

Postgraduate Certificate Personal Brand Strategy





Postgraduate Certificate

Personal Brand Strategy

- » 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-strategy

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 20

06

Certificate

p. 28

01

Introduction

In today's competitive job market, Personal Brand has become a key tool to stand out and differentiate yourself from the competition. Designing advanced Personal Brand Strategy is essential to boost professional development and achieve the job objectives set in the field of Communication, so this Postgraduate Certificate is the perfect academic opportunity to specialize in it. During the academic journey, students will consolidate their update in identifying their strengths and areas of opportunity, define unique value propositions, create a coherent communication plan or manage their social media presence. All of this is based on a convenient 100% online modality that allows the management of educational materials according to personal or professional obligations.





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*Consolidate your update on
the Verbal and Visual Identity
keys of your personal brand”*

Professionals in all sectors need to stand out in order to access the best job opportunities. Personal branding is the key to achieve this, especially in areas such as Communication, which needs professionals who provide a plus to differentiate themselves from a wide range of competitors.

Thus, the Postgraduate Certificate in Personal Brand Strategy is a specialization designed to prepare students to create and manage their own personal brand effectively. The syllabus includes points of interest such as personal brand archetypes, personality, Naming and Tagline, as well as verbal and non-verbal identity, visual identity and consistency with the message, the Elevator Pitch or the different types of personal Storytelling.

In addition, the format of the Postgraduate Certificate is 100% online, allowing students to advance at their own pace and from any location. Likewise, the pedagogical methodology of Relearning focuses on experiential learning based on the reiteration of concepts, which means that students will be updated through case studies, interactive diagrams, detailed videos and other dynamic materials.

Another advantage of the Postgraduate Certificate is its flexibility in organizing academic resources. Students can access the content at any time they wish and are free to organize their study time according to their needs.

This **Postgraduate Certificate in Personal Brand Strategy** 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 Strategy
- ♦ 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



This is your opportunity to master the tools that will enable you to develop a highly effective Elevator Pitch"

“

Specialize from home or anywhere by testing your skills through advanced case studies or by watching videos in detail”

You will be able to build personal brand archetypes with different methodologies.

Analyze the different resources for personal narratives with this Postgraduate Certificate.

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. This will be done with the help of an innovative system of interactive videos made by renowned experts.



02

Objectives

Upon completion of this Postgraduate Certificate, students will have advanced skills and knowledge to build an effective personal brand in the business and communications world. In this sense, the elements of personality that can be used as tools to develop a distinctive brand name and Tagline will be discussed in depth. In addition, students will master the construction of personal brand archetypes using various methodologies.





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Launch your career as a communicator by making your messages to the public stronger”



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

- ◆ Consider the elements of personality as useful in developing a brand name and *tagline* that defines us
- ◆ To build personal brand archetypes under different methodologies
- ◆ To substantiate ways of projecting our verbal and non-verbal identity to reinforce the credibility of our message
- ◆ Analyze the different resources of personal narratives
- ◆ Receive inspiration through personal storytelling success stories



Browse a wide variety of success stories in [Personal Branding Strategies](#) to find the inspiration you're looking for"

03

Course Management

TECH Technological University has assembled a powerful teaching team made up of highly recognized professionals in the field of Marketing, Communication and Personal Branding. Each of them has extensive practical experience in relevant entities of the business and communication landscape, which allows them to stay abreast of the latest trends and tools in this constantly evolving area. In addition, students will be able to resolve all their doubts through the Virtual Campus.





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*Marketing and Communication experts
will pave your academic path to success
at the end of the Postgraduate Certificate”*

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 Relacions Públiques 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

D. Reclons 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 Univesritat Ramon Llul
- ♦ Teacher of Personal Branding at Universitat Pompeu Fabra
- ♦ 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 faculty experts have been responsible for designing a Postgraduate Certificate that presents high quality content. Students acquire crucial skills and knowledge to stand out in the current Communication environment through their personal brand, receiving a comprehensive and updated vision of the most advanced Branding concepts and tools. In addition, the Relearning pedagogical methodology and the 100% online learning format will clearly play in the enrollee's favor.





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*A dynamic and updated curriculum
to take your professional activity to
the next level”*

Module 1. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling

- 1.1. Brand Persona I. Archetypes of Personal Branding. Examples:
 - 1.1.1. Jung's 12 archetypes. Examples:
 - 1.1.2. The 16 archetypes of the 16 Personalities test
 - 1.1.3. The archetypal mixture. Impulse and fear in archetype management.
- 1.2. Brand persona II. Personality
 - 1.2.1. Brand Voice. Voice tone descriptors
 - 1.2.2. Projection of voice tone
 - 1.2.3. Examples of tone of voice usage
- 1.3. Brand persona III. Naming & Tagline
 - 1.3.1. Use of mind maps to get to the tagline
 - 1.3.2. Use of mind maps to get to the tagline
 - 1.3.3. The five formats of a memorable slogan
- 1.4. Verbal and Non-Verbal Identity
 - 1.4.1. Verbal identity. Estilo escrito y estilo oral.
 - 1.4.2. Non-verbal identity: What defines our uniqueness
 - 1.4.3. Inspiring examples of verbal and non-verbal identity
- 1.5. Visual identity, image and consistency with the message
 - 1.5.1. Visual Identity Going unnoticed with the "no image".
 - 1.5.2. Marked visual identity, pros and cons
 - 1.5.3. Examples of visual identity
- 1.6. Elevator Pitch. Examples:
 - 1.6.1. The Tony Reiss Method: Wow, How, Now
 - 1.6.2. Personal presentation, sales pitch, pitch to attract investors
 - 1.6.3. Adaptation to Realistic Life. Examples:
- 1.7. Public speaking, keys to natural and inspiring speeches
 - 1.7.1. The skeleton of the discourse and the solver
 - 1.7.2. The good, the bad, the journey, the denouement
 - 1.7.3. What the best stories have in common



- 1.8. From data to story: The 5 types of personal storytelling
 - 1.8.1. Introductory story and introspective story
 - 1.8.2. Value proposition story
 - 1.8.3. A story of values and a story to break down barriers
- 1.9. Learning from the best: personal best stories
 - 1.9.1. Business story
 - 1.9.2. Political or election-focused story
 - 1.9.3. Story adapted to any situation
- 1.10. *Personal Branding Canvas*
 - 1.10.1. Competitors: audience, positioning, communication
 - 1.10.2. Sector: skills, profession, reasons to believe, identity
 - 1.10.3. Investments and results

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*Business and political stories...
Enhance your skills in the elaboration
of personal stories of any kind"*

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.



“

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 Personal Branding Strategy 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 Personal Brand Strategy** 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 Strategy**

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.

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



Postgraduate Certificate

Personal Brand Strategy

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- » Certificate: TECH Technological University
- » Dedication: 16h/week
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