

# Postgraduate Diploma Branded Content





## Postgraduate Diploma Branded Content

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-branded-content](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-branded-content)

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# 01

# Introduction

Brands have had to advance in their way of making themselves known and have moved away from traditional advertising to bet on multimedia content, in which the viewer has a lot to contribute. For this reason, more and more companies are using marketing tools such as Branded Content to create a positive image, which makes contact with the public and generates short- and long-term benefits. With this program, industry professionals will have the opportunity to access exclusive and innovative content that will provide them with the necessary knowledge to become true specialists in the field, with access to the most recognized advertising teams.





“

*Companies are looking for professionals like you, able to adapt to the new era and create relevant content for the public”*

Consumers in the 21st century are very clear about what they want and don't want when it comes to advertising. Gone are those invasive promotions that did nothing but cause audience rejection. Users want to enjoy advertising, but from a different point of view. Not just as mere spectators, but as real customers who need their opinions to be heard and heeded. For this reason, advertisers and content creators are betting on telling stories that go beyond showing a product. Now, it is necessary to create a brand image, show the company's values, create emotions, etc. In short, contact with the public and build loyalty.

In this process, many communication and advertising agencies bet on the application of marketing techniques to develop their messages, so that they can offer the viewer more personalized communications adapted to their needs. With this Postgraduate Diploma in Branded Content from TECH Technological University, students will have access to specialized content on the subject, prepared by a teaching staff with extensive experience in the sector, and that will allow them to develop the skills demanded by today's leading companies.

A syllabus that covers from the principles of communication to the creation and management of virtual communities, but that, as it could not be otherwise, focuses on the main strategies of Branded Content. In addition to its quality, this program stands out for being offered in a 100% online format, so the students will have the possibility to manage their own study time, having free access to all the contents and educational resources for the 6 months that the qualification lasts.

This **Postgraduate Diploma in Branded Content** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in Branded Content
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Branded Content
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ 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



*Become a successful content creator and stand out in a highly competitive job market"*

“

*With an increasingly well-informed audience, we need to create compelling advertising stories that engage them and create unforgettable experiences”*

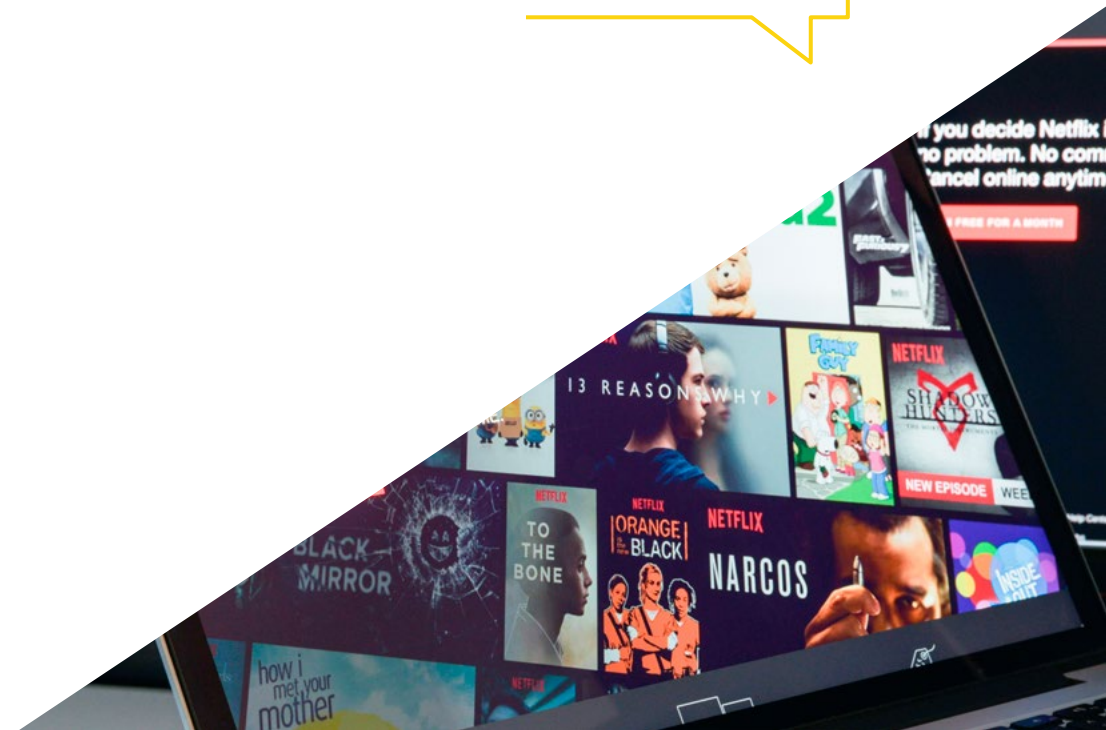
Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

The 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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*A 100% online program with which you will develop the skills to become a successful content creator.*

*Major brands will want you to be part of their workforce so that you can connect with their audience and generate positive feelings.*



# 02 Objectives

The main objective of this Postgraduate Diploma in Branded Content of TECH Technological University is to provide journalism and communication professionals with the necessary tools to be able to create multimedia content that generates impact on the public, inciting them to consume a particular product or service. In this way, at the end of the qualification, the student will have acquired the necessary knowledge to access creative or managerial positions in the main advertising agencies of the moment.







“

*Show your brand values  
through more personalized  
multimedia content”*



## General Objectives

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- ♦ Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)
- ♦ Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization



*Apply the main Branded Content tools and contact your audience effectively”*





## Specific Objectives

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### **Module 1. A New Communication Paradigm**

- ◆ Place the entire syllabus in a changing sociological and media landscape, where technology and the fragmentation of the audiovisual offer open up enormous opportunities for business and professional development

### **Module 2. Creation and Management of Digital Communities**

- ◆ Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content

### **Module 3. Branded Content: Brands like Publishers**

- ◆ Further develop branded content within the communication mix, in a context of advertising oversaturation
- ◆ Conduct an in-depth analysis of the differences between advertising and Branded Content and the scope of the latter (creation, formats, measurement)

03

# Course Management

The teachers of this Postgraduate Diploma of TECH Technological University are professionals with extensive experience in Branded Content and the multimedia communication market in general. Teachers who are up to date on new trends in transmedia storytelling and who understand the importance of updating their knowledge in order to access a highly competitive market. For this reason, they have decided to unify criteria to offer the best program in the current educational panorama in this field.





“

*The top specialists in Branded Content will teach you the keys to specialize in this field”*

## International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMMA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apollonia and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



## Dra. Romanska, Magda

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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Regueira, Javier

- ♦ VP and founder of the Spanish Association of Branded Content.
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group).
- ♦ Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctor in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing





## Professors

### Dr. Suárez, Adrián

- ♦ Professor of multimedia projects, corporate image and usability at UNIR
- ♦ Profesor EBF Business School, Cesuga e IEBS
- ♦ Extensive experience as a content manager in the video game industry and in web content writing
- ♦ PhD in Digital Communication, Narrative and Video Games
- ♦ Architecture Degree
- ♦ Master in Marketing and Communication Management

### Ms. Ugidos, Susana

- ♦ Extensive professional experience in content strategy
- ♦ Bachelor's Degree in Commercial Management and Marketing
- ♦ Postgraduate courses in Management Development, Branded Content and Transmedia, and Digital Marketing and Design Thinking

### Dr. Montoya Rubio, Alba

- ♦ Expert in networks and communication, A'Punt (Valencian Media Corporation)
- ♦ UOC Collaborating Professor
- ♦ PhD in Music and Film from the University of Barcelona.
- ♦ Bachelor's Degree in Audiovisual Communication from Pompeu Fabra University of Barcelona
- ♦ Master's Degree in Music as Interdisciplinary Art, University of Barcelona

# Structure and Content

Commercial communication requires a series of requirements to be truly effective. Persuasive language, an impactful image or focus on the brand are just some of the issues that must be taken into account when creating an advertising campaign. But it is also necessary to apply Branded Content techniques that favor the diffusion and acceptance of the public. This syllabus is oriented to favor the learning of journalists and communicators in this field, through a very complete syllabus that is distributed into 3 modules.





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### Angst at the ASPCA

Kenyon College student and American  
citizen Andrew Pochter was among at least  
eight people killed in clashes that erupted  
after demonstrations in Egypt, the college  
and the U.S.

January 2012 | Nation  
**Sorry Google and Apple : Samsung Unveiled  
Games Console First**

### LIFESTYLE

### Angst at the ASPCA

Kenyon College student and American  
citizen Andrew Pochter was among at least  
eight people killed in clashes that erupted  
after demonstrations in Egypt, the college  
and the U.S.

January 2012 | Nation  
**Research In Motion Shares Fall  
BlackBerry Turnaround Plan in**

January 2012 |  
**Heat wave  
temps a  
Las V**

“

Design stories that create  
value for your brand thanks  
to the specific knowledge  
provided by this program”

## Module 1. A New Communication Paradigm

- 1.1. Media Transformation and Audience Fragmentation
  - 1.1.1. The New Role of the Media
  - 1.1.2. The Citizen Facing the Digital Revolution
  - 1.1.3. Consumption and Infocipation
- 1.2. Media Convergence
  - 1.2.1. Technological Convergence
  - 1.2.2. Socio-Cultural Convergence
  - 1.2.3. Corporate Convergence
- 1.3. Internet 2.0: from Monologue to Dialogue
  - 1.3.1. The Fragmentation Process
  - 1.3.2. The Effect of Technology
  - 1.3.3. The Questioning of Traditional Media
- 1.4. Long Tail
  - 1.4.1. Long Tail Business Models
  - 1.4.2. Elements of a Long Tail Model
- 1.5. The New Prosumer
  - 1.5.1. The Third Wave
  - 1.5.2. Spectators vs. Influencers
- 1.6. Internet 2.0
  - 1.6.1. Penetration and Usage Data
  - 1.6.2. From Monologue to Dialogue
  - 1.6.3. The Internet of Things
- 1.7. Participatory Culture
  - 1.7.1. Features
  - 1.7.2. Internet and Public Opinion
  - 1.7.3. Co-Creation
- 1.8. The Ephemeral Attention
  - 1.8.1. Multimediality
  - 1.8.2. Multi-Tasking
  - 1.8.3. The Collapse of Care





- 1.9. Hardware: From the Black Box to the Hyperconnected Home
  - 1.9.1. The Black Box
  - 1.9.2. New Devices
  - 1.9.3. Breaking Down the Digital Divide
- 1.10. Towards a New Television
  - 1.10.1. Premises of the New TV
  - 1.10.2. Self-Programming
  - 1.10.3. Social Television

## Module 2. Creation and Management of Digital Communities

- 2.1. A Virtual Community and Where We Can Create Them
  - 2.1.1. Types of User
  - 2.1.2. Spaces Where Virtual Communities Can Be Created
  - 2.1.3. Particularities of these Spaces
- 2.2. Facebook and Instagram Community Management
  - 2.2.1. Community Creation and Management Tools
  - 2.2.2. Possibilities and Limits
- 2.3. Twitter Community Management
  - 2.3.1. Community Creation and Management Tools
  - 2.3.2. Possibilities and Limits
- 2.4. YouTube Community Management
  - 2.4.1. Community Creation and Management Tools
  - 2.4.2. Possibilities and Limits
- 2.5. Twitch Community Management
  - 2.5.1. Community Creation and Management Tools
  - 2.5.2. Possibilities and Limits
- 2.6. Management of Future Communities in Emerging Spaces: Your Keys
  - 2.6.1. Keys to Be Taken into Account in the Analysis of the Commented Networks
  - 2.6.2. What Steps to Take When New Social Networks are Launched?
  - 2.6.3. Speeches and Dialogues

- 2.7. How to Trigger Content Generation by Users?
  - 2.7.1. Prosumer after COVID
  - 2.7.2. Contests, Sweepstakes and Campaigns
  - 2.7.3. Connection with Social Networks and Transmedia
- 2.8. Content Planning and Measurement I
  - 2.8.1. Types of Content and Writing
  - 2.8.2. Content Structuring
- 2.9. Content Planning and Measurement II
  - 2.9.1. Measurement of Actions in Social Networks
  - 2.9.2. Impact on Google
  - 2.9.3. Decision-Making
- 2.10. Development of Contents in Blogs and their Movement through Networks
  - 2.10.1. The Importance of Blogging Today
  - 2.10.2. Techniques for Content Movement through Networks
  - 2.10.3. Crisis Resolution

### Module 3. Branded Content: Brands like Publishers

- 3.1. The Traditional Advertising Model: Push
  - 3.1.1. Key Aspects of Push Communication Strategies
  - 3.1.2. Origins and Evolution
  - 3.1.3. The Future of Strategies Push
- 3.2. The New Model Pull
  - 3.2.1. Key Aspects of Pull Communication Strategies
  - 3.2.2. Origins and Current Context
  - 3.2.3. Keys to Success
- 3.3. Branded Content
  - 3.3.1. Branded Content, Content Marketing and Native Advertising?
  - 3.3.2. How to Identify Branded Content?





- 3.4. Brands like Publishers: Implications
  - 3.4.1. The New Value Chain
  - 3.4.2. Implications
  - 3.4.3. Models
- 3.5. Branded Content and its Role in the Communication Mix
  - 3.5.1. Current Context
  - 3.5.2. Branded Content and Brand Purpose
  - 3.5.3. Inspiring Case Studies
- 3.6. The Coexistence of Content and Advertising
  - 3.6.1. Differences
  - 3.6.2. Contribution to Brand Equity
  - 3.6.3. Examples of Coexistence
- 3.7. Branded Content: Formats and Genres
  - 3.7.1. Genre
  - 3.7.2. Other Approaches, Other Genres
  - 3.7.3. Formats
- 3.8. Creation Methodology of Branded Content
  - 3.8.1. Strategy
  - 3.8.2. Ideation
  - 3.8.3. Production
- 3.9. The Importance of Promotion in Branded Content
  - 3.9.1. Methodology
  - 3.9.2. Phases
  - 3.9.3. Formats
- 3.10. Measuring the Effectiveness of Branded Content
  - 3.10.1. How to Measure a BC Project?
  - 3.10.2. Qualitative and Quantitative Measurement
  - 3.10.3. Metrics and KPI s

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.

“

*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.



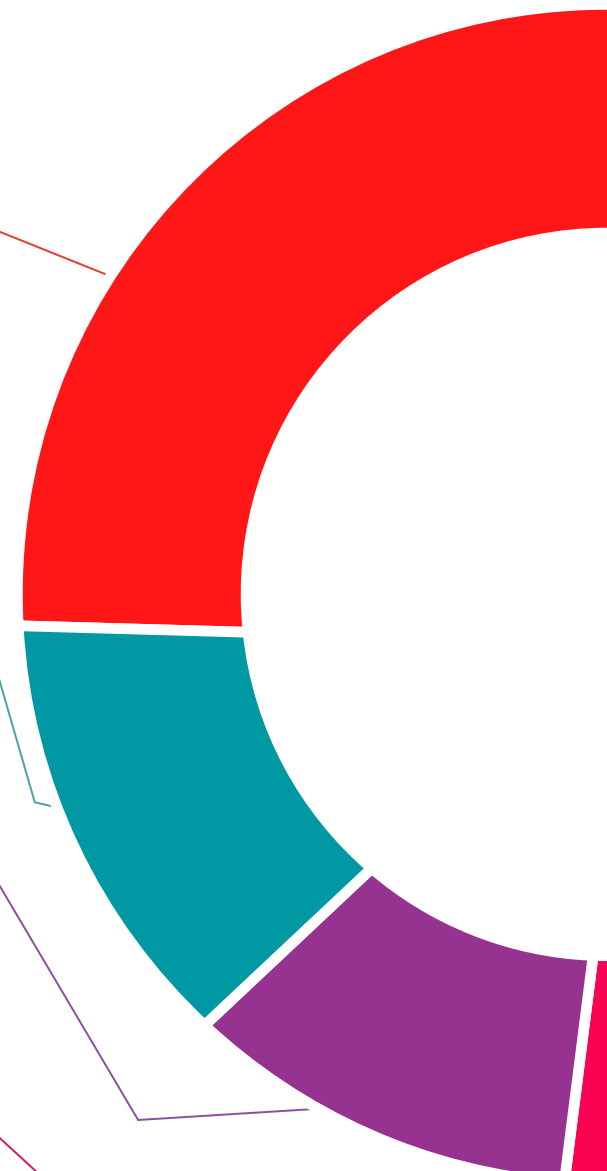
### Practising Skills and Abilities

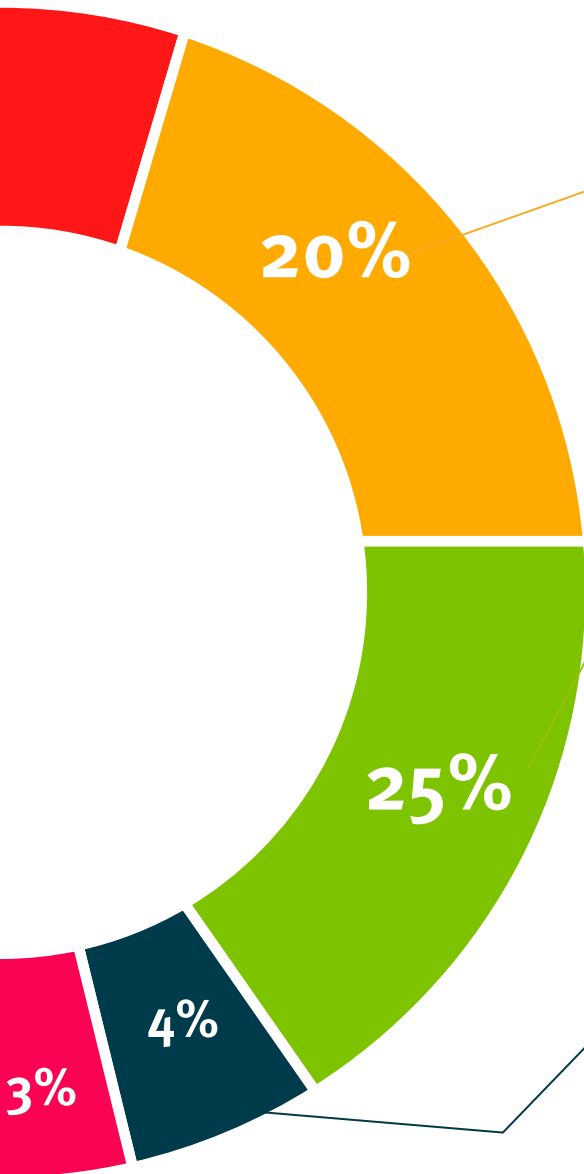
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Diploma in Branded Content guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





“

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

This **Postgraduate Diploma in Branded Content** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Branded Content**

Official N° of Hours: **450 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 quality  
development language  
virtual classroom



## Postgraduate Diploma Branded Content

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

# Postgraduate Diploma Branded Content

