 - 5.3.3. Types of Offers
 - 5.3.4. Structure of the Service Page
- 5.4. The Creation of the Offer
 - 5.4.1. Importance and Function of the Sales Page
 - 5.4.2. Landing Page vs. Sales Page
 - 5.4.3. Structure and Key Elements of Sales Letters
 - 5.4.4. Sales Pages in Video Format
 - 5.4.5. Other Landing Pages





- 5.5. Online Store Pages and Product Sheets
 - 5.5.1. General Characteristics of Online Stores
 - 5.5.2. Ecommerce Structure
 - 5.5.3. The Importance of the Product Sheets
 - 5.5.4. How to Create Them So That They Sell More
- 5.6. The UX Writing or How to Improve the User Experience Through Your Texts
 - 5.6.1. Understanding UX Writing
 - 5.6.2. What is UX Writing
 - 5.6.3. Differences between UX Writing and Copywriting
 - 5.6.4. Microcopy and UX Writing
- 5.7. UX Writing and Brand Engagement
 - 5.7.1. Onboardings
 - 5.7.2. Call to Action Buttons
 - 5.7.3. Product Descriptions
 - 5.7.4. Forms
 - 5.7.5. Confirmation Messages
 - 5.7.6. Password Recovery and E-mail Validation Messages
 - 5.7.7. Success Messages
 - 5.7.8. Empty States
 - 5.7.9. Timeout Messages
 - 5.7.10. Frequently Asked Questions Guide
 - 5.7.11. Error Messages
- 5.8. Inclusivity and Diversity in UX Writing
 - 5.8.1. Importance of Accessibility in Our Texts
 - 5.8.2. Audience Diversity and User Experience
 - 5.8.3. The Role of Language in the User Experience
 - 5.8.4. Guidelines for Writing Inclusive Texts

- 5.9. Accessibility and UX Writing
 - 5.9.1. Importance of Accessibility in Texts
 - 5.9.2. How to Make Our Texts Accessible
 - 5.9.3. Screen Readers
 - 5.9.4. The ALT attribute
- 5.10. UX Writer as a Specialization
 - 5.10.1. UX Writer Profile
 - 5.10.2. Required Skills
 - 5.10.3. Useful Resources
 - 5.10.4. Final Reflections

Module 6. Copywriting for Content Marketing and Social Networks

- 6.1. Understanding the New Way of Selling
 - 6.1.1. What is Content Marketing?
 - 6.1.2. Types of Content We Can Create
 - 6.1.3. Articles
 - 6.1.4. Interviews
 - 6.1.5. Lists
 - 6.1.6. News
 - 6.1.7. Videos
 - 6.1.8. Stories (Storytelling)
 - 6.1.9. Success Stories
 - 6.1.10. Guest Articles
 - 6.1.11. Infographics, Statistics or Graphics
- 6.2. Tools to Generate Content Ideas
 - 6.2.1. Specific Online Tools
 - 6.2.2. Chat GPT
 - 6.2.3. Topic Recycling
 - 6.2.4. Content Curation
 - 6.2.5. FAQ (Frequently Asked Questions)

- 6.3. Social Networks: Great Allies of Copywriting
 - 6.3.1. Copywriting for Social Networks
 - 6.3.2. Identifying the Competition
 - 6.3.3. Know your Followers
 - 6.3.4. Seek Opinions
- 6.4. Particularities of Each Social Network
 - 6.4.1. Copy for Facebook
 - 6.4.2. Copy for Instagram
 - 6.4.3. Copy for Pinterest
 - 6.4.4. Copy for TikTok
- 6.5. Copywriting for LinkedIn
 - 6.5.1. The Copy in the Banner
 - 6.5.2. The Copy in the Profile
 - 6.5.3. The Copy in the "About" Section
 - 6.5.4. Types of Content to be Published
 - 6.5.5. Other Aspects of the Professional Network
- 6.6. Copywriting for Audio and Video scripts
 - 6.6.1. Audio or Video
 - 6.6.2. Videopodcast: the Best of Both Worlds
 - 6.6.3. How to Make Videos for Youtube
 - 6.6.4. The Importance of Making a Podcast Script
 - 6.6.5. How to Make a Podcast Script Step by Step
 - 6.6.6. Measuring and Converting with Podcast Strategy
- 6.7. Copywriting for Blogs
 - 6.7.1. Knowing Your Audience: What Would You Want to Read?
 - 6.7.2. Which Words to Choose
 - 6.7.3. How to Structure the Article
 - 6.7.4. Which Images to Choose
 - 6.7.5. How to Improve the SEO

- 6.8. Keywords for an SEO Strategy
 - 6.8.1. Keyword Sources
 - 6.8.2. Keyword Research Tools
 - 6.8.3. Organize Your Keyword Research
 - 6.8.4. Search Intent
 - 6.8.5. Buyer Journey
 - 6.8.6. Analyze SERP
- 6.9. The Contingency Plan
 - 6.9.1. Analysis of the Situation
 - 6.9.2. Setting Objectives and KPI
 - 6.9.3. Target Audience
 - 6.9.4. Definition of Content Strategy
 - 6.9.5. Channel Definition
 - 6.9.6. Editorial Calendar
 - 6.9.7. Measuring Results
- 6.10. Copy for Merchandising, Packaging and Other Physical Formats
 - 6.10.1. The Benefits of Copy in Physical Formats
 - 6.10.2. Packaging and Labels
 - 6.10.3. Advertising and Signage
 - 6.10.4. Documentation and Invoices
 - 6.10.5. Store, Office or Physical Location

Module 7. Email Marketing and Sales Funnels

- 7.1. Generalities Email Marketing
 - 7.1.1. What Is Email Marketing?
 - 7.1.2. Features
 - 7.1.3. Structures
 - 7.1.4. Types of Emails
- 7.2. How to Create a Subscriber List from Scratch
 - 7.2.1. Strategies for Building a List
 - 7.2.2. Channels for Support
 - 7.2.3. Email Marketing Tools
 - 7.2.4. Frequency of Emails

- 7.3. How to Write Emails According to the Objectives
 - 7.3.1. Content Emails
 - 7.3.2. User Experience Emails
 - 7.3.3. Sales Emails
 - 7.3.4. Sources of Content Inspiration
- 7.4. How Not to Go Unnoticed in the Inbox
 - 7.4.1. Formulas for Creating Headlines
 - 7.4.2. Example of First Emails Subscription Mailing Sequence
 - 7.4.3. Example of Corporate Email
 - 7.4.4. How to Avoid Ending Up in the Spam Folder
- 7.5. How to Sell through Email Marketing
 - 7.5.1. How to Sell with Email Marketing
 - 7.5.2. Examples of Email Sequences
 - 7.5.3. Examples of Follow-Up Emails
 - 7.5.4. Examples of Mailings for Closing Sales and Post-sale
- 7.6. Other Aspects to Take into Account
 - 7.6.1. Length
 - 7.6.2. Measurement
 - 7.6.3. Customization
 - 7.6.4. Delivery Schedule
- 7.7. Sales Funnel: Minimum Viable Funnel
 - 7.7.1. Elements You Need to Create a Sales Funnel
 - 7.7.2. Lead Magnet in the Sales Funnel
 - 7.7.3. Boosting Your Funnel Organically
 - 7.7.4. Advertising for the Sales Funnel. Taking Your Funnel to a Higher Level
- 7.8. Permanent Funnels
 - 7.8.1. Why You Should Have an Automatic Sales Funnel
 - 7.8.2. Elements that Allow You to Maintain and Optimize Your Funnel
 - 7.8.3. Maintenance, Reviews and Analytics
 - 7.8.4. Closing the Sales Funnel
- 7.9. Launch Funnels
 - 7.9.1. How to Prepare Your Launch
 - 7.9.2. Funnels for Live Launch and Modalities
 - 7.9.3. Specific Advertising for Launches
 - 7.9.4. Converting Your Funnel into an *Evergreen* Launch

- 7.10. Email Marketing vs. *Chatbot* or WhatsApp
 - 7.10.1. The Advantages of *Chatbots*
 - 7.10.2. The Advantages of Email Marketing
 - 7.10.3. Personalizing the Message through Segmentation
 - 7.10.4. Can WhatsApp Complement the Email Marketing Strategy?

Module 8. Copywriting for Launches

- 8.1. Understanding What is a Launch and What It Is for
 - 8.1.1. What is a Launch
 - 8.1.2. The Elements of a Launch
 - 8.1.3. Differentiation.
 - 8.1.4. Offer
 - 8.1.5. Levels of Consciousness
 - 8.1.6. A Relationship of Enthusiasm
- 8.2. Types of Releases
 - 8.2.1. Which One to Choose and Why
 - 8.2.2. Seed Launch
 - 8.2.3. R2X Launch
 - 8.2.4. Meteoric Launch
 - 8.2.5. Product Launch Formula (PLF)
 - 8.2.6. Webinars, Workshops or Masterclasses
 - 8.2.7. Challenges
 - 8.2.8. Thematic Launches
 - 8.2.9. High Ticket
- 8.3. The Phases of a Launch
 - 8.3.1. The Pre-launch
 - 8.3.2. The Pre-sale
 - 8.3.3. Recruitment
 - 8.3.4. Seduction or Indoctrination
 - 8.3.5. Selling
 - 8.3.6. Closing
 - 8.3.7. Post-launch
- 8.4. How to Apply Copywriting in Each Stage of the Launch Process
 - 8.4.1. How to Apply the Copy in the Acquisition Stage
 - 8.4.2. Techniques in the Seduction Phase
 - 8.4.3. Techniques in Pre-sales and Sales
 - 8.4.4. Examples of Successful Cases
- 8.5. The Creative Idea as the Cornerstone of the Launch
 - 8.5.1. What Is the Creative Concept
 - 8.5.2. Formulas to Create the Creative Concept
 - 8.5.3. The Method to Break into the Market with the Creative Idea
 - 8.5.4. Examples of Creative Ideas that Have Worked
- 8.6. How to Orchestrate a Launch
 - 8.6.1. The Key Elements of a Successful Launch Orchestration
 - 8.6.2. Having a Scorecard
 - 8.6.3. Internal Communication
 - 8.6.4. Follow-up of the Launching and of the Scorecard
- 8.7. The Marketing Elements Involved in a Launch and Their Function
 - 8.7.1. Copy Pieces in the Acquisition Stage
 - 8.7.2. Copy Pieces in the Pre-launch Stage
 - 8.7.3. Copy Pieces in the Launch Stage
 - 8.7.4. Copy Pieces in the Sales Stage
- 8.8. Measuring a Launch in Real Time
 - 8.8.1. Metrics and KPIs
 - 8.8.2. Measurement Tools
 - 8.8.3. Performance Monitoring
 - 8.8.4. Post-launch Analysis
- 8.9. The Post-launch Stage
 - 8.9.1. Analyzing and Acting after the Sale
 - 8.9.2. Strategies to Keep the Customer Happy After the Sale
 - 8.9.3. Strategies to Increase the Average Ticket
 - 8.9.4. Customer Loyalty Strategies

- 8.10. Tools to Effectively Manage a Launch
 - 8.10.1. Internal Communication
 - 8.10.2. Project Management and Organization
 - 8.10.3. Productivity Optimization
 - 8.10.4. For Hosting Digital Products
 - 8.10.5. To Optimize SEO
 - 8.10.6. For Live Broadcasts
 - 8.10.7. For Content Channels
 - 8.10.8. Others

Module 9. Copywriting for Advertisements

- 9.1. Classic and New Advertising
 - 9.1.1. A Brief History of Advertising
 - 9.1.2. The New Advertising
 - 9.1.3. The Technologies of the Moment and the Opportunity for Advertising
 - 9.1.4. Current Trends in Online Advertising
- 9.2. The Copywriter in Advertising and the Social Media Plan
 - 9.2.1. The Functions of a Copywriter in an Agency
 - 9.2.2. Types of Copywriters
 - 9.2.3. Social Media Strategies
 - 9.2.4. Great Examples of Social Media Campaigns
- 9.3. The Research Phase before Writing
 - 9.3.1. The Ideal Customer or Buyer Persona
 - 9.3.2. Why They Buy
 - 9.3.3. Research the Competition
 - 9.3.4. How to Offer What the Customer is Looking for
- 9.4. Psychological Techniques for Writing
 - 9.4.1. How to Launch the Message
 - 9.4.2. How to Communicate the Price
 - 9.4.3. Using R. Cialdini's Principles of Persuasion
 - 9.4.4. Other Techniques that Work in Advertising
 - 9.4.5. Various Tips for Writing Advertisements

- 9.5. Youtube Ads
 - 9.5.1. Why Advertise on Youtube
 - 9.5.2. Characteristics of Advertising on Youtube
 - 9.5.3. Formats and Types of Ads
 - 9.5.4. Script for Creating Ads on Youtube
- 9.6. Instagram Ads and Tik Tok Ads
 - 9.6.1. Generating Conversion with the Copy in Instagram Ads
 - 9.6.2. Real Examples of Instagram Campaigns
 - 9.6.3. Generating Conversion with the Copy in Tik Tok Ads
 - 9.6.4. Real Examples of Tik Tok Campaigns
- 9.7. LinkedIn Ads and Twitter Ads
 - 9.7.1. Get More Effective Ads on LinkedIn Ads
 - 9.7.2. Examples to Learn from
 - 9.7.3. Get More Effective Ads on Twitter Ads
 - 9.7.4. Examples to Learn from
- 9.8. Facebook Ads
 - 9.8.1. How to Create a Facebook Ad
 - 9.8.2. Tips for the Particularities of this Social Network
 - 9.8.3. How the Copy Helps in Facebook. Ads
 - 9.8.4. Real Examples of Campaigns
- 9.9. Google Ads and Advertising in Stories
 - 9.9.1. Considerations for Creating Google Ads
 - 9.9.2. Examples of Ads with Copy that Sells on Google
 - 9.9.3. Considerations for Creating Ads in Stories
 - 9.9.4. Examples of Stories with Copy that Sells
- 9.10. Amazon Ads
 - 9.10.1. Why Advertise on Amazon
 - 9.10.2. Types of Ads on Amazon
 - 9.10.3. How to Optimize Amazon Ads with Copy
 - 9.10.4. Real Examples of Amazon Ads

Module 10. The Freelance Copywriter

- 10.1. The Most Important Things to Be a Freelance Copywriter
 - 10.1.1. Where to Start
 - 10.1.2. Legal Issues: the Contract
 - 10.1.3. Minimum Viable Business Considerations
 - 10.1.4. Channels through which to Make Yourself Known
 - 10.1.5. How to Find a Job
 - 10.1.6. The Importance of Networking
- 10.2. How to Start a Relationship with a Client
 - 10.2.1. The Inquiry Form: What Is It?
 - 10.2.2. What Questions to Include in the Inquiry Forms
 - 10.2.3. Contact Forms
 - 10.2.4. Examples of Different Inquiry Forms
- 10.3. Service Catalog
 - 10.3.1. What Services Are Most in Demand
 - 10.3.2. Copywriting Audit
 - 10.3.3. Copywriting Consulting
 - 10.3.4. Web Services
 - 10.3.5. Specific Services
 - 10.3.6. General Pricing Ideas
- 10.4. How to Present Quotations to Achieve a High Percentage of Acceptance
 - 10.4.1. How to Avoid Being Told No or Disappearance
 - 10.4.2. Leave the Stone on Your Own Roof
 - 10.4.3. No Need to Be Rushed
 - 10.4.4. Listen and Get to Know the Customer Well
 - 10.4.5. Personalize by Highlighting the Benefits
 - 10.4.6. Detailing What's Included and What's Not Included
 - 10.4.7. Give a Deadline
- 10.5. Invoices
 - 10.5.1. Invoice Essentials
 - 10.5.2. Sequence of Follow-up Emails and Claim of Collections
 - 10.5.3. Rural land
 - 10.5.4. Useful Invoicing and Collection Tools
- 10.6. Testimonials
 - 10.6.1. The Benefits and Risks of Publishing a Testimonial
 - 10.6.2. How to Collect Testimonials Quickly
 - 10.6.3. How and Where to Use Social Proof
 - 10.6.4. Testimonials as a Success Strategy for Some Campaigns
- 10.7. Transcreation: Halfway between Copy and Translation
 - 10.7.1. What is Transcreation?
 - 10.7.2. The Origin of Transcreation
 - 10.7.3. The Transcreation Process
 - 10.7.4. Applications of Transcreation
 - 10.7.5. Smiles and Tears (Successful and Unsuccessful Application Cases)
- 10.8. The Quality Control Guide
 - 10.8.1. The Elements to Examine Before Delivering a Project
 - 10.8.2. An Attention Check
 - 10.8.3. Mathematical Filters of a Text
 - 10.8.4. Grammar and Style
- 10.9. Project Delivery
 - 10.9.1. How and Why Not to Deliver Some Texts in Word
 - 10.9.2. The Structure of a Good Project Delivery Document
 - 10.9.3. The Presentation Session
 - 10.9.4. The Presentation of the Copy in Wireframes
 - 10.9.5. What to Do if the Client Says No



10.10. Metrics for *Copywriters*

10.10.1. Why It Is Important to Measure

10.10.2. KPIs in *Copywriting*

10.10.3. The Tools

10.10.4. How to Sell it to the Client

“

Get all the keys to create your own website, your email marketing campaigns and achieve positive results in return on sales"

06

Methodology

This 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, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 has been the most widely used learning system among the world's leading business schools for as long as they have existed. 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.

This methodology has 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, and financial markets and 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to 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 adapted in 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.



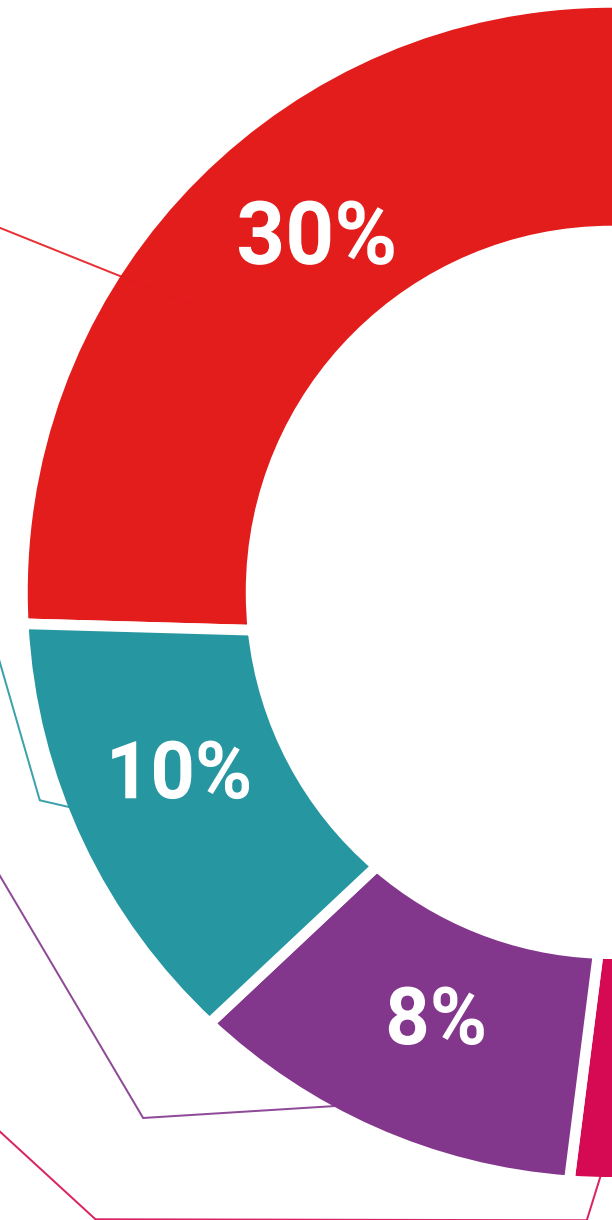
Practicing Skills and Abilities

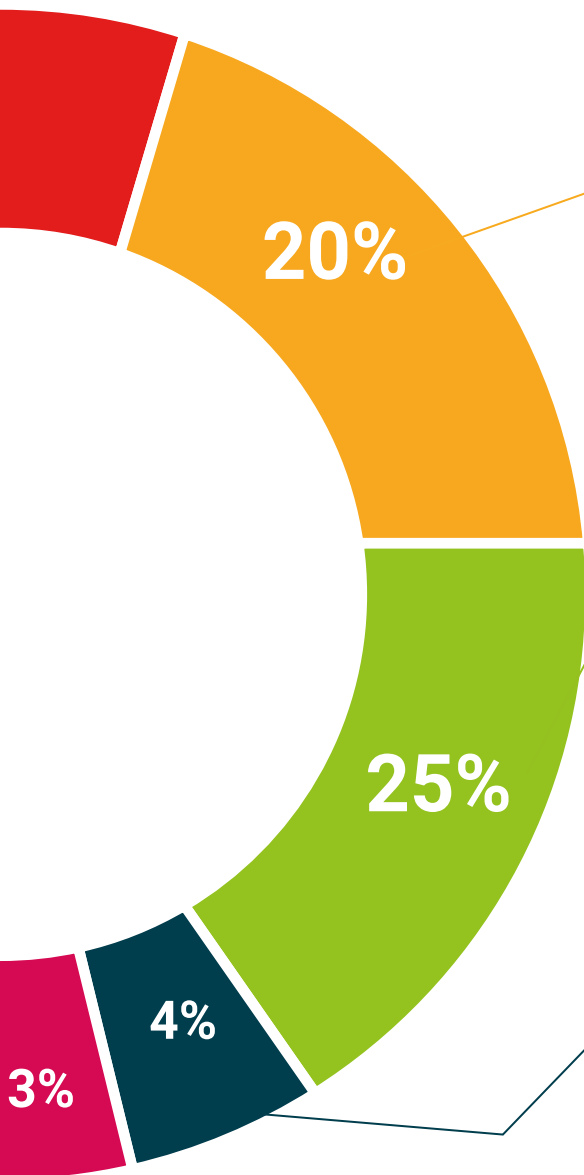
They will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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



07

Certificate

The Master's Degree in Copywriting guarantees you, in addition to the most rigorous and up-to-date education, access to a Master's Degree issued by TECH Global University.



“

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

This program will allow you to obtain a **Master's Degree diploma 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.

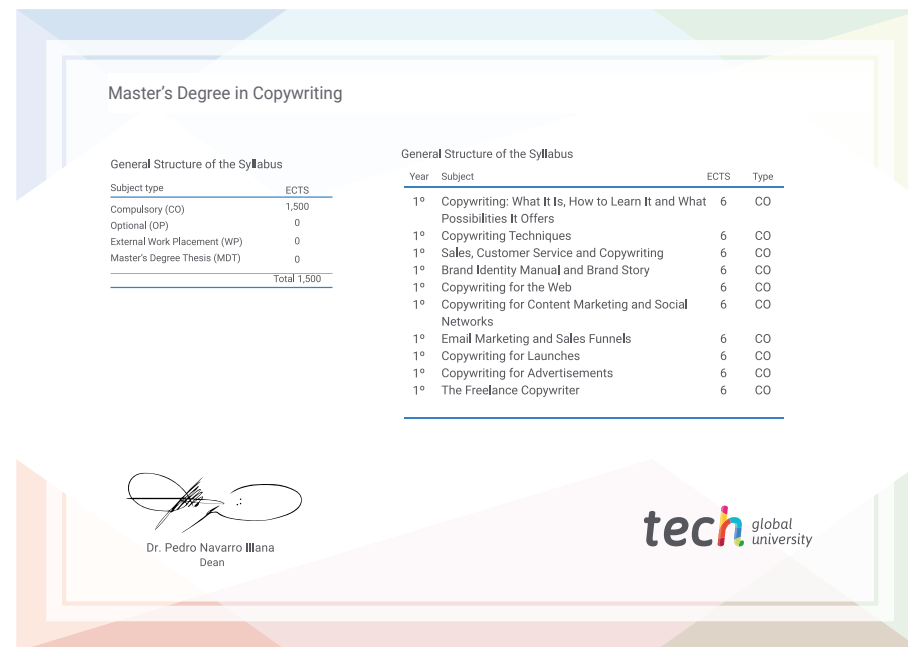
This **Tech Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Master's Degree in Copywriting**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**





Master's Degree Copywriting

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Accreditation: 60 ECTS
- » Schedule: at your own pace
- » Exams: online

Master's Degree Copywriting