

Postgraduate Certificate

Personal Branding and Political Campaigns



Postgraduate Certificate

Personal branding and Political Campaigns

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/personal-branding-political-campaigns

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01

Introduction

Personal Branding has become crucial in an increasingly competitive political and communication scenario in which it has become mandatory to stand out in order to succeed. To achieve this goal it is essential to master brand strategy, emotional and social intelligence, as well as persuasive storytelling. With this in mind in this TECH program offers advertising and creative professionals the opportunity to acquire these fundamental skills. Through a 100% online methodology, students will have access to a wide variety of multimedia content, including case studies and practical tools. This combined with the Relearning method ensures flexible, easy and deep learning.





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Strengthen your professional future as a creative and revolutionize the political arena with the best strategies”

In the political and communication landscape, it has become essential for advertisers and creatives to fully understand the importance of personal branding in political campaigns. In an industry where competition is fierce, the ability to forge authentic connections with the electorate and tell persuasive stories have become crucial to contemporary politics. Brand identity and emotional intelligence are key to standing out in political communication and leading a candidate to success.

The syllabus of this Postgraduate Certificate in Personal Branding and Political Campaigns covers a wide range of relevant topics. From the importance of Storytelling in the development of personal branding, where graduates will learn to use compelling narratives that connect with voters, to creative networking strategies that will allow them to build strong relationships in the political and creative world. Likewise, the fundamentals of a successful political campaign will be addressed, including strategic planning, crisis management and effective communication with the electorate.

On the other hand, this curriculum is delivered online, which offers flexibility and accessibility to busy professionals. In addition, it uses Relearning methodology, which relies on repetition of key concepts to reinforce learning and ensure deep understanding. It also has a focus on the practical application of knowledge, so this program provides graduates with the tools they need to excel in the tools necessary to excel in the field of Personal Branding and Political Campaigning and Political Campaigns in an increasingly competitive and dynamic world.

This **Postgraduate Certificate in Personal Branding and Political Campaigns** contains the most complete and up-to-date program on the market.

- ♦ The development of case studies presented by experts in Personal Brand and Political Campaigns
- ♦ 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 the emotional and social intelligence to train political leaders to genuinely connect with their voters"

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Enroll in this Postgraduate Certificate and you will stand out in a highly competitive sector: the design of political campaigns”

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.

Delve into the power of Storytelling in Personal Branding.

Learn how to manage a political campaign at the best digital university in the world according to Forbes.



02

Objectives

In this Postgraduate Certificate, students will acquire essential skills to enable political candidates to understand and effectively connect with voters, manage conflicts and build authentic personal brands. In this way, the curriculum will prepare graduates to lead with authenticity, communicate persuasively and execute successful and impactful political campaigns. This, combined with the use of the Relearning method and a 100% online methodology, facilitates deep and flexible learning.



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Enroll in this TECH program and you will deepen in creative Networking strategies”



General Objectives

- ♦ 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
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Know in depth the new projects of value for commercial communication
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools





Specific Objectives

- ♦ Study the development of personal branding and strategies applied to political campaigns
- ♦ Explore the importance of personal branding and how to promote it creatively
- ♦ Delve into personal brand development strategies
- ♦ Address creative networking strategies
- ♦ Learn how to plan political campaigns
- ♦ Learn about the candidate's capabilities

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Achieve your goals with this Postgraduate Certificate and become the most sought after creative in campaigning”

03

Course Management

For the formation of the faculty of this Postgraduate Certificate, TECH has selected outstanding creatives with extensive experience in the creation of Personal Branding and Political Campaigns. This group of experts has dedicated a great effort in the design of the program, incorporating their experience to bring students closer to the current working reality, both in the digital world and in the offline environment. In addition, with a fully online approach makes learning this curriculum flexible.





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You will succeed hand in hand with the best and acquire the knowledge and skills you need to stand out as a Personal Brand creator”

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*



04

Structure and Content

This Postgraduate Certificate offers 180 hours of high quality theoretical and practical content. During this course the graduate will deepen in the importance of Storytelling or how to analyze the context of a Political Campaign. To do so, it uses the proven Relearning methodology, which reinforces the key concepts in each section for effective learning. In addition, it is delivered entirely online, providing students with a unique opportunity to develop their skills in a convenient and flexible way over a 6-week period.





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*Thanks to TECH's syllabus
you will position yourself as an
expert in Personal Branding"*

Module 1. Personal branding and political campaigns

- 1.1. Personal Brand
 - 1.1.1. Personal branding wheel
 - 1.1.2. Creative Personal Brands
 - 1.1.3. Examples
- 1.2. Personal brand development
 - 1.2.1. Positioning
 - 1.2.2. Storytelling
 - 1.2.3. Social media
 - 1.2.4. Advertising and self-promotion
- 1.3. Creative networking strategies
 - 1.3.1. Events and conferences
 - 1.3.2. Online groups and communities
 - 1.3.3. Collaborations
- 1.4. Guide to a political campaign
 - 1.4.1. Esthetics Analysis
 - 1.4.2. Context analysis
 - 1.4.3. Objectives
- 1.5. Candidate training
 - 1.5.1. Emotional Intelligence
 - 1.5.2. Social intelligence
 - 1.5.3. Attitude, aptitude, vision, mistakes
- 1.6. Strategy
 - 1.6.1. Campaign fundamentals
 - 1.6.2. Achieving objectives
 - 1.6.3. Schedule
 - 1.6.4. An accompanying person





- 1.7. Brand Identity
 - 1.7.1. Claim
 - 1.7.2. Graphic image
 - 1.7.3. Digital window
 - 1.7.4. Advertising
- 1.8. Human Resources
 - 1.8.1. Vision
 - 1.8.2. Roles
 - 1.8.3. Examples
- 1.9. Project model
 - 1.9.1. Thematic pillars
 - 1.9.2. Essential motivation
 - 1.9.3. Examples
- 1.10. Mobilization
 - 1.10.1. Acts
 - 1.10.2. The tide
 - 1.10.3. Conclusions



Revolutionize the concept of political campaigning and become the most sought-after creative with this 100% online program"

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.



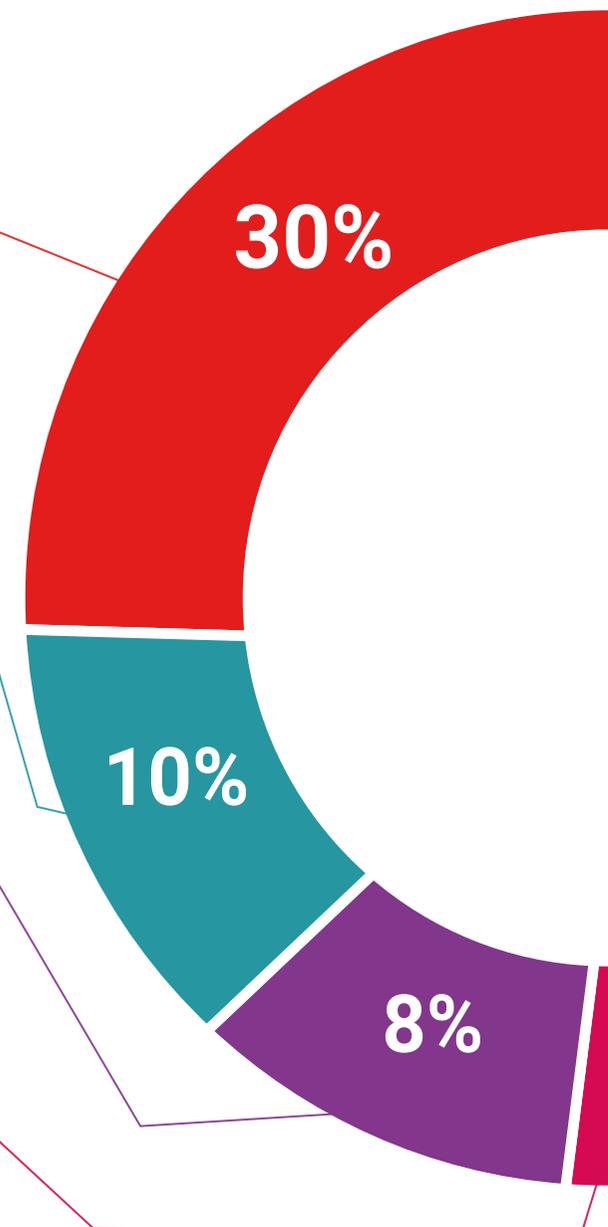
Practising Skills and Abilities

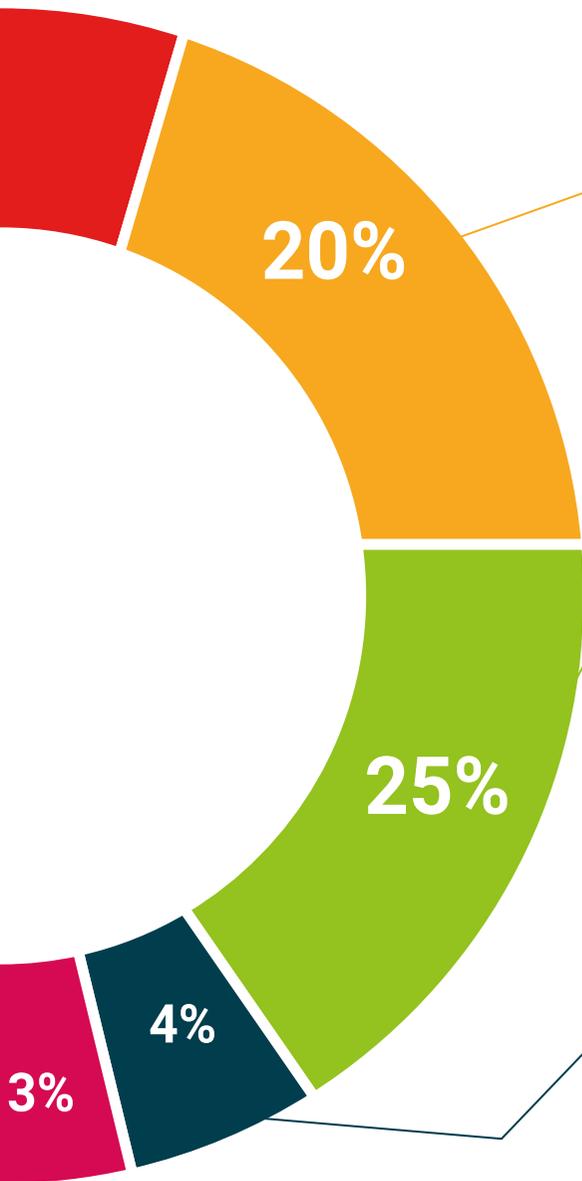
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Personal branding and Political Campaigns guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





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

This program will allow you to obtain your **Postgraduate Certificate in Personal Branding and Political Campaigns** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Personal Branding and Political Campaigns**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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