

Postgraduate Diploma
Inbound Marketing
Personal Brand Building





Postgraduate Diploma Inbound Marketing Personal Brand Building

- » 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-inbound-marketing-personal-brand-building

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 22

06

Certificate

p. 30

01

Introduction

Today, building a strong and relevant personal brand is a critical aspect of standing out in an increasingly competitive marketplace. Inbound Marketing is a key tool to achieve this, as it allows professionals to establish an attractive online presence and generate an attractive online presence and generate valuable content that attracts their audience and establishes a relationship of trust with them. Thus, with this degree the student will approach from the strategies to generate visibility in social networks to the creation of a podcast and its diffusion. With a simple Internet connection, the student will be able to launch his or her professional career in just 600 hours and 100% online.





“

Boost your engagement on Instagram, Tiktok, Facebook and other networks with this valuable program”

Inbound Marketing has emerged as a response to the change in the way consumers interact with brands and companies online. Instead of following traditional marketing tactics, which focus on interruption and aggressive persuasion, Inbound Marketing seeks to attract and retain the attention of customers through valuable and useful content.

Therefore, the Postgraduate Diploma in Inbound Marketing Personal Brand Building is a valuable program designed by TECH Technological University to provide students with the tools and techniques necessary to develop and execute effective Inbound Marketing strategies and generate personal branded content that engages their audience. The program covers concepts ranging from Inbound methodology and attraction and interaction strategies, to planning and productivity for content creation and converting followers into Leads. Also included are modules dedicated to creating educational and non-educational content, identifying the thematic pillars of content, and using tools to curate content and enhance creativity.

In addition, the program also covers visual design and tools for creating visual digital content and the importance of the sales funnel for personal branding. It also includes a section dedicated to the creation and design of an email marketing strategy and marketing automation for personal branding, as well as the podcast as a new key channel in the Inbound Marketing strategy.

This program is 100% online, which means that students can specialize at their own pace from anywhere in the world and at any time. The Relearning pedagogical methodology plays a great role in this, allowing students to acquire knowledge and skills in a practical and effective way. In addition, the flexibility to organize academic resources according to students' individual needs gives them the freedom they need.

This **Postgraduate Diploma in Inbound Marketing 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 Inbound Marketing 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



Join the change that Inbound Marketing is bringing about when it comes to consolidating personal brands"

“

Become an expert in Inbound Marketing and boost your brand's visibility with TECH Technological University”

Time to position yourself as a benchmark in the creation of engaging content in just 600 hours.

Master all the metrics to study the results of your positioning strategies.

The program's teaching staff includes professionals from the sector who bring to this training the experience of their work, as well as recognized specialists from prestigious reference societies and 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.



02 Objectives

The main objective of this Postgraduate Diploma is to specialize students with the necessary skills and techniques to apply Inbound Marketing effectively in the creation of a company's personal brand. During the degree, students will be updated in the production of valuable content, search engine optimization strategies, the use of social networks, Email Marketing and other relevant techniques. At the end of the Postgraduate Diploma, students will be able to apply these skills in their company or media and increase online visibility.





“

Give your career a decisive boost by analyzing the analytics and performance measurement variables offered by each social platform”



General Objectives

- ♦ Identify and define the main elements to effectively develop and manage a personal brand
- ♦ Discover the elements that will help you work on your personal brand identity and achieve coherence
- ♦ Work in depth on the strategic elements that will form the basis of your messages and personal story
- ♦ Develop the message in its different rational and emotional forms
- ♦ Conceptualize a content strategy in line with the personal brand
- ♦ Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- ♦ Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- ♦ Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform
- ♦ Determine how to approach and improve the process of content creation
- ♦ Study success stories of personal brands in different sectors



Specific Objectives

Module 1. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

- ♦ Determine the importance of personal branding on social media and how a consistent digital presence can help drive career advancement
- ♦ Analyze the process of creating a content strategy that reflects personal brand identity and connects with the audience on different social media platforms
- ♦ Identify the different objectives that can be applied to personal branding in the social media
- ♦ Fundamentalize the use of Instagram, Facebook, Twitter and Tiktok for personal branding
- ♦ Identify best practices on these social platforms to increase engagement and personal brand visibility
- ♦ Examine the variables for analysis and measurement of results offered by each platform

Module 2. Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn

- ♦ Develop an effective strategy to optimize the LinkedIn profile seeking to create a solid, credible profile that stands out from the average
- ♦ Identify the types of content that have the greatest impact on the audience LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputation
- ♦ Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn

- ♦ Examine effective techniques, formats and styles for publishing posts on LinkedIn
- ♦ Master the tactics to establish an active and engaged community on LinkedIn by using effective connection, interaction and loyalty strategies
- ♦ Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior, in order to adjust and improve the strategy in real-time

Module 3. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content

- ♦ Discover how to improve daily productivity to generate content ideas and avoid blank page syndrome
- ♦ Compile the best tools for generating new content ideas and know where to look for inspiration and always be up to date with what is being published in the industry
- ♦ Use creative production tools such as Canva
- ♦ Choosing the most appropriate e-mail marketing tool for each professional
- ♦ Identify the best incentive to maximize lead capture and build a proprietary database
- ♦ Use email marketing as a tool channel for building a “community of loyal customers.”
- ♦ Improving personal brand conversion by applying the sales funnel methodology

Module 4. KPIs Personal brand impact: metrics for measuring results and multi-sector success stories

- ♦ To substantiate the relationship between influence and personal branding
- ♦ Identify best practices in personal branding
- ♦ Establish specific objectives and goals to improve the impact and effectiveness of the Personal Brand Building
- ♦ Analyze the presence of the personal brand in different media and platforms
- ♦ Review and evaluate KPIs for the improvement of the personal branding strategy



Achieve TECH Technological University objectives and evaluate KPIs to enhance your personal brand”

03

Course Management

The faculty that teaches this degree is made up of experts in Digital Marketing who have extensive experience in the application of Inbound Marketing techniques for the promotion and consolidation of personal brands. Each one of them has a solid academic background and a wide experience in the business and communication fields, which allows them to transmit their knowledge and practical experience to the students. In this way, students will be able to specialize under the guidance of renowned professionals and obtain a global perspective of Inbound Marketing applied to Personal Brand Building.





“

Get all the keys to Inbound Marketing by consulting innovative content designed by a leading teacher in the field”

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. López Rodríguez, Carla

- ♦ International consultant and Personal Brand Building trainer
- ♦ Visual Comercial, responsible for product presentation at Inditex in Austria
- ♦ Teacher at the University of Vigo
- ♦ Teacher at University Bring
- ♦ Degree in Advertising and PR the University of Alicante
- ♦ Degree in Audiovisual Communication at the University Vigo
- ♦ Dr. in Communication from the University of Vigo with International Mention and Cum Laude
- ♦ Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga

Ms. Luque Diaz, Daniela

- ♦ Consultora Marca personal en LinkedIn
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Coordinator of Arts Programs in the Department of Arts and Humanities at New York University
- ♦ Management of the marketing strategy for the collection of fashion accessories for the fashion accessories collection for the AITA brand
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Eurofragance Dubai Operations Coordinator
- ♦ Business Development Director of Grupo Intercom in Barcelona
- ♦ Degree in Film & TV Production at the National University of Colombia
- ♦ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for University
- ♦ Entrepreneurship Lund University
- ♦ Master's Degree in Public Relations& from ESERP Business School
- ♦ Master's Degree in Retail Management from the Autonomous University of Barcelona

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

04

Structure and Content

This Postgraduate Diploma program offers a complete and deep preparation in the techniques of personal branding, covering both strategic aspects and the measurement of results. It has been designed with an innovative pedagogical methodology, Relearning, and is taught entirely online, which provides great flexibility for students. In this way, they will be able to acquire the knowledge in a personalized and autonomous way, with constant support and autonomous way, with the constant support of experts in the field. With this specialization, students will be able to immediately apply the most advanced Inbound Marketing techniques to their own or their clients' brands.





“

Enroll in a unique qualification in the market on Inbound Marketing Personal Brand Building”

Module 1. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

- 1.1. Social Media Branding: Relevance to personal branding
 - 1.1.1. Role Playing Personal Brand in Social Media
 - 1.1.2. Online management platforms: Personal brand Loudspeaker
 - 1.1.3. The pillars of a good digital personal branding strategy
- 1.2. Strategic approach as a basis for Social Media Branding
 - 1.2.1. The role of research and active listening in personal branding strategy
 - 1.2.2. Analysis of the competition in social networks
 - 1.2.3. Identifying the target audience for the personal branding strategy
- 1.3. Social Media Branding
 - 1.3.1. Developing a social media plan for personal branding
 - 1.3.2. Identification of the objectives of the personal brand in social networks
 - 1.3.3. KPIs to analyze results
- 1.4. Engagement and visibility strategies for personal branding
 - 1.4.1. Online ecosystem: definition of the digital presence and selection of platforms
 - 1.4.2. Factors that drive engagement in social networks
 - 1.4.3. Visibility in social networks and best practices
- 1.5. Creation of a coherent digital presence
 - 1.5.1. Creation of a coherent brand image in social networks: visual identity, verbal anchors and style guides in social networks
 - 1.5.2. The brand message and the role of content in the success of the strategy
 - 1.5.3. Differentiation of the personal brand in the digital world
- 1.6. Content strategy: creation of a social media content strategy that reflects the brand's identity and connects with the audience
 - 1.6.1. Content creation process for different social media platforms
 - 1.6.2. The importance of storytelling in personal branding on social networks
 - 1.6.3. Creation of a publication calendar to maintain a constant and coherent online presence
- 1.7. Using Instagram for personal branding
 - 1.7.1. Why be on Instagram: reports and audiences
 - 1.7.2. Understanding the algorithm for designing content strategy on Instagram
 - 1.7.3. Best practices to increase engagement and visibility
 - 1.7.4. KPIs Measurement and analysis of results on Instagram

- 1.8. Using Facebook for Personal Brand Building
 - 1.8.1. Why be on Facebook. Reports and hearings
 - 1.8.2. Understanding the algorithm for designing content strategy on Facebook
 - 1.8.3. Best practices to increase engagement and visibility
 - 1.8.4. KPIs Measurement. Analysis of Facebook results
- 1.9. Using Twitter for Personal Brand Building
 - 1.9.1. Why be on Twitter: reports and audiences
 - 1.9.2. Best practices to increase engagement and visibility
 - 1.9.3. KPIs Measurement and analysis of results on Twitter
- 1.10. Using Tik Tok for Personal Brand Building
 - 1.10.1. Why be on Tik Tok: reports and audiences
 - 1.10.2. Best practices to increase engagement and visibility
 - 1.10.3. KPIs Measurement and analysis of results on Tik Tok

Module 2. Personal branding on LinkedIn. Visibility and engagement strategies for building a personal brand on LinkedIn

- 2.1. Strengthening the Profile LinkedIn User Profile
 - 2.1.1. Analysis of a LinkedIn user profile
 - 2.1.2. Clarification of LinkedIn use objectives
 - 2.1.3. Identification of areas for improvement in the LinkedIn profile
- 2.2. Audience Building of followers on LinkedIn
 - 2.2.1. Definition of Audience on LinkedIn
 - 2.2.2. Tailoring the message to the audience on LinkedIn
 - 2.2.3. Audience Building of Publication on LinkedIn
- 2.3. Community of reference on LinkedIn
 - 2.3.1. LinkedIn content leader search
 - 2.3.2. Identification of other community members on LinkedIn
 - 2.3.3. Interaction and collaboration with other members of the LinkedIn community
- 2.4. Connecting with active users on LinkedIn
 - 2.4.1. Importance of finding active LinkedIn users
 - 2.4.2. Writing an invitation to connect on LinkedIn
 - 2.4.3. Interacting with new contacts on LinkedIn

- 2.5. Development of a solid content strategy through thematic pillars
 - 2.5.1. Identification and positioning of thematic pillars
 - 2.5.2. Identification of the thematic pillars in the strategy
 - 2.5.3. Development and maintenance of the thematic pillars over time
- 2.6. Linking thematic pillars to personal history. The Importance of Emotions
 - 2.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
 - 2.6.2. How to tell effective stories in LinkedIn
 - 2.6.3. How to connect personal stories with key messages on LinkedIn
 - 2.6.4. Creating a personal story of transformation for a first post on LinkedIn
- 2.7. Generation of impactful content on LinkedIn. Importance of inspiring and teaching
 - 2.7.1. Use of technical or scientific data related to the thematic pillars to create educational content
 - 2.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
 - 2.7.3. Translating analysis into practice
- 2.8. Preparation of LinkedIn Posts
 - 2.8.1. Selecting the content and format with the greatest potential for LinkedIn posts
 - 2.8.2. Creating a variety of formats and styles for posts on LinkedIn
 - 2.8.3. Publication and follow up of the first posts on LinkedIn
- 2.9. Growing your LinkedIn account: followers and engagement
 - 2.9.1. Importance of Follower Monitoring in LinkedIn
 - 2.9.2. Monitoring of Follower Growth in LinkedIn
 - 2.9.3. Use of follower data on LinkedIn
- 2.10. Evaluation and adjustment of the editorial strategy
 - 2.10.1. Identifying trends and patterns in audience behavior
 - 2.10.2. Reinforcing strengths and weaknesses to improve editorial strategy
 - 2.10.3. Digital tools for an advanced use of LinkedIn
 - 2.10.4. Optimal use of LinkedIn as a tool to strengthen digital personal branding

Module 3. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content

- 3.1. Inbound Marketing Strategies applied to Personal Brand Building
 - 3.1.1. Inbound Methodology. Objectives
 - 3.1.2. Attraction strategy
 - 3.1.3. Interaction strategy
 - 3.1.4. Delight strategy
- 3.2. Content Creation
 - 3.2.1. Identification of the thematic pillars of the content to be developed
 - 3.2.2. Educational vs. non-educational content
 - 3.2.3. The 20 content ideas that help personal brand growth
 - 3.2.4. Inspiring examples of personal value contents of personal value
- 3.3. Tools for curating content and fostering creativity
 - 3.3.1. Feedly
 - 3.3.2. Google Alerts
 - 3.3.3. Buzzsumo
 - 3.3.4. Other Tools
- 3.4. Planning and productivity for content creation
 - 3.4.1. Design of an editorial calendar
 - 3.4.2. Content creation based on business objectives
 - 3.4.3. Media Planning Tools Google Drive, Notion, Asana, Trello
- 3.5. Visual design and tools for the creation of visual digital content
 - 3.5.1. Correct use of color palette, logo and branding
 - 3.5.2. Personal brand photography
 - 3.5.3. Canva: Advanced practical workshop
- 3.6. Sales funnel for Personal Brand Building
 - 3.6.1. Utility of sales funnel for Personal Brand Building
 - 3.6.2. Funnel function. Phases
 - 3.6.3. Relationship between content types and conversion rate

- 3.7. Conversion of followers to leads
 - 3.7.1. Lead: importance for building a personal branded business
 - 3.7.2. LinkedIn profile targeting to maximize lead generation
 - 3.7.3. Instagram profile targeting to maximize lead generation
 - 3.7.4. Personal web optimization to capture leads
- 3.8. Design of an email marketing strategy
 - 3.8.1. Importance of an email marketing strategy
 - 3.8.2. Free email marketing tools to build relationships with subscribers
 - 3.8.3. Presence in the mind of the buyer persona: the newsletter
- 3.9. Marketing Automation for Personal Brand Building
 - 3.9.1. Incentive to join the community
 - 3.9.2. The importance of the first welcome sequence
 - 3.9.3. Example of a welcome sequence that helps generate sales
- 3.10. Podcast: new key channel in the Inbound Marketing strategy
 - 3.10.1. Creation of a podcast. Steps to Follow
 - 3.10.2. Formats and types of content
 - 3.10.3. Podcast dissemination and visibility

Module 4. KPIs Personal Brand Building Impact: Metrics for measuring results and multi-sector success stories

- 4.1. Personal branding KPIs: Application
 - 4.1.1. Definition and importance of establishing KPIs
 - 4.1.2. Types of KPIs and key indicators for measuring the success of Personal Brand Building
 - 4.1.3. The role of vision and personal brand positioning in KPIs
- 4.2. Selecting the right KPIs to measure your Personal Brand Building success
 - 4.2.1. Variables for selecting relevant KPIs in the Personal Brand Building strategies
 - 4.2.2. Identification of the objectives of the personal brand: Definition of the objectives of the personal brand to establish appropriate KPIs
 - 4.2.3. Prioritization of KPIs according to established objectives and goals
- 4.3. Types of tangible KPIs for Personal Branding
 - 4.3.1. Analysis of scope KPIs
 - 4.3.2. Analysis of Interaction KPIs
 - 4.3.3. Analysis of Conversion KPIs

- 4.4. Types of tangible KPIs for Personal Brand Building
 - 4.4.1. Analysis of reputation KPIs
 - 4.4.2. Analysis of Influence KPIs
 - 4.4.3. Analysis of Credibility KPIs
- 4.5. Personal Brand Building in influence
 - 4.5.1. The Figure of the Manager Typologies of influencers
 - 4.5.2. Approach to Digital Marketing
 - 4.5.3. Benefits, choice and KPIs
- 4.6. Interpretation of KPIs: monitoring, measurement and optimization
 - 4.6.1. Monitoring: implementation of a system for monitoring and measuring of KPIs for Personal Brand Building
 - 4.6.2. Measurement Interpretation of Data
 - 4.6.3. Optimization: aspects to be assessed to adjust the strategy according to KPIs
 - 4.6.4. Final Recommendations
- 4.7. Case analysis: Personal Brand Building in entrepreneurs and freelancers
 - 4.7.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 4.7.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 4.7.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 4.8. Case analysis: Personal Brand Building in Influencers
 - 4.8.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 4.8.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 4.8.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 4.9. Case analysis: Personal Brand Building in Sport
 - 4.9.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 4.9.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 4.9.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 4.10. Case analysis: personal branding in employed professionals
 - 4.10.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 4.10.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 4.10.3. Case 3: Presentation, analysis of the digital strategy and best practices



“

You will have everything you need to position yourself as an Influencer thanks to strategies on Instagram, Tiktok or Twitter”

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.



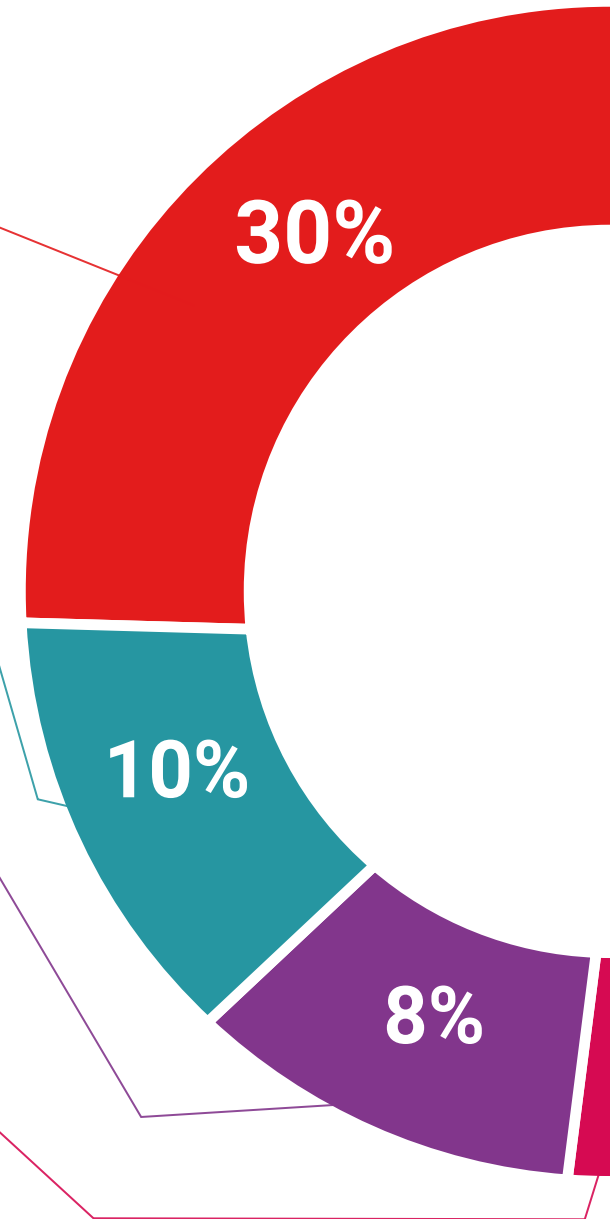
Practising Skills and Abilities

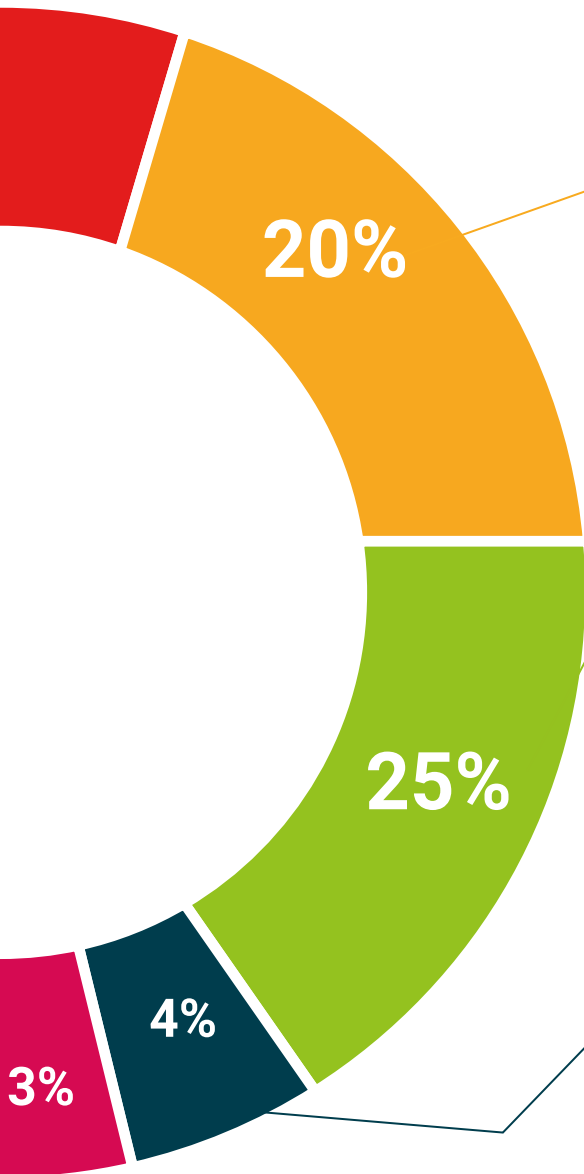
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Inbound Marketing Personal Brand Building 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 Inbound Marketing Personal Brand Building** 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 Inbound Marketing Personal Brand Building**

Official N° of Hours: **600 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
development language
virtual classroom

tech technological
university

Postgraduate Diploma
Inbound Marketing
Personal Brand Building

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

Postgraduate Diploma

Inbound Marketing

Personal Brand Building

