

# Postgraduate Certificate

## Brand Building and Personal Branding



## Postgraduate Certificate

### Brand Building and Personal Branding

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

Websaid: [www.techtute.com/us/journalism-communication/postgraduate-certificate/brand-building-personal-branding](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/brand-building-personal-branding)

# Index

01

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 28*

06

Certificate

---

*p. 20*

# 01

# Introduction

Nowadays, Personal Branding has become a key aspect to stand out in the labor market and in society in general. Social networks and digital identity have allowed people to manage their own image and reputation, building a solid and recognized personal brand. A task that requires specialized communication professionals to further enhance the development and sustainability of the brand. For this reason, this 100% online Postgraduate Certificate is born, which will allow the graduate to develop communication and networking skills, manage digital identity and corporate reputation successfully. All this, from the hand of the best specialists in the areas of Communication, Public Relations and Marketing, which will allow students to obtain a first level learning.



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*A 100% online Postgraduate Certificate that will lead you in a short time to obtain the keys to Brand Building and Personal Branding”*

In today's digital era, Personal Branding has become an indispensable tool to stand out in any professional field. An environment where it is necessary not only to master the communication channels, but also the most appropriate strategies for each one and the objectives set.

In this context, the communication professional takes on special relevance given his or her communication skills and ability to design actions with quality content. For this reason, there is a growing demand for this profile by both prestigious professionals and companies. Faced with this reality, this 6-week TECH Technological University Postgraduate Certificate in Brand Building and Personal Branding is born.

An ideal academic option for those seeking to enhance their career in this sector through a Postgraduate Certificate that consists of the best didactic material, designed by specialists in the areas of Communication, Public Relations and Marketing. Thus, students will acquire key communication and networking skills, deepen their understanding of digital identity and corporate reputation management, and learn about the prevention and management of offline and online crises for personal brands, among others.

In addition, thanks to the Relearning system, based on the reiteration of content, the graduate will not have to invest a large number of hours in studying, focusing on the most important concepts throughout the 6 weeks of this program.

An unparalleled opportunity to obtain quality education through a flexible pedagogical approach. Students only need a digital device with an Internet connection to view the content of this cutting-edge Postgraduate Certificate at any time of the day.

This **Postgraduate Certificate in Brand Building and Personal Branding** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Public Relations
- ♦ 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 to carry out the self-assessment process to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, discussion forums on controversial issues and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Raise the digital reputation of professionals in the main communication channels thanks to this Postgraduate Certificate"*



“

*Delve into how to manage your digital identity and corporate reputation in the digital age”*

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

Its 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 an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*An academic option that adapts to you and therefore offers you the possibility of self-managing your study time.*

*He elaborates proposals for Personal Brand Building in different sectors and with the maximum guarantee of success. Enroll now.*



# 02

# Objectives

The main purpose of this program in Personal Branding is to equip students with the tools and skills necessary to design a solid and effective personal branding strategy. Throughout this Postgraduate Certificate, graduates will receive effective teaching that will enable them to create a customized strategy that is adapted to the specific needs of clients and their objectives. The Postgraduate Certificate will also help them develop communication and networking skills to successfully position a personal brand.







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*Get practical and effective tools to design a personalized personal branding strategy tailored to your clients' objectives and needs"*



## General Objectives

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- ♦ Identify and define the main elements to effectively develop and manage a personal brand
- ♦ Discover the elements that will help you work on your personal brand identity and achieve coherence
- ♦ Work in depth on the strategic elements that will form the basis of your messages and personal story
- ♦ Develop the message in its different rational and emotional forms
- ♦ Conceptualize a content strategy in line with the personal brand
- ♦ Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- ♦ Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors





## Specific Objectives

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- ♦ 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
- ♦ Communicating a coherent and positive Digital Identity
- ♦ 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 innovation, maintenance and updating of the personal brand on a constant basis and know the tools to achieve it

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*Position your clients' personal brand in today's digital ecosystem thanks to this university degree”*

# 03

# Course Management

The teaching staff that teaches this Postgraduate Certificate has extensive experience in different areas of Communication, such as Public Relations, Marketing and Personal Branding. Thanks to their experience, students can receive a high quality education in line with the demands of today's labor market. This ensures that, upon completion of this academic option, you will obtain complete and up-to-date information on Personal Branding, allowing you to take firm steps in your professional progression.





“

*Learn from the best specialists in the areas of Communication, Public Relations and Marketing, and become an expert in Personal Brand Building”*



## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres and Carrera
- ♦ Director of Client Services and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications & Social Media Consultant at Best Relations
- ♦ Account Executive Junior Advertising and PR- Noa Nogueira
- ♦ Teacher at Universidad Europea Miguel de Cervantes
- ♦ Teacher at Escuela Internacional de Marketing
- ♦ Teacher at Escola Superior de Relaciones Públicas de Barcelona
- ♦ Teacher at IEBS
- ♦ 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





## Professors

### Ms. García Sanz, Nagore

- ♦ Communications Consultant
- ♦ Communications Manager in the Youth Department of the Provincial Council of Gipuzkoa
- ♦ Responsible for communication at the launch of the Kühne Business School
- ♦ Degree Information Sciences from the University of País Vasco
- ♦ Master in Digital Marketing and Community Management from the Marketing and Web School
- ♦ Expert in Information Service and Citizen Attention by the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by the air design School
- ♦ Records Management and Archives Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation by the Faculty of Economics, Business and Tourism of the University of Alcaláz

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*The best teachers are at the best university. at the best university. Don't think twice and join our community of students"*

# 04

## Structure and Content

The curriculum of this academic option is designed to teach students how to build a strong and successful personal brand. Thus, throughout 150 teaching hours, the graduate will obtain the most relevant information about personal branding, digital identity and corporate reputation through an advanced syllabus that is complemented with numerous additional material, accessible 24 hours a day, from any digital device with internet connection.



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*Access when and as you wish to the excellent Virtual Library that makes up this 6-week Postgraduate Certificate"*



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

- 1.1. Personal Branding
  - 1.1.1. Personal Branding Key Aspects
  - 1.1.2. Benefits of Personal Branding Building
  - 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
  - 1.2.4. Results phase: keys to be the chosen option
- 1.3. Digital Identity and Netiquette
  - 1.3.1. Digital Identity
  - 1.3.2. Netiquette and its impact on personal brand
  - 1.3.3. Application of Netiquette in the different different platforms
- 1.4. Network positioning
  - 1.4.1. How to know, control and manage online reputation
  - 1.4.2. The importance of personal branding in the digital age
  - 1.4.3. Keyword Search for Personal Brands
- 1.5. Skills for creating a personal brand
  - 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 the personal brand
  - 1.6.1. Corporate Reputation
  - 1.6.2. Online reputation management
  - 1.6.3. Corporate reputation and ethics
- 1.7. Personal brand Monetization
  - 1.7.1. Niche market research
  - 1.7.2. Business model and diversification of revenue sources
  - 1.7.3. Elaboration of proposals and conditions



- 1.8. Innovation in personal branding
  - 1.8.1. Identification of new opportunities and trends
  - 1.8.2. Experimentation with new forms and approaches
  - 1.8.3. Design thinking applied to personal branding
- 1.9. Offline and online crisis prevention and management for personal brands
  - 1.9.1. Strengthening personal branding for crisis prevention
  - 1.9.2. Offline and Online Reputation Crisis Management
  - 1.9.3. Implementation of post-crisis measures after the crisis
- 1.10. Maintaining and updating of the personal brand
  - 1.10.1. The continuous improvement plan
  - 1.10.2. Competence map
  - 1.10.3. Action plan review

“ Thanks to this Postgraduate Certificate you will obtain an effective update in the creation of action plans aimed at enhancing the Personal Brand”



05

# Methodology

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

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





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*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.

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



### Classes

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

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



### Practising Skills and Abilities

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

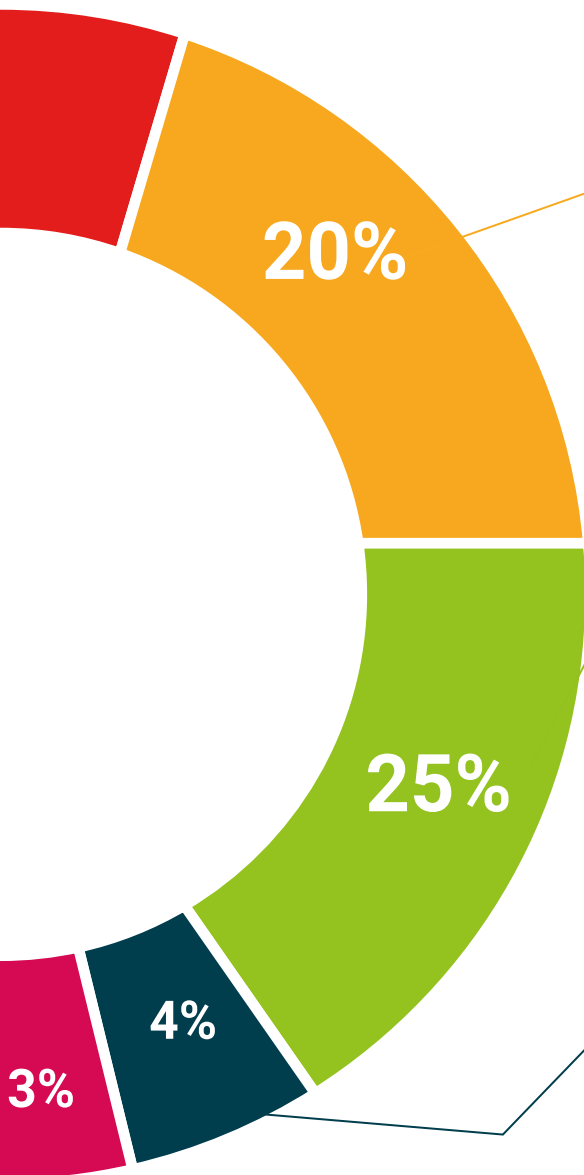


### Additional Reading

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







**Case Studies**

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



**Interactive Summaries**

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

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



**Testing & Retesting**

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



06

# Certificate

The Postgraduate Certificate in Brand Building and Personal Branding guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Brand Building and Personal Branding** is the most comprehensive and up-to-date educational program on the market.

After passing the assessments, students will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University**.

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

Program: **Postgraduate Certificate in Brand Building and Personal Branding**

Official No. of Hours: **150 h.**





## Postgraduate Certificate

### Brand Building and Personal Branding

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



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