

Postgraduate Certificate

Personal Brand Development



Postgraduate Certificate Personal Brand Development

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

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/personal-brand-development

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01

Introduction

Personal Brand Development has become a key element in the communication strategy of any professional. Not for nothing has the digital age expanded the scope of presence in the world and made it more important than ever to stand out from the crowd. It is therefore essential to project a positive and consistent image to the outside world. This is why this Postgraduate Certificate has emerged as an essential tool for those who wish to improve their online presence and create a solid digital reputation. The syllabus includes fundamental aspects such as the definition of audience and message, the creation of a content plan or Copy writing strategies. In addition, this Postgraduate Certificate is taught entirely online, for greater convenience.



“

Enroll now and specialize in creating valuable, high-impact content for your audience”

In an increasingly connected and digital world, developing a Personal Brand has become a necessity for any professional who wants to stand out and be recognized in their field. In this sense, a conscious and strategic management of the image and reputation that one projects generates trust, credibility and differentiation in the market.

Therefore, the Postgraduate Certificate in Personal Brand Development focuses precisely on this area of Communication and Branding, providing participants with the necessary tools to build and enhance their Personal Brand. This ranges from defining your audience and value proposition, to content creation and curation, prescriber management and crisis prevention and management.

Through a 100% online methodology and based on the Relearning pedagogical methodology, the Postgraduate Certificate allows students flexibility to organize their academic resources and adapt their learning pace to their needs and time availability. In addition, the Postgraduate Certificate is designed by experts in Communication and Personal Marketing, who have poured their valuable experience into the contents. All this and much more with just one device with an Internet connection.

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

- ♦ The development of case studies presented by experts in Personal Brand Building
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the 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



Get all the keys to design effective communication strategies and innovative content plans"

“ *It goes through all the fundamentals to elaborate the best messages, making value propositions of interest to the public*”

Register now and enjoy an academic experience on Personal Brand Development that is unique in the educational market.

Test your skills by using advanced case studies to determine how to satisfy your customers.

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.



02 Objectives

This Postgraduate Certificate is essential to provide communication professionals with the practical and highly necessary knowledge and skills to build strong, high quality Personal Brand Development in their industry. The Postgraduate Certificate's goal is to enable students to develop valuable and viral content, and to identify the most effective channels and techniques for its dissemination. All this so that they can face any challenge during their professional practice, no matter how demanding it may be.





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Master like an expert the most advanced Copywriting techniques with TECH Technological University"



General Objectives

- ♦ 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
- ♦ Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors





Specific Objectives

- ♦ Develop valuable and high-impact content for the audience
- ♦ Discern among the most appropriate channels and techniques for the diffusion and virality of our messages
- ♦ Create and curate content to conceptualize a yearly energization plan based on our best competencies
- ♦ Establish useful artificial intelligence tactics for building content
- ♦ Analyze the different ways to monetize the personal brand
- ♦ Be able to prevent a reputation crisis and how to manage it in the event it occurs



Sign up for the Postgraduate Certificate and analyze the different ways to monetize your Personal Brand Development"

03

Course Management

The professionals in charge of teaching in this Postgraduate Certificate have vast experience in different branches of Communication, including Public Relations, Marketing and Personal Branding. Their background allows them to provide high quality education, adapted to the needs of today's labor market, with the objective of offering a comprehensive specialization to students. In this way, graduates will be able to gain a complete and up-to-date perspective on building their Personal Brand Development.





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Experts in Personal Brand Development and management will give you the keys to strengthen your digital identity"

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

Mr. Recolons Argenter, Guillem

- ♦ Brand Director in Omnia Marketing
- ♦ Consultant and partner at Integra Personal Branding
- ♦ Director and partner at Soymimarca
- ♦ Director and Personal Communication Consultant at Lateral Consulting
- ♦ General Manager at Altraforma
- ♦ Deputy Director and New Business Management at Saatchi & Saatchi Advertising
- ♦ Professor of Personal Political Branding at the Ramon Llul University
- ♦ Teacher of Personal Branding at Pompeu Fabra University
- ♦ Master's Degree in ESMA Marketing
- ♦ Publicist by the College of Marketing and Communication of Catalonia
- ♦ Graduate in Human UOC, Catalunya Open University

04

Structure and Content

The Postgraduate Certificate in Personal Brand Development has been created by a team of highly specialized professionals in the field and is structured in a high quality didactic content. Students obtain the knowledge and skills necessary to stand out in today's communication environment, thanks to a complete and updated vision of the most innovative Branding and Communication concepts and tools. Likewise, the Relearning pedagogical methodology and the 100% online modality offer a personalized preparation adapted to the learning pace of each student, which guarantees an enriching educational experience applicable in the working world.



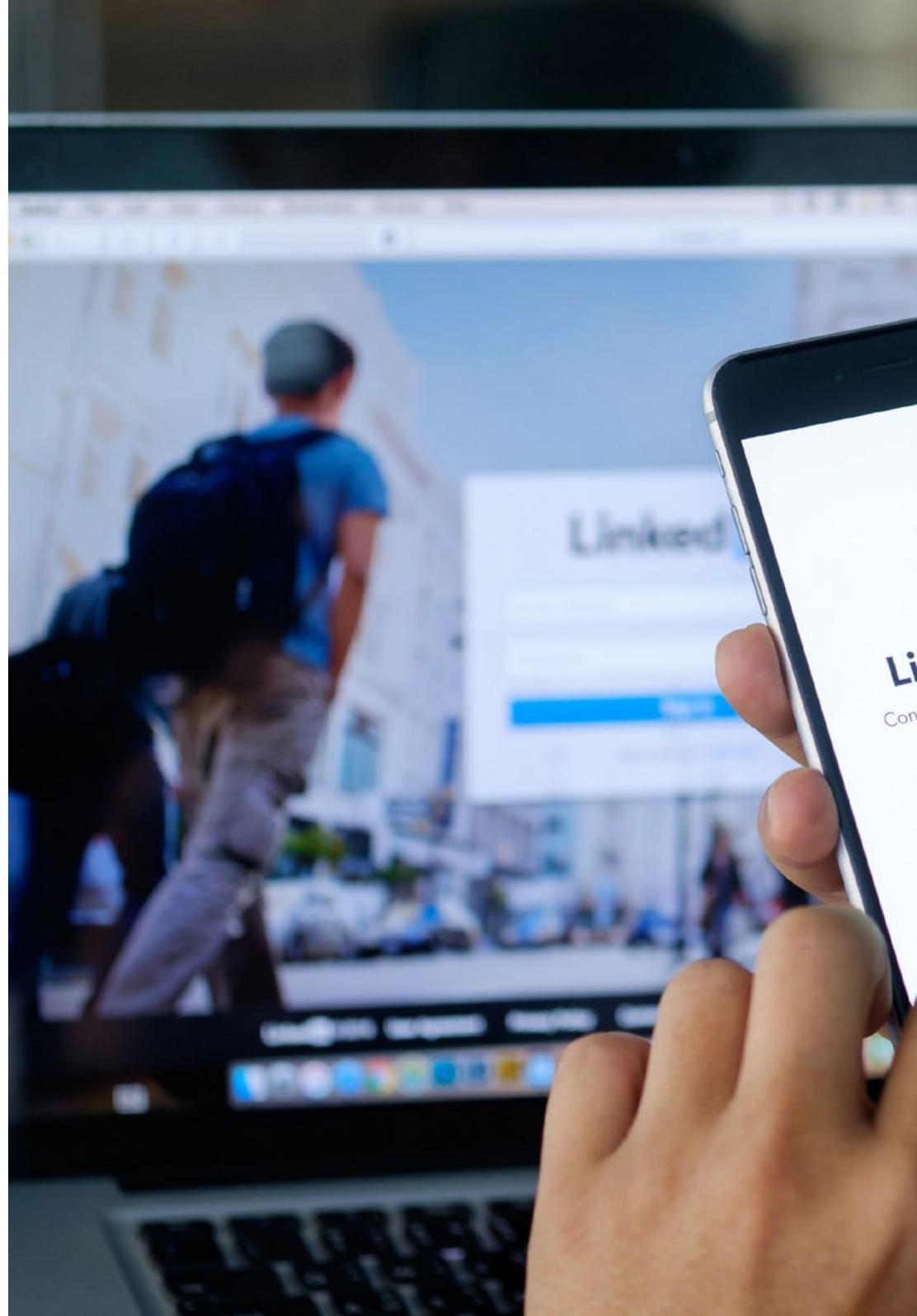


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A curriculum that covers all the fundamentals of the Personal Communication Canvas. Enroll now!”

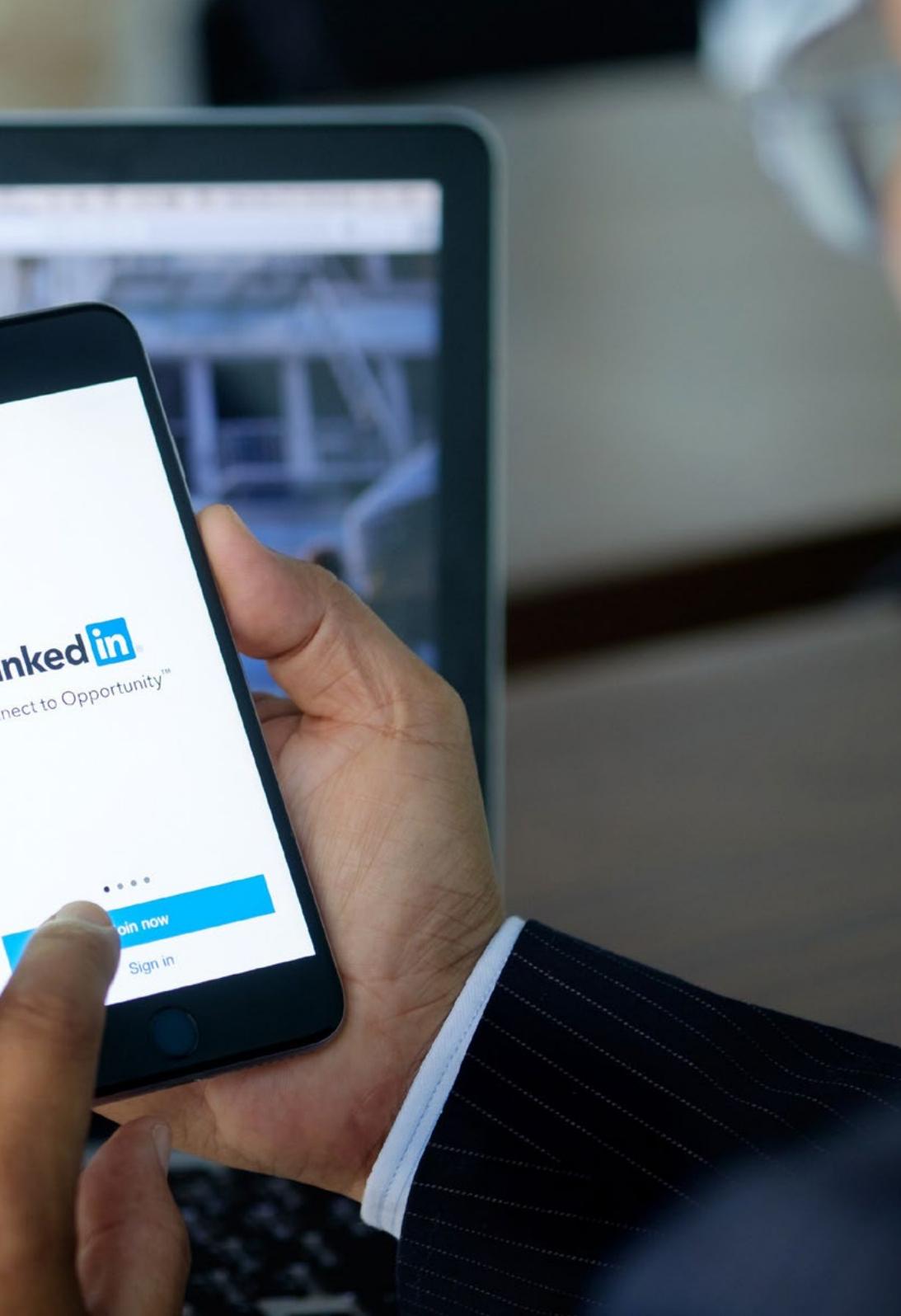
Module 1. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques

- 1.1. Personal communication canvas I. Audience, message and medium
 - 1.1.1. Audience Background, demographics, obstacles, common objections
 - 1.1.2. Message Value proposition, Pitch, bio RRSS, about me, LinkedIn, personal account
 - 1.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks
- 1.2. Communication Plan II. Ingredients and formats for a digital biography
 - 1.2.1. Choosing a Personal Brand name based on its exclusivity and strength
 - 1.2.2. Reformulation of a value proposition in a short title
 - 1.2.3. Definition of occupation, experience, hard skills and soft skills
- 1.3. Communication Plan III. The content plan: Creation
 - 1.3.1. Choice of sources, subscription models of subscription
 - 1.3.2. Establishment of categories and subcategories
 - 1.3.3. 800 words inspired by experiences and competences
- 1.4. Communication Plan IV. The content plan: Healing
 - 1.4.1. Content curation and programming formats
 - 1.4.2. The moment of truth: posting, commenting, interacting, connecting
 - 1.4.3. Control, iterate, test
- 1.5. Communication canvas V. Prescribers
 - 1.5.1. Satisfied customers, the best prescribers
 - 1.5.2. Family & Friends: fellow students, work colleagues, etc.
 - 1.5.3. Sector leaders, professional associations, associations
- 1.6. Communication Plan VI. Personal marketing investment, monetization
 - 1.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs
 - 1.6.2. Monetization: sale of product, time (consulting, training, mentoring)
 - 1.6.3. Passive monetization: subscriptions, licenses, online courses, ebooks, affiliate sales
- 1.7. Copywriting strategies: From concept to text.
 - 1.7.1. Benefits versus features
 - 1.7.2. Social proof and Bandwagon effect
 - 1.7.3. Titles, messages, metaphors, verbs and rhythm



- 1.8. Artificial intelligence strategies applied to content, copywriting and image
 - 1.8.1. AI does not supplement, it complements. AI usage strategy
 - 1.8.2. Prompts to expand content
 - 1.8.3. Prompts for copywriting and use of images
- 1.9. Keys to crisis prevention and management
 - 1.9.1. Online presence monitoring
 - 1.9.2. Creation of action plan protocols
 - 1.9.3. Addressing the crisis: speed, transparency and honesty and honesty
- 1.10. Executive reputation
 - 1.10.1. Integrity and ethics: Values pillars reputation, sustainability and CSR
 - 1.10.2. Effective Communication Assertiveness, empathy, acknowledgment of mistakes, celebration of achievements
 - 1.10.3. Diagnosis and measurement of management reputation

“ A key program for you to conduct research that allows you to measure the potential market”



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.



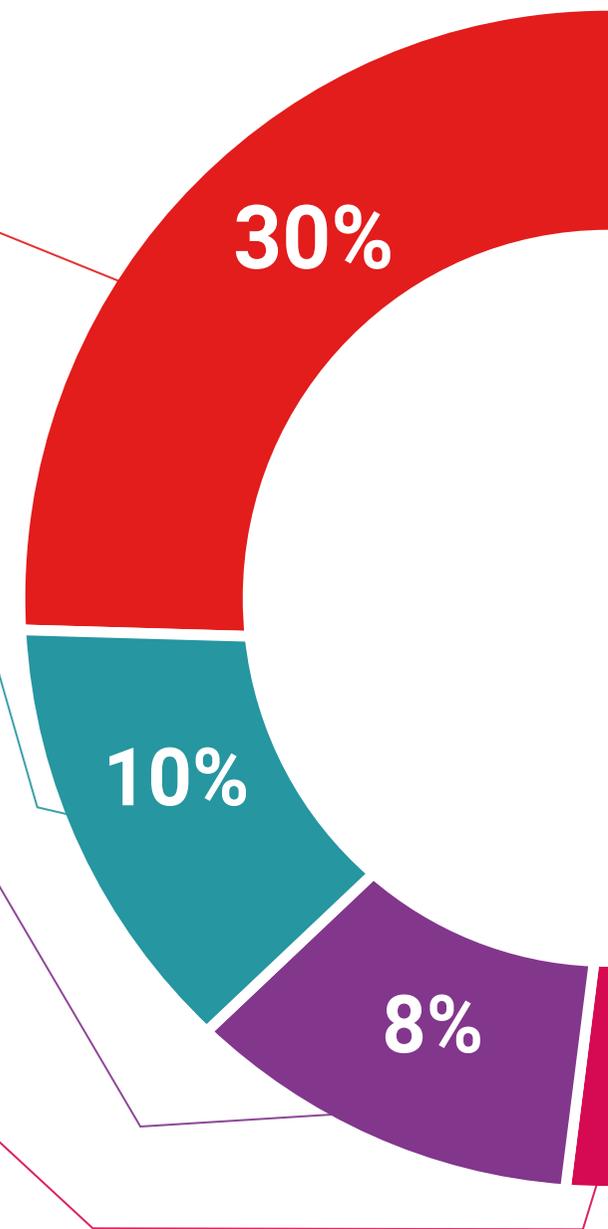
Practising Skills and Abilities

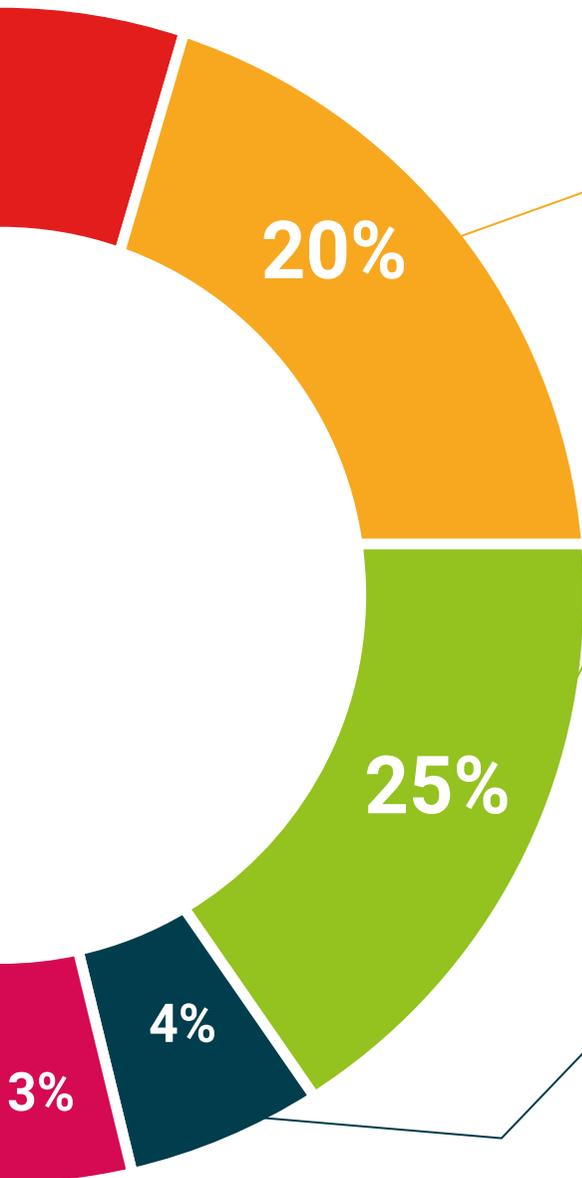
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Personal Brand Development 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 university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Personal Brand Development** 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.

Title: **Postgraduate Certificate in Personal Brand Development**

Official N° 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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