

Postgraduate Diploma Copywriting





Postgraduate Diploma

Copywriting

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-copywriting

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01

Introduction

It is not selling the product, the service or the company. Copywriting transforms brand values and benefits into emotions to convince. All this with a main target: the customer. This is the exciting daily work of creating persuasive content of a copywriter. An essential figure for the digital world, in constant evolution and expansion. Precisely for this reason, TECH has designed this program created by leading specialists in Copywriting. Their experience is reflected in an advanced syllabus of 450 teaching hours covering the main techniques of copywriting, its approach to social networks, the creation of brand story and numerous success stories of storytelling. All in a 100% online format, accessible at any time of the day, from an electronic device with an Internet connection.



“

Take the plunge into Copywriting with guaranteed success thanks to this 100% online Postgraduate Diploma"

The mastery of writing is one of the main assets of any copywriter. Under the premise of persuasion must be able to use the most effective techniques to generate interest from the public to consume an idea, beyond the product or service itself. A sales call to action also adapted to different formats and channels such as social networks, an email, a website or a catalog.

A priori, a task that could be simple, but that requires a deep knowledge of language, the most effective formulas for writing or neurocopywriting.

This is the focus of this Postgraduate Diploma in Copywriting, which introduces students to the copywriter's own figure, the resources for the creation of creative, quality and successful messages.

All in a program with a theoretical-practical approach, which will lead the graduate to collect information, to focus on the customer and to master the main formulas for writing messages that directly affect the future buyer. In addition, you will have video summaries of each topic, videos in detail, specialized readings and case studies that can be accessed at any time of the day, from an electronic device with an Internet connection.

An advanced program in which you will not have to invest many hours of study and memorization, because thanks to the Relearning system, used by TECH, you can easily consolidate the key and innovative concepts of this program.

In this way, the professional is facing an excellent opportunity to grow in a growing sector through a quality university program, taught by real experts with extensive experience in the Copywriting universe.

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

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those 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



You will understand the new ways of selling with the leading figures of Copywriting who teach this university program"

“

Do you know what transcreation is and how to apply it in an international marketing strategy? Find out in this Postgraduate Diploma"

The program's teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 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 arise throughout the educational program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Writing for blogs, for podcast and video scripts...TECH offers you everything you need to create the best content marketing.

Learn in this Postgraduate Diploma the main formulas used by the best copywriters and take them to your daily work.



02 Objectives

This program has been designed to boost the professional career of communicators who wish to grow as *copywriters*. An objective that will be much easier to achieve, thanks to the syllabus created by real specialists in this sector. In this sense, students will obtain over 6 months, the formulas and writing techniques that every *copywriter* should know, work methodologies, analysis tools and the main *tips* to create excellent messages that promote the sale of products and / or services.





“

In just 6 months you will be able to create good stories and become an expert in the wonderful world of storytelling. Enroll now”



General Objectives

- ♦ Offer a wide and deep learning of the copywriting profession in its different facets
- ♦ Show the different areas in which Copywriting can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and neurocopywriting
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct Copywriting experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct copywriters to be able to write ads for major social networks
- ♦ Train to work as a freelance copywriter from minute one, or to be able to work for third parties





Specific Objectives

Module 1. Copywriting Techniques

- ♦ Identify the principles of persuasion
- ♦ Learn more than 12 different Copywriting formulas
- ♦ Write effective headlines
- ♦ Identify what it is for and how to create storytelling
- ♦ Learn how to professionally curate content

Module 2. Brand Identity Manual and Brand Story

- ♦ Know what a Brand Identity Manual is and what it is used for
- ♦ Discover Jung's 12 Archetypes
- ♦ Know what a Brand Identity Manual should include
- ♦ Decipher the personality of a brand
- ♦ Know what a Brand Manifesto is and what it is for
- ♦ Know what an empathy map is and create one
- ♦ Manage the verbal universe of a brand
- ♦ Learn the keys to writing a brand story

Module 3. Copywriting for Content Marketing and Social Networks

- ♦ Know what Content Marketing is and how to apply Copywriting in your strategy
- ♦ Learn the particularities of the main social networks (Facebook, Instagram, TikTok, Youtube, LinkedIn, Pinterest, Twitter) and how to write messages in them in the most effective way
- ♦ Describe the particularities of video scripts and podcasts, and how to write them in an effective way
- ♦ Learn to write blog articles
- ♦ Manage and write all the messages involved in the online customer experience
- ♦ Know what keywords are and how they are used
- ♦ Create a content calendar
- ♦ Delve into the measurement of results



Thanks to this program, you will learn how to manage the verbal universe of a brand and lead it to digital success"

03

Course Management

The professional who enters this program will have at their disposal an excellent faculty made up of renowned specialists in the world of Copywriting Their mastery of Storytelling, transcreation and literature are a guarantee for students seeking advanced learning from the best experts. In addition, thanks to her human quality and proximity, you will be able to solve any doubt you may have about the content of the syllabus of this program.





“

*We have great professional experts in
Storytelling with a brilliant career as
freelance copywriters"*

Management



Mr. Berenguer Falcó, José

- ♦ Editor in chief at PCcomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ *Social Media* and Copywriter at Cacahuete Comunicación
- ♦ Editor in Chief at DiegoCoquillat.com
- ♦ Editor in Chief at 10 Restaurantes.Es
- ♦ Layout and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication of the Bar Association of Elche
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Graduate in Journalism

Professors

Mr. Guillén, Juan José

- ♦ Project Manager at Wetoget
- ♦ JR Project Manager at 3DIDS - Strategic Consulting
- ♦ Project Manager at JR Bookmeetings
- ♦ Strategic Director at E-consulting: AB y Gest
- ♦ Double Degree in Tourism and Business Administration and Management
- ♦ Master in Business Administration (MBA)

Mr. Egea, Adrián

- ♦ Social Media and online communication manager for Cacahuete Comunicación
- ♦ Copywriter for PcComponentes
- ♦ Copywriter for Unancor
- ♦ Journalist at TeleElx
- ♦ Degree in Journalism from Miguel Hernández University



Ms. Mas Valle, Alba

- ◆ Content writer for pccomponentes.com
- ◆ Content writer for communication agencies
- ◆ Teacher at Grupo Sorolla
- ◆ Coordinator and promoter of multidisciplinary activities at the Miguel Hernández University
- ◆ Degree in Social and Health Sciences
- ◆ Master's Degree in Secondary Education
- ◆ Postgraduate Diploma in Team Leadership and Talent Management Skills
- ◆ Advanced Cycle in Gender Equality Promotion
- ◆ AWAI's Accelerated Program for Six-Figure Copywriting program

“

A unique, key, and decisive educational experience to boost your professional development”

04

Structure and Content

In this university program, intensive learning prevails and of great practical utility so that the communication professional is able to launch into the world of *Copywriting* with guarantees. For this reason, TECH provides the graduate with an advanced syllabus and numerous pedagogical resources that will favor learning to write persuasive messages that generate sales actions and adapt to the different social networks. All this in a flexible format that allows self-management of study time and 24/7 access to a Postgraduate Diploma that is unique in the academic panorama.





“

Multimedia pills and in-focus videos will lead you to a dynamic learning process on the persuasive techniques of Copywriting"

Module 1. Copywriting Techniques

- 1.1. Principles of Persuasion
 - 1.1.1. Cialdini's 6 Principles of Persuasion
 - 1.1.2. Reciprocity
 - 1.1.3. Scarceness
 - 1.1.4. Authority
 - 1.1.5. Consistency
 - 1.1.6. Sympathy
 - 1.1.7. Consensus
- 1.2. The Most Popular *Copywriting* Formulas
 - 1.2.1. AIDA Formula
 - 1.2.2. The 4 Ps Formula
 - 1.2.3. PAS
 - 1.2.4. The 4 U's Formula
 - 1.2.5. The FAB Method
- 1.3. Less Frequently Used Formulas in *Copy*
 - 1.3.1. The Sugarman Formula
 - 1.3.2. The ADP Method
 - 1.3.3. The PASTOR Method
 - 1.3.4. A FOREST
 - 1.3.5. The BUCLE Method
 - 1.3.6. The STONE Method
- 1.4. Other Formulas that Do Not Look Like Formulas
 - 1.4.1. The 3 Why's Formula
 - 1.4.2. *Copywriting* 1 - 2 - 3 - 4 Formula
 - 1.4.3. So What? Formula
 - 1.4.4. Nine-Point Formula
 - 1.4.5. AICPBSAWN Formula
- 1.5. Headlines
 - 1.5.1. The Importance of a Good Headline
 - 1.5.2. Types of Headlines
 - 1.5.3. Research to Identify Good Headlines
 - 1.5.4. The Role of Subheadings
- 1.6. Creating Headlines
 - 1.6.1. Tools for Creating Headlines
 - 1.6.2. Formulas for Creating Headlines
 - 1.6.3. Techniques and Tricks
 - 1.6.4. Examples of Headlines
- 1.7. The Wonderful World of *Storytelling*
 - 1.7.1. The Most Important Factors
 - 1.7.2. The Type of Existing Stories
 - 1.7.3. What Stories Are for
 - 1.7.4. Where *Storytelling* Can Be Applied
- 1.8. How to Create Good Stories
 - 1.8.1. *Storytelling* Formulas
 - 1.8.2. Hero's Journey
 - 1.8.3. Elements for Creating Good Stories
 - 1.8.4. Examples of Stories with Different Objectives
- 1.9. Don't Leave Without a *Call to Action* (CTA)
 - 1.9.1. The Call to Action is a Click
 - 1.9.2. How to Create a CTA or Call to Action
 - 1.9.3. Types of Calls to Action
 - 1.9.4. Analysis of CTA Examples
- 1.10. Content Management
 - 1.10.1. What is Content Curation?
 - 1.10.2. What Does a *Content Curator* Do?
 - 1.10.3. The 10 Steps
 - 1.10.4. 4 S Methodology
 - 1.10.5. Various Techniques for Curation
 - 1.10.6. Tools for Curation

Module 2. Brand Identity Manual and Brand Story

- 2.1. What is the Brand Identity
 - 2.1.1. Why Have a Brand Identity Manual
 - 2.1.2. Recognize the Brand Personality
 - 2.1.3. The Name or Names
 - 2.1.4. The *Tagline* or Slogan
- 2.2. Brand Archetypes
 - 2.2.1. What They Are and How to Identify Them
 - 2.2.2. The Innocent
 - 2.2.3. The Common Man
 - 2.2.4. The Explorer
 - 2.2.5. The Wise Man
 - 2.2.6. The Hero
 - 2.2.7. The Outlaw
 - 2.2.8. The Magician
 - 2.2.9. The Lover
 - 2.2.10. The Jester
 - 2.2.11. The Caregiver
 - 2.2.12. The Creator
 - 2.2.13. The Ruler
 - 2.2.14. The Villain
- 2.3. Mission, Vision, and Values
 - 2.3.1. Discover the Mission
 - 2.3.2. Think about the Vision
 - 2.3.3. Define the Values
 - 2.3.4. Have a Clear Brand Purpose
- 2.4. Empowering the Brand
 - 2.4.1. What Voice It Has
 - 2.4.2. The Tones
 - 2.4.3. The Message Matrix
 - 2.4.4. Option to purchase
- 2.5. The Brand Manifesto
 - 2.5.1. What is a Manifesto and What Is It For?
 - 2.5.2. Information Sources
 - 2.5.3. The *Due Diligence* Process
 - 2.5.4. The Report
- 2.6. The Empathy Map
 - 2.6.1. What is an Empathy Map?
 - 2.6.2. What Is It For?
 - 2.6.3. How To Create It
 - 2.6.4. Various Examples to See It in Practice
- 2.7. The Verbal Universe
 - 2.7.1. Key Words
 - 2.7.2. What the Brand Says and What It Doesn't Say
 - 2.7.3. What It Doesn't Say
 - 2.7.4. Ideology of Topics
 - 2.7.5. SEO Tools
- 2.8. The *Brand Story*
 - 2.8.1. What is a Brand Story and What Is It For?
 - 2.8.2. How to Create a Brand Story
 - 2.8.3. Donald Miller's System
 - 2.8.4. Examples of Successful Brand Story Creation
- 2.9. Brand *Hashtags*
 - 2.9.1. What Are They and How to Use Them
 - 2.9.2. Advice
 - 2.9.3. How to Create a Hashtag for a Brand
 - 2.9.4. How It Works in the Different Social Networks
- 2.10. Aspects to Take into Account in a Company's Brand Identity Manuals
 - 2.10.1. Inclusive Language
 - 2.10.2. Language and Ideas that Denote Involvement with the Environment
 - 2.10.3. Language and Ideas that Denote Sensitivity. to Social Causes
 - 2.10.4. Other Aspects of Language to Be Respected

Module 3. Copywriting for Content Marketing and Social Networks

- 3.1. Understanding the New Way of Selling
 - 3.1.1. What is Content Marketing?
 - 3.1.2. Types of Content We Can Create
 - 3.1.3. Articles
 - 3.1.4. Interviews
 - 3.1.5. Lists
 - 3.1.6. News
 - 3.1.7. Videos
 - 3.1.8. Stories (Storytelling)
 - 3.1.9. Success Stories
 - 3.1.10. Guest Articles
 - 3.1.11. Infographics, Statistics or Graphics
- 3.2. Tools to Generate Content Ideas
 - 3.2.1. Specific Online Tools
 - 3.2.2. Chat GPT
 - 3.2.3. Topic Recycling
 - 3.2.4. Content Curation
 - 3.2.5. FAQ (Frequently Asked Questions)
- 3.3. Social Networks: Great Allies of Copywriting
 - 3.3.1. Copywriting for Social Networks
 - 3.3.2. Identifying the Competition
 - 3.3.3. Know your Followers
 - 3.3.4. Seek Opinions
- 3.4. Particularities of Each Social Network
 - 3.4.1. Copy for Facebook
 - 3.4.2. Copy for Instagram
 - 3.4.3. Copy for Pinterest
 - 3.4.4. Copy for TikTok
- 3.5. Copywriting for LinkedIn
 - 3.5.1. The Copy in the Banner
 - 3.5.2. The Copy in the Profile
 - 3.5.3. The Copy in the "About" Section
 - 3.5.4. Types of Content to be Published
 - 3.5.5. Other Aspects of the Professional Network
- 3.6. Copywriting for Audio and Video scripts
 - 3.6.1. Audio or Video
 - 3.6.2. Videopodcast: the Best of Both Worlds
 - 3.6.3. How to Make Videos for Youtube
 - 3.6.4. The Importance of Making a Podcast Script
 - 3.6.5. How to Make a Podcast Script Step by Step
 - 3.6.6. Measuring and Converting with Podcast Strategy
- 3.7. Copywriting for Blogs
 - 3.7.1. Knowing Your Audience: What Would You Want to Read?
 - 3.7.2. Which Words to Choose
 - 3.7.3. How to Structure the Article
 - 3.7.4. Which Images to Choose
 - 3.7.5. How to Improve the SEO
- 3.8. Keywords for an SEO Strategy
 - 3.8.1. Keyword Sources
 - 3.8.2. Keyword Research Tools
 - 3.8.3. Organize Your Keyword Research
 - 3.8.4. Search Intent
 - 3.8.5. Buyer Journey
 - 3.8.6. Analyze SERP



- 3.9. The Contingency Plan
 - 3.9.1. Analysis of the Situation
 - 3.9.2. Setting Objectives and KPI
 - 3.9.3. Target Audience
 - 3.9.4. Definition of Content Strategy
 - 3.9.5. Channel Definition
 - 3.9.6. Editorial Calendar
 - 3.9.7. Measuring Results
- 3.10. Copy for Merchandising, Packaging and Other Physical Formats
 - 3.10.1. The Benefits of Copy in Physical Formats
 - 3.10.2. Packaging and Labels
 - 3.10.3. Advertising and Signage
 - 3.10.4. Documentation and Invoices
 - 3.10.5. Store, Office or Physical Location



Create your best copies for social networks like TikTok, Instagram or Linkeding thanks to this university program”

05

Methodology

This 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.

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“

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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.



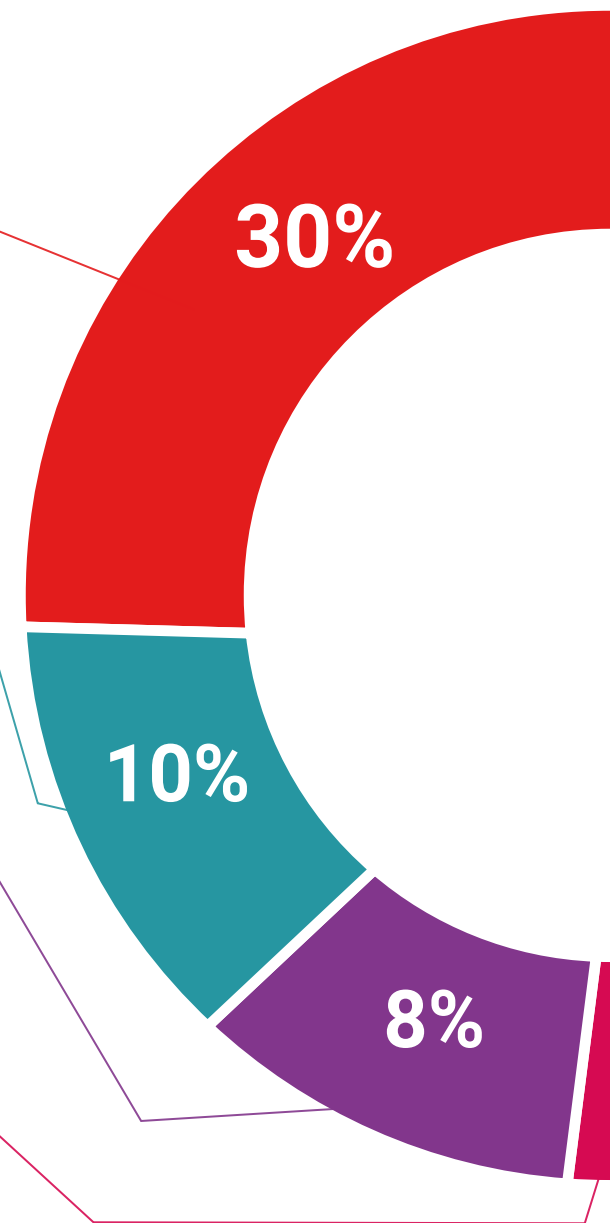
Practising Skills and Abilities

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 Copywriting 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 Copywriting** 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 Copywriting**

Modality: **online**

Duration: **12 months**



*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 languages
virtual classroom

tech technological
university

Postgraduate Diploma
Copywriting

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Postgraduate Diploma Copywriting

