

Postgraduate Certificate Corporate Identity





Postgraduate Certificate

Corporate Identity

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/corporate-identity

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01

Introduction

Corporate image is, currently, one of the most important elements that companies have at their disposal to make their public understand who they are, what they do and how they differ from the competition. This TECH program will specialize the students in this aspect, with the objective that they become successful professionals, capable of directing the institutional communication of a company and, all this, from the hand of professionals with extensive experience in the field.





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Experts in Corporate Identity will show you the keys to learn how to manage the image of your company”

Corporate Identity is one of the factors that are considered fundamental within organizations, and that is not always taken care of as it deserves. Creating and maintaining an appropriate image adapted to the values and objectives of the company is a fundamental task of journalism professionals working in the field of institutional communication. Therefore, their specialization in this field with programs of this type acquires an extra value in their resumes.

Thus, the syllabus makes a complete review of the latest concepts and strategies that must be taken into account to solve communication crisis episodes, while maintaining the Corporate Identity desired by the company. To this end, throughout the syllabus, TECH offers the students a real working scenario to be able to evaluate the convenience of its application in the project, assessing its real indications, its way of development and the expectations that can be had with respect to the results.

In addition, one of the main advantages of this Postgraduate Certificate is that students will be able to self-direct their study time, thanks to its 100% online format, which will allow them to combine their educational facet with the rest of their daily obligations, whether personal or professional. A first-class program that will mark a before and after in your qualification.

This **Postgraduate Certificate in Corporate Identity** contains the most complete and up-to-date program on the market. Its most outstanding features are:

- ♦ The use of the latest technology in e-learning software
- ♦ The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practising experts
- ♦ State-of-the-art interactive video systems
- ♦ Teaching supported by telepractice
- ♦ Continuous updating and recycling systems
- ♦ Self-regulated learning, which makes the program completely compatible with other commitments
- ♦ Practical exercises for self-assessment and learning verification
- ♦ Support groups and educational synergies: Questions to the expert, discussion forums and knowledge
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection
- ♦ Complementary resource banks that are permanently available



Become the professional that all companies want to have on staff to promote their corporate image"

“

A first class program that offers students the most relevant information of the moment on Corporate Identity”

The program’s teaching staff includes professionals from the field who contribute their work experience to this 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.

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

TECH is a 21st century university that is committed to quality online teaching to promote students' knowledge.

A program that will give you access to the elite of institutional communication.



02

Objectives

The main objective of this Postgraduate Certificate is to help professionals reach a high level of competence in the advertising and Corporate Identity field. A goal that, in just a few weeks, the students may be deemed as acquired. A program that will help them to access to relevant jobs in the advertising communication field, which will provide them with a significant economic income.





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If you are interested in business communication, this program on Corporate Identity will be the ideal complement to your resume”



General Objective

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools



Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools





Specific Objectives

- ♦ Know the fundamentals of advertising and the agents involved in the advertising creation process
- ♦ Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
- ♦ Manage institutional communication in all circumstances even in crisis episodes in which the message is aligned with the interests of the different *Stakeholders*
- ♦ Manage the communication of any event related to corporate communication
- ♦ Create the corporate image of any entity from any of its attributes

03

Structure and Content

The contents of this TECH Postgraduate Certificate have been developed to offer journalism and communication professionals the necessary knowledge to develop successfully in strategic tasks at the level of Corporate Identity in the main companies of the field. Thus, the syllabus reviews the latest concepts of corporate image to make brands recognizable by their own logo and slogan.





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A complete syllabus that will open the doors of the advertising field”

Module 1. Corporate Identity

- 1.1. The Importance of Image in Businesses
 - 1.1.1. What is Corporate Image?
 - 1.1.2. Differences between Corporate Identity and Corporate Image
 - 1.1.3. Where can the Corporate Image be Manifested?
 - 1.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 1.2. Research Techniques in Corporate Image
 - 1.2.1. Introduction
 - 1.2.2. The study of the Company's Image
 - 1.2.3. Corporate Image Research Techniques
 - 1.2.4. Qualitative Image Study Techniques
 - 1.2.5. Types of Quantitative Techniques
- 1.3. Image Audit and Strategy
 - 1.3.1. What is Image Audit?
 - 1.3.2. Guidelines
 - 1.3.3. Audit Methodology
 - 1.3.4. Strategic Planning
- 1.4. Corporate Culture
 - 1.4.1. What is Corporate Culture?
 - 1.4.2. Factors Involved in Corporate Culture
 - 1.4.3. Functions of Corporate Culture
 - 1.4.4. Types of Corporate Culture
- 1.5. Corporate Social Responsibility and Corporate Reputation
 - 1.5.1. CSR: Concept and Application of the Company
 - 1.5.2. Guidelines for Integrating CSR into Businesses
 - 1.5.3. CSR Communication
 - 1.5.4. Corporate Reputation





- 1.6. Corporate Visual Identity and Naming
 - 1.6.1. Corporate Visual Identity Strategies
 - 1.6.2. Basic Elements
 - 1.6.3. Basic Principles
 - 1.6.4. Preparation of the Manual
 - 1.6.5. *Naming*
- 1.7. Brand Image and Positioning
 - 1.7.1. The Origins of Trademarks
 - 1.7.2. What is a Brand?
 - 1.7.3. The Need to Build a Brand
 - 1.7.4. Brand Image and Positioning
 - 1.7.5. The Value of Brands
- 1.8. Image Management through Crisis Communication
 - 1.8.1. Strategic Communication Plan
 - 1.8.2. When it All Goes Wrong: Crisis Communication
 - 1.8.3. Cases
- 1.9. The Influence of Promotions on Corporate Image
 - 1.9.1. The New Advertising Industry Landscape
 - 1.9.2. The Marketing Promotion
 - 1.9.3. Features
 - 1.9.4. Dangers
 - 1.9.5. Promotional Types and Techniques
- 1.10. Distribution and Image of the Point of Sale
 - 1.10.1. The Main Players in Commercial Distribution
 - 1.10.2. The Image of Retail Distribution Companies through Positioning
 - 1.10.3. Through its Name and Logo

04

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.



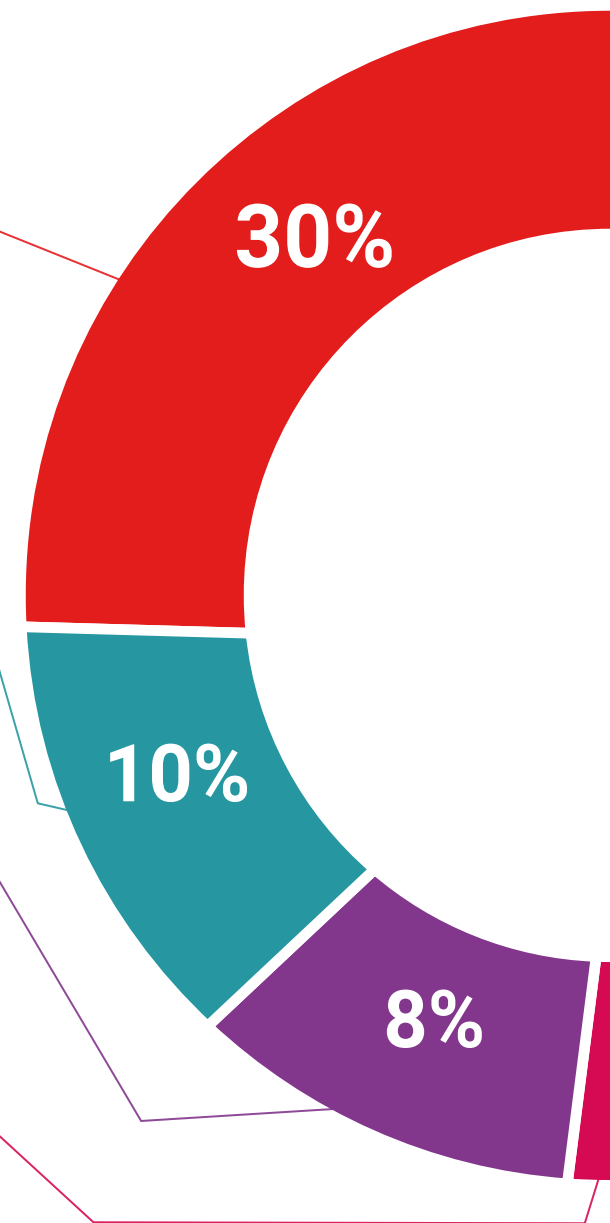
Practising Skills and Abilities

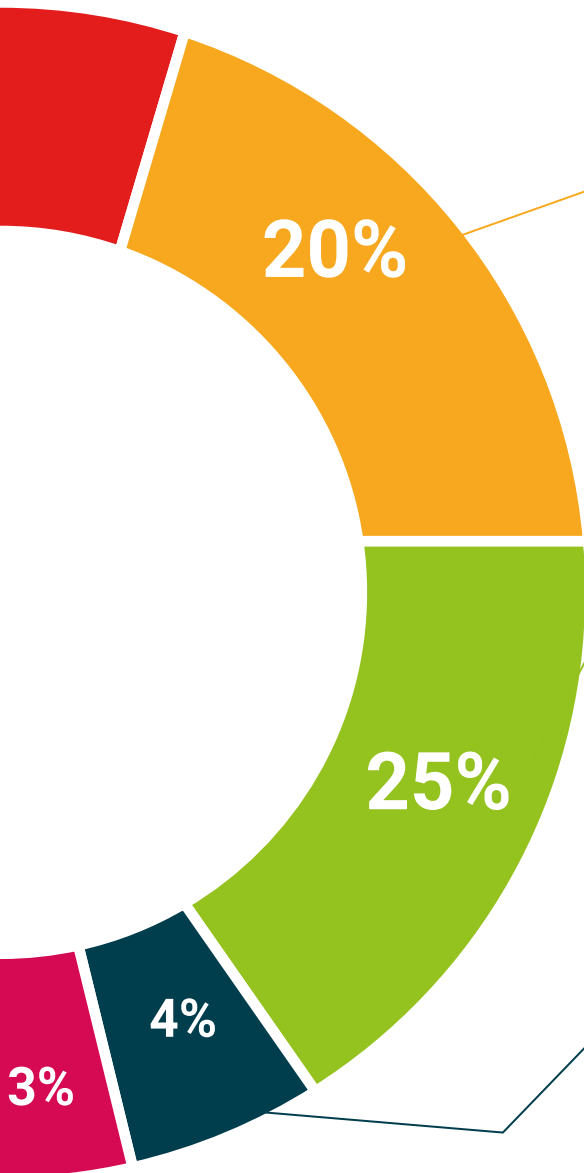
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05

Certificate

The Postgraduate Certificate in Corporate Identity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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

This **Postgraduate Certificate in Corporate Identity** contains the most complete and up-to-date 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 Corporate Identity**

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



future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present
development language
virtual classroom



Postgraduate Certificate Corporate Identity

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Postgraduate Certificate Corporate Identity

