Postgraduate Diploma

Personal Branding and Digital Identity

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Postgraduate Diploma
Personal Brand
and Digital Identity

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

Website: **www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-personal-branding-digital-identity**

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01
Introduction

Nowadays, online presence is essential for any professional or company seeking to position itself and stand out in its area of work. Personal branding has become an essential tool to achieve this goal, and that is why more and more people are seeking to develop a solid digital identity that is consistent with their professional image. And this Postgraduate Diploma addresses precisely this need, providing students with the tools and strategies necessary to build, manage and maintain an optimal personal brand in the digital age. Key concepts such as effective communication, critical thinking and problem solving will be covered. This Postgraduate Diploma is offered 100% online, which allows students maximum flexibility.

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Get all the keys to consolidate your digital identity through this Postgraduate Diploma"

It is clear that today's world has become increasingly digital, and at the same time more competitive. The battle for a preferential position in the network is fierce and is the key to success in the professional field, especially in sectors as sensitive and connected to users as Communication.

Therefore, the Postgraduate Diploma in Personal Branding and Digital Identity addresses in depth everything related to personal branding and digital identity, in order for the journalist or communicator to increase the visibility of their professional activity. The program agenda includes several modules, one of which focuses on Networking for personal brand building. This module is essential as it is a powerful tool for establishing meaningful and lasting connections that can open doors to new opportunities and collaborations. Similarly, another important point is Personal Branding on LinkedIn, which includes clarifying the objectives of using LinkedIn, building the audience of followers, identifying content leaders and other community members.

With only an Internet connection, the student will benefit from a 100% online modality, which allows maximum flexibility to organize their academic resources according to their own needs and schedules. Furthermore, the Relearning pedagogical methodology will promote efficient specialization thanks to a faster internalization of concepts in dynamic study resources, such as interactive diagrams or case studies.

This **Postgraduate Diploma in Personal Branding and Digital Identity** 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 Personal Branding and Digital Identity
- 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 the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection

Specialize from home or anywhere and lay the groundwork to position yourself as an influential communicator"

Consult dynamic educational resources, such as videos or interactive diagrams, to design corporate reputation strategies for personal branding.

"

It enhances key skills for personal brand building, such as leadership and critical thinking"

Create with TECH Technological University powerful support and collaboration networks that increase your professional opportunities.
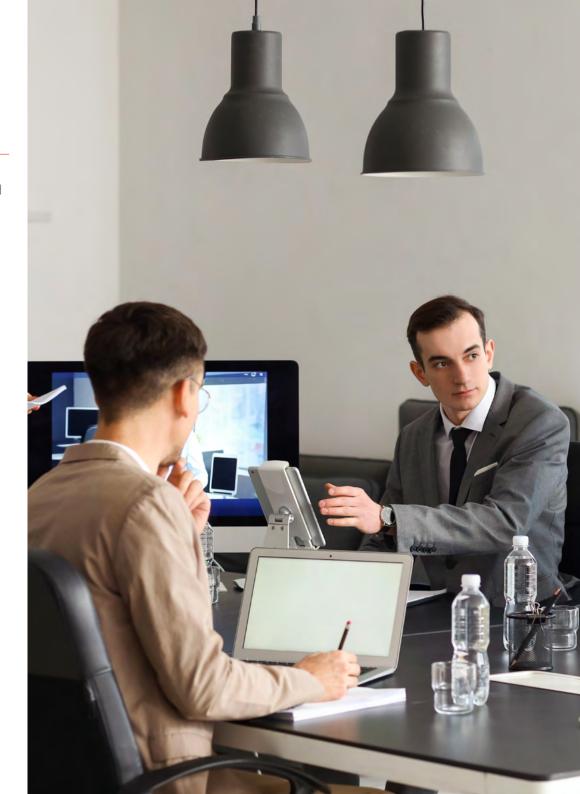
The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

By enrolling in this Postgraduate Diploma, the student will acquire key knowledge and skills to enhance the digital identity and personal brand of a company in an effective and strategic way. The Postgraduate Diploma will delve into the operation of social networks and other digital tools to optimize the online presence and improve the reputation of communication companies in the digital environment. In this way, students will master techniques for creating and managing quality content and establishing a coherent and effective communication strategy, enabling them to become specialists in managing an organization's online presence.

Launch your career through a consistent and positive digital identity. What are you waiting for to enroll?"

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

Get into the workings of the media, stakeholders and opinion leaders"

Specific Objectives

Module 1. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

◆ Develop the design of a Digital Identity strategy to help project an image consistent with brand values.

◆ Identify the journey of the personal brand in order to have a global vision of all its phases.

◆ Communicating a coherent and positive Digital Identity

◆ Develop the skills and competencies necessary for personal brand management.

◆ Carry out a strategy of online and offline actions for the monetization of the personal brand.

◆ Establish a strategy to maintain a positive corporate reputation and know how to manage a reputation crisis.

◆ Identify the need for innovation, maintenance and updating of the personal brand on a constant basis and know the tools to achieve it.

Module 2. Personal branding on LinkedIn. Visibility and engagement strategies for building a personal brand 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. Networking for Personal Brand Building. Networking, events and PR strategies as levers for growth

◆ Develop a Networking strategy adapted to the objectives and audience and build a solid and growing network of contacts.

◆ Implement strategic online and offline actions to expand the network of contacts.

◆ Develop communication skills for effective networking in different areas and channels of face-to-face and online communication.

◆ Use Public Relations to increase visibility and authority in the area of expertise.

◆ Determine how the media, stakeholders and opinion leaders work to build a strong and strategic contact network

◆ Managing Reputational Crises in *Networking* and Public Relations

◆ Interpret the data obtained from the metrics to evaluate the Networking and Public Relations strategy and its impact on the personal brand.

Course Management

The TECH Technological University teaching team has been carefully selected to include highly prestigious and experienced professionals in the field of Branding. These professionals have worked in leading Marketing and Communication companies and are currently active, which provides added value to the student by sharing knowledge and practical day-to-day experiences. Thanks to its extensive professional experience, the teaching team offers an updated and high quality specialization, based on the latest market trends and strategies.

Time to succeed by following the advice of leading experts in Personal Branding and Digital Identity"

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 Públiques 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

Ms. García Sanz, Nagore

- Communications Consultant
- Communications Manager in the Youth Department of the Provincial Council of Gipuzkoa
- Responsible for communication at the launch of the Kühne Business School
- Degree Information Sciences from the University of País Vasco
- Master in Digital Marketing and Community Management from the Marketing and Web School
- Expert in Information Service and Citizen Attention by the University of Salamanca
- Webmaster. Graphic design, web programming and digital marketing by the air design School
- Records Management and Archives Administration by Eusko Ikaskuntza & Asmoz Foundation
- Expert in Economics, Management and Technology of Public Innovation by the Faculty of Economics, Business and Tourism of the University of Alcalá

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 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 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.

04
Structure and Content

The Postgraduate Diploma in Personal Branding and Digital Identity has been carefully structured to offer a complete and detailed specialization, ranging from the fundamental theoretical concepts to the most advanced techniques of online identity and digital reputation management. Thus, this program has been designed by a highly qualified and experienced teaching team in the sector, and is offered completely online, which provides great flexibility to the student. And all in just 450 hours of innovative academic coursework.

A curriculum that addresses all aspects related to personal branding"

Module 1. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

1.1.   Personal Branding

    1.1.1.   Personal Branding: Key Aspects

    1.1.2.   Benefits of Personal Branding Building

    1.1.3.   Personal Branding in the market

1.2.   Personal brand journey

    1.2.1.   Self-awareness phase

    1.2.2.   Purpose phase

    1.2.3.   Positioning and visibility

    1.2.4.   Results phase: keys to be the chosen option

1.3.   Digital Identity and Netiquette

    1.3.1.   Digital Identity

    1.3.2.   Netiquette and its impact on personal brand

    1.3.3.   Application of Netiquette in the different different platforms

1.4.   Network positioning

    1.4.1.   How to know, control and manage online reputation

    1.4.2.   The importance of personal branding in the digital age

    1.4.3.   Keyword Search for Personal Brands

1.5.   Skills for creating a personal brand

    1.5.1.   Effective Communication

    1.5.2.   Leadership and Team Management

    1.5.3.   Critical thinking and problem solving

1.6.   Corporate reputation of the personal brand

    1.6.1.   Corporate Reputation

    1.6.2.   Online reputation management

    1.6.3.   Corporate reputation and ethics

1.7.   Personal brand Monetization

    1.7.1.   Niche market research

    1.7.2.   Business model and diversification of revenue sources

    1.7.3.   Elaboration of proposals and conditions

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

Module 3. Networking for Personal Brand Building. Networking, events and PR strategies as levers for growth

3.1.   Networking Fundamentals and Relevance
    3.1.1.   Types of Networking
    3.1.2.   Creation of a Neural Network-Training and Collaboration
    3.1.3.   Realization of a Networking Plan
3.2.   Networking to strengthen Personal Brand Building
    3.2.1.   Identifying Key Accounts
    3.2.2.   Selection of opinion leaders
    3.2.3.   How to expand and leverage your network of contacts
3.3.   Events as a Networking strategy
    3.3.1.   The Power of Online and Offline Networking Events
    3.3.2.   Types of Networking Events
    3.3.3.   Organizing an event as a strategy to improve your personal branding
3.4.   Public Relations and Personal Branding
    3.4.1.   Importance of Public Relations
    3.4.2.   Types of Public Relations strategies
    3.4.3.   Using PR to increase visibility and authority
3.5.   Effective communication strategies for Newtorking
    3.5.1.   Effective communication techniques in face-to-face actions or events
    3.5.2.   Effective communication techniques in the use of e-mail
    3.5.3.   Effective communication techniques in the use of of social networks
3.6.   Effective offline networking to strengthen personal branding
    3.6.1.   Networking in communities, conferences, seminars and business events
    3.6.2.   Networking with local stakeholders
    3.6.3.   Maintaining contact to seek opportunities for collaboration
3.7.   Effective Online networking to strengthen personal branding
    3.7.1.   Digital tools and platforms for Networking
    3.7.2.   Participation in online networking events
    3.7.3.   Maintaining online networking relationships

3.8.   Other useful PR actions to grow personal branding
    3.8.1.   Media Relations
    3.8.2.   Relationship with influential people
    3.8.3.   Publication of a book as a PR strategy
    3.8.4.   Creation of a Multimedia Contents as a PR strategy
3.9.   Crisis Management in Networking and Public Relations
    3.9.1.   The importance of ethics and accountability in crisis management
    3.9.2.   Design crisis communication of a strategy
    3.9.3.   Effective Networking for crisis management in Public Relations
3.10.   Measuring the success of a PR strategy
    3.10.1.   Social Network Monitoring
    3.10.2.   Qualitative and quantitative evaluation of the events
    3.10.3.   Visibility in the Media

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Access at any time of the day key lessons to prepare the best posts on LinkedIn or Brenchmarking strategies through the Virtual Campus"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%

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 Personal Branding and Digital Identity 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 Personal Branding and Digital Identity** 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 Personal Branding and Digital Identity**

Official Nº of Hours: **450 h.**

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Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

POSTGRADUATE DIPLOMA

in

Personal Branding and Digital Identity

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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Personal Branding and Digital Identity

» Modality: **online**
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