

# Postgraduate Certificate

## Self-diagnosis for Personal Brand Building





## Postgraduate Certificate Self-diagnosis for Personal Brand Building

- » 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/self-diagnosis-personal-brand-building](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/self-diagnosis-personal-brand-building)

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# 01

# Introduction

Personal brand building is essential in today's digital age. Personal marketing is essential to differentiate yourself in the labor market and project a solid professional image. For this reason, this degree is an excellent option for those communicators who wish to polish their personal and professional image. This academic opportunity provides tools and techniques to identify skills, values and self-diagnose weaknesses and strengths to build a lasting personal brand. In addition, it is taught in a convenient online format and through the Relearning methodology, based on the directed reiteration of the contents, which results in a highly efficient educational experience.





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*Get up to date on each and every one of the values that underpin a good personal brand"*

In today's digital age, building a strong and attractive personal brand is essential to differentiate yourself in the job market and project an outstanding professional image. Personal Branding is not only important for those who are looking for a job or want to stand out in their career, but also for entrepreneurs and communicators who want to consolidate their projects and improve their online presence.

It is in this context that the Postgraduate Certificate in Self-diagnosis for Personal Brand Building becomes an excellent option for those who want to stand out in this area. This Postgraduate Certificate addresses crucial aspects of personal brand building. First, the SWOT analysis is examined to identify personal strengths and weaknesses, as well as market threats and opportunities. An audit of the current personal brand will also be practiced to identify areas for improvement and opportunities for growth. Similarly, Benchmarking will be analyzed to master the best practices in brand building and apply them in personal strategy.

This fantastic academic opportunity is 100% online and relies on the Relearning pedagogical methodology, promoted by TECH Global University. This is based on the targeted reiteration of content in dynamic resources such as case studies or interactive diagrams. In addition, flexibility is offered to organize the academic materials according to the student's needs.

This **Postgraduate Certificate in Self-diagnosis for Personal Brand Building** 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 Self-diagnosis for 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



*Excels in performing SWOT analysis to consider all the factors that will determine your personal brand"*

“

*You will have everything you need to identify the factors that will launch your professional brand to success”*

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.

*Determine your true professional purpose through very useful strategies that you will delve into at length during this academic opportunity.*

*Get the most out of the most advanced self-knowledge tools after only 150 hours of educational training.*



# 02 Objectives

After completing this program, the student will be highly prepared to evaluate the personal brand of a communications company and align it with its values and culture, or to do the same with his or her own. In addition, you will be able to deepen key skills such as effective communication, leadership and teamwork. You will also acquire practical and strategic knowledge to build a solid and coherent personal brand, which will allow you to stand out in the job market and advance in your professional career with greater security and confidence.





Nov	Dec
8755.07	7738.2
637.36	626.38
1430.29	1487.34
320.36	360.8
6114.04	5455.03
1051.05	1314.03
559.19	556.9
370.92	299.97
232.73	257.71
40.04	30.16
1.65	0.95
1.12	0.75
38	35.25
74.42	77.74
11.2	22.31
6.5	2.5
1.5	30.02
24	0.63
06	18296.67
33	281.17



“

Achieve the objectives of this Postgraduate Certificate and explore the best ways to monetize your personal brand”



## General Objectives

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- ♦ 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

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- ♦ Identify, from the perspective of self-knowledge, the values that are the backbone of the personal brand
- ♦ Assess the starting point and take advantage of state-of-the-art self-knowledge tools
- ♦ Enhancing strengths and differences to work on positioning as a personal brand
- ♦ Extract relevant information about self-knowledge tools such as Ikigai
- ♦ Analyze the true impact of self-awareness on personal brand development through case studies
- ♦ Examine actors and personal brands that are benchmarks in a relevant sector to inspire you
- ♦ Exploring the first monetization avenue for personal branding
- ♦ Complete the Personal Branding Model Canvas as a guide in the process of Strategic Management Personal Brand Building



*You will achieve your objectives thanks to the most innovative academic resources, such as self-assessment exercises, master classes or in-depth videos"*

03

# Course Management

The teaching team of the Postgraduate Certificate is composed of recognized experts in Personal Branding and Marketing, with extensive experience in leading companies in various sectors. All of them have a solid academic background and up-to-date professional experience, which allows them to keep abreast of the latest market trends and to be true eminences in the field. In this way, students will have the opportunity to draw on his vast experience to develop their skills in such a demanding area of expertise.



“

*You will only need 150 hours to lay the foundation for your future success as an influential communicator. You're taking too long to enroll!"*

## 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

### Dr. García Veiga, Mariam

- ♦ CEO RockNRebel
- ♦ Teaching staff the University of Santiago de Compostela
- ♦ Degree in Political Science and of public administration from the University of Santiago de Compostela
- ♦ Doctor in General and Digestive Surgery, University of Santiago de Compostela
- ♦ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- ♦ Master's Degree in Statistical Techniques to advance from the University of Santiago de Compostela
- ♦ Master in International Business/Trade/Commerce by Universidad Intercontinental de la Empresa
- ♦ Master in Web Analytics by Kschool



*Learn, from the best professionals in the industry, the latest developments in Photojournalism and become a sought-after professional"*

# 04

## Structure and Content

The Postgraduate Certificate in Self-diagnosis for Personal Brand Building consists of a high quality didactic module developed by a highly experienced teaching team in the field of Communication and Branding. This Postgraduate Certificate offers a comprehensive and updated vision of the fundamental concepts of this subject in only 150 hours, for which the student will have educational materials that can be downloaded at any time of the day through the Virtual Campus.



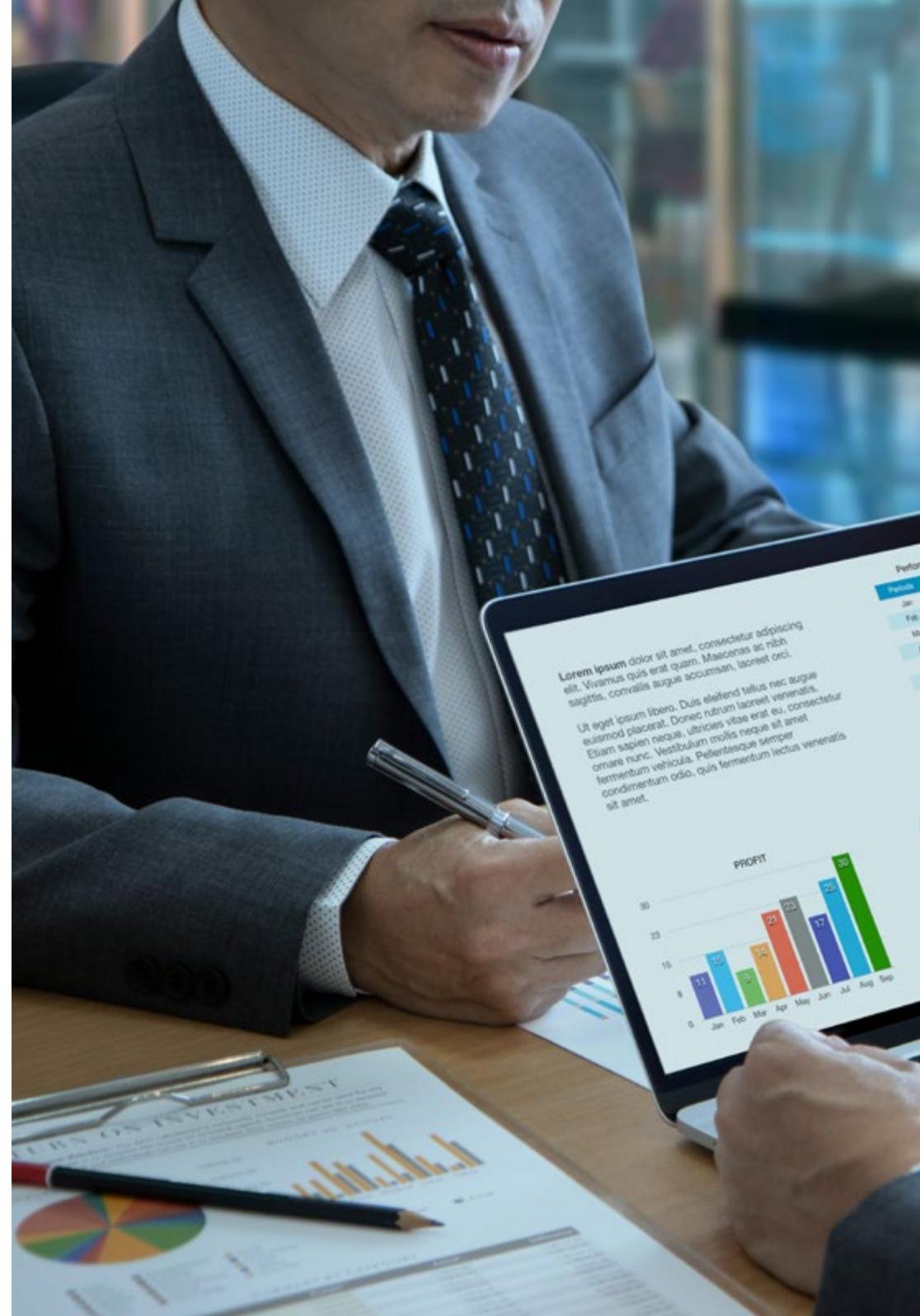


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*A curriculum that will catapult you to  
excellence in building a personal brand”*

**Module 1. Self-diagnosis for Personal Brand Building. Market reputation, SWOT, auditing and benchmarking**

- 1.1. Self-diagnosis for personal brand building
  - 1.1.1. Self and Self-Knowledge-diagnosis for personal brand building
  - 1.1.2. Self-knowledge: step one in personal brand management
  - 1.1.3. Key aspects of the personal brand building process
- 1.2. Market reputation. An outward look
  - 1.2.1. Importance of brand perceptions and reputation
  - 1.2.2. Connection between others' perceptions and personal brand values
  - 1.2.3. Compilation of data perceived in the market as personal branding
- 1.3. Personal SWOT applied to Personal Brand Building
  - 1.3.1. SWOT applied to personal branding
  - 1.3.2. Personal SWOT development strategy
  - 1.3.3. How to leverage and capitalize on strengths
- 1.4. Auditing, best practices and benchmarking
  - 1.4.1. Identification of the personal brands that are referents in the sector
  - 1.4.2. Identification of factors leading to success
  - 1.4.3. Positioning objective to be achieved as a personal brand builder
- 1.5. The Purpose: the polar star that guides the Personal Brand
  - 1.5.1. The purpose of life
  - 1.5.2. Identifying the Purpose: powerful questions
  - 1.5.3. Ikigai and other clarification tools
  - 1.5.4. Coherence and Identity. Connection between personal brand and life purpose



- 1.6. Objectives in personal branding
  - 1.6.1. Number one target identification strategy for personal branding
  - 1.6.2. Determination of SMART objectives
  - 1.6.3. Visibility or Sales Reflection
- 1.7. Reflection on target audience and value proposition
  - 1.7.1. Target Audience: identification of the company interested in your strengths
  - 1.7.2. Value Proposition Determination
  - 1.7.3. Strategy to develop value proposition
- 1.8. Impact of self-knowledge on personal brand development
  - 1.8.1. Case Study: Brand value identification process
  - 1.8.2. Case Study: Utility to impact differentiation as personal branding
  - 1.8.3. Case Study: The Impact in The Target Audience
- 1.9. Business Models
  - 1.9.1. Monetization feasibility study of a personal brand
  - 1.9.2. Identification of key players and other relevant
  - 1.9.3. Starting a personal branding business
- 1.10. Personal Branding Model Canvas in practice
  - 1.10.1. Personal Branding Presentation Model Canvas
  - 1.10.2. Tool Use
  - 1.10.3. Practical Example



*Enroll in a Postgraduate Certificate that collects key tools such as the Personal Branding Model Canvas"*



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.



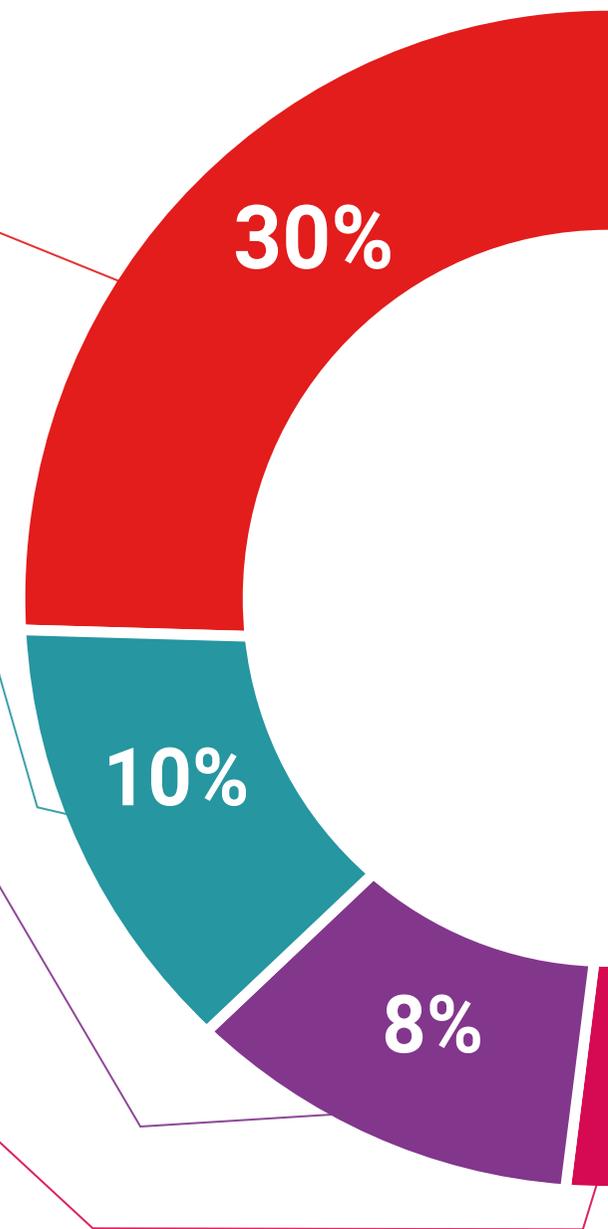
### Practising Skills and Abilities

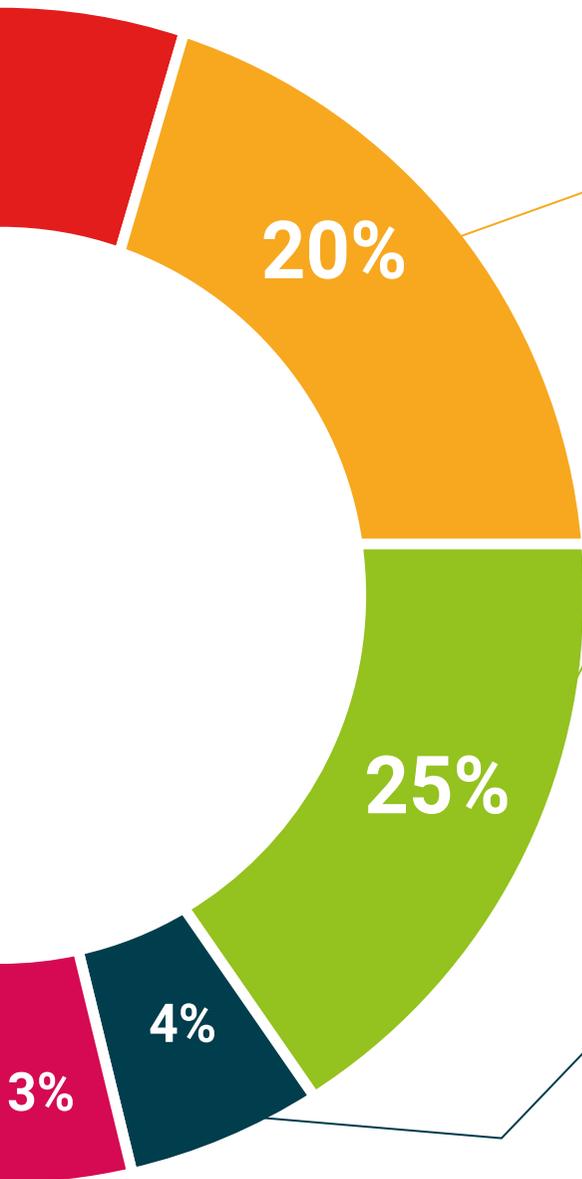
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Self-diagnosis for Personal Brand Building 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 Self-diagnosis for Personal Brand Building** 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 Self-diagnosis for Personal Brand Building**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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

future  
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virtual classroom

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