

# Postgraduate Certificate Brand Creation



## Postgraduate Certificate Brand Creation

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedicated 16h/week
- » Schedule: At your own pace
- » Exams: Online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/brand-creation](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/brand-creation)

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# 01

# Introduction

In an era characterized by globalization and digitalization, branding has become a key aspect for success in all walks of life. While organizations seek to create a unique identity to stand out in the market, individuals also have the opportunity to stand out in a highly competitive society. For this, optimal tools are needed to achieve the proposed objectives. In this context, TECH has implemented an innovative program that comprehensively covers the process of creating a brand. In addition, its didactic resources, which are 100% online, allow students to complete their studies with ease, requiring only a device with Internet access.



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*Thanks to this Postgraduate Certificate you will enhance the development of a brand with the most modern digital tools"*

Nowadays, we live in an interconnected society where most of the population is present both on the Internet and on social media. Consequently, personal branding has become a key element to stand out from others and demonstrate your knowledge in the areas of expertise you master. To achieve this successfully, it is necessary to have effective tools to manage and enhance your brand.

For this reason, TECH has an innovative program to guide graduates through the creation of the brand. To this end, the academic itinerary addresses a series of creative strategies to design advertising content effectively. Likewise, the syllabus defines the Brand Wheel technique to graphically summarize the essence of the brand and position itself adequately in the market.

Likewise, the syllabus defines the Brand Wheel technique to graphically summarize the essence of the brand and position itself adequately in the market. In addition, it offers a range of creative strategies used in advertising and marketing to capture the public's interest. In line with this, the entire academic itinerary provides different psychological advertising models in order to explore the creative currents of the commercial message.

On the other hand, the university degree has a 100% online methodology so that the student can complete the program with ease. You will only need a device with Internet access to deepen your knowledge in a sector that offers many job opportunities. In addition, the syllabus is supported by the innovative Relearning method: a teaching system based on repetition, which guarantees that knowledge is acquired in a natural and progressive way, without the effort of memorizing.

This **Postgraduate Certificate in Brand Creation** is the most complete and up-to-date educational program on the market. Its most outstanding features are

- ♦ Practical cases presented by experts in Brands of
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where the self-assessment process can be carried out 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



*You will master with excellence the implications of the claim and the slogan as a sales argument for any brand"*

“

*Through TECH you will implement effective strategies to differentiate your brands”*

The program’s teaching staff includes professionals from 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.

*You will be supported by a teaching staff made up of distinguished professionals from the advertising industry.*

*You will achieve your objectives thanks to TECH's didactic tools, including explanatory videos and interactive summaries.*



# 02

# Objectives

The objective of this Postgraduate Certificate is for students to promote the creation of brands using the most effective creative strategies in the field of marketing and advertising. In this sense, the didactic materials have been prepared by a teaching staff with extensive professional experience in Brand Creation. Through theoretical and practical contents, the students will be able to to implement advertising strategies with a creative approach to stand out in a growing sector.







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*Get trained in the most advanced strategies used in the field of advertising and marketing over a period of 6 weeks"*



## General Objectives

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- ♦ Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Show and assess the new trends that professionals in this sector will encounter now and in the future
- ♦ Know in depth the new projects of value for commercial communication
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer





## Specific Objectives

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- ♦ Analyze psychological advertising models
- ♦ Explore creative currents in advertising
- ♦ Explaining the importance and usefulness of branding
- ♦ Addressing key concepts in brand building
- ♦ Present the logical steps in brand building
- ♦ Show the differences between a *claim* and a slogan
- ♦ Analyze creativity in media planning
- ♦ Discover the current context of brands

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*Don't miss this disruptive academic opportunity where you will have at your fingertips a comprehensive tour of the most innovative types of advertising content"*

# 03

## Course Management

With the purpose of offering an elite education for all, TECH is formed by a renowned teaching team. The teaching staff has an extensive professional background, which has led them to build solid brands in prestigious institutions in the advertising industry. As a result, this Postgraduate Certificate offers the most updated and complete resources in the academic market. In this way, graduates will expand both their knowledge and skills from a highly qualified teaching staff.



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*TECH offers you a faculty of excellence,  
made up of the best experts in  
advertising communication”*

## Management



### D. Labarta Vélez, Fernando

- ♦ Creative Director at El Factor H
- ♦ Marketing Director at La Ibense
- ♦ Creative Director of Events at Beon Worldwide
- ♦ Branded Content Director at Atrium Digital and Mettre Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- ♦ Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville.
- ♦ Co-author of the book *Cómo crear una marca. Manual of use and management*

## Professors

### Mr. Tabares, Esteban

- ♦ Creative Director and Founder of Rocksteady Advertising
- ♦ Creative Director at Tango° Agency
- ♦ Creative Director at Geometry Global
- ♦ Creative Director at Ogilvy Action
- ♦ Degree in Advertising and Public Relations
- ♦ Underground BA Creativity School
- ♦ Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction



04

# Structure and Content

This academic itinerary is supported by a teaching staff of international prestige. In this sense, the Postgraduate Diplomas are characterized by having an extensive professional background in the advertising sector and having contributed to the creation of avant-garde identities. Thus, throughout the training, graduates will give free rein to their creativity to build brands based on successful marketing strategies. Thus, they will be prepared to embark on new opportunities in the advertising sector.







*Access the cutting-edge content of this program through multimedia resources such as how-to videos and interactive overviews and interactive summaries"*

## Module 1. How to create a brand

- 1.1. Psychological advertising models
  - 1.1.1. Henry Joanis' model
  - 1.1.2. Fishbein model
  - 1.1.3. Rosser Reeves model
  - 1.1.4. David Ogilvy model
- 1.2. Creative currents in advertising
  - 1.2.1. USP
  - 1.2.2. Brand image
  - 1.2.3. Permanent values
  - 1.2.4. Spectacle advertising
  - 1.2.5. The transgression of codes
  - 1.2.6. The attraction of content
- 1.3. What is the purpose of a brand?
  - 1.3.1. Utilities
  - 1.3.2. How a need is created
  - 1.3.3. Differences between logo and brand
  - 1.3.4. The origin of trademarks
  - 1.3.5. Brand Wheel
  - 1.3.6. Brand positioning
  - 1.3.7. When a brand is born
  - 1.3.8. Brand, the difference
  - 1.3.9. Creativity is the luxury
- 1.4. The logical ladder in brand building
  - 1.4.1. The Name
  - 1.4.2. Attributes
  - 1.4.3. Benefits
  - 1.4.4. Group
  - 1.4.5. Spokesperson
  - 1.4.6. Role Playing



- 1.5. The claim and the slogan
  - 1.5.1. Differences between claim and slogan
  - 1.5.2. The claim and the slogan as a sales argument
  - 1.5.3. Claims or slogans to create content
- 1.6. Creative Strategy
  - 1.6.1. The advertising strategy with a creative approach
  - 1.6.2. How to be creative in the strategy
  - 1.6.3. Creative strategies used in advertising and marketing
  - 1.6.4. Differences between marketing strategy and advertising strategy
- 1.7. Creative content strategies
  - 1.7.1. User-Generated Content
  - 1.7.2. Influencer Marketing
  - 1.7.3. Interactive Experiences
  - 1.7.4. A striking visual concept
  - 1.7.5. Emotional narrative
  - 1.7.6. Use of new platforms and formats
- 1.8. Creativity in media planning
  - 1.8.1. Media Planning
  - 1.8.2. Creative media planning
  - 1.8.3. Examples of surprising media planning
- 1.9. Types of advertising content
  - 1.9.1. Sponsored content
  - 1.9.2. Linking brands with macro contents
  - 1.9.3. Creation of websites based on audiovisual content
  - 1.9.4. Creating for social networks
  - 1.9.5. Creating for cell phones
  - 1.9.6. Create for video games
  - 1.9.7. Creating interactive content
  - 1.9.8. Create content directly for brands
- 1.10. Current context of brands
  - 1.10.1. Advertising in the digital environment
  - 1.10.2. Customer experience
  - 1.10.3. Conclusions

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.

“

*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 Creation guarantees students, in addition to the most rigorous and up-to-date education, the access to at Postgraduate Certificate issued by TECH Technological University.



A photograph of several black graduation caps (mortarboards) against a bright blue sky with light clouds. The caps are arranged in a diagonal line from the top left towards the bottom right. The background of the page is split diagonally from the bottom left to the top right, with a white area on the left and a red area on the right.

“

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

This Postgraduate Certificate in Brand Creation the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

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

Program: **Postgraduate Certificate in Brand Creation**

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



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



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