Postgraduate Certificate
Personal Branding

tech global university

tech global university

Postgraduate Certificate
Personal Branding

- Modality: **online**
- Duration: **6 weeks**
- Certificate: **TECH Global University**
- Accreditation: **4 ECTS**
- Schedule: **at your own pace**
- Exams: **online**
- Target Group: **Graduates and professionals with demonstrable experience in areas related to communication and institutional or business relations**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/personal-branding**

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01

Welcome

Branding is an essential element for any business strategy, as the corporate image is the main sign of identity to an increasingly informed and connected public. Transferring it to the personal sphere, it is important that any professional with a high profile in the field of business has a strong branding strategy, as their personal brand will be a perfect cover letter to access the most prestigious and privileged positions in the sector in which they work. This TECH program instructs its students to build a powerful Personal Brand with which to effectively stand out in their field and significantly expand their possibilities for promotion and professional growth.

Postgraduate Certificate in Personal Branding.
TECH Global University

With a well cared and worked Personal Branding, you will be able to reach the most privileged positions"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Global University

Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | **of TECH students successfully complete their studies**

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+ executives trained each year

200+ different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+ | **collaborative agreements with leading companies**

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

"At TECH you will have access to Harvard Business School case studies"

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve *soft* skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

We give you the opportunity to train with a team of world renowned teachers.

04

Objectives

The objective of this program is to enable students to create a powerful and current personal brand, aimed at improving their professional status and with a special focus on the main media and technologies used today. With this, your career goals will be much closer, having strong arguments and an impeccable cover letter to access the most interesting management positions in your industry.

The key objective of this degree is for you to achieve a personal brand that demonstrates your professionalism and managerial skills"

TECH makes the goals of their students their own goals too. Working together to achieve them.

The **Postgraduate Certificate in Personal Branding** will train the student to:

01 Identify and communicate their own most outstanding characteristics

02 Define a personal brand strategy and plan

03 Establish parameters to measure the personal brand

04 Identify useful tools for the construction and maintenance of a personal brand

05 Explain the importance and repercussions of the personal brand for businesses

06 Develop the personal branding in the main platforms and social media

05

Structure and Content

The Postgraduate Certificate in Personal Branding follows the latest technological, marketing and educational trends in the market. In this way, the student has access to first-class teaching material where they can learn to build their business image from scratch, which will open the doors to that desired future at the top of the best work teams.

This Postgraduate Certificate will mark a before and after in your career, giving you the most powerful tool to position yourself at the forefront of your sector"

Syllabus

TECH's Postgraduate Certificate in Personal Branding prepares its students for the challenge of building their personal image, taking into account all the distinctive elements they should incorporate in order to highlight their professional profile.

The teaching content, which follows the most innovative educational methodology, contains all the necessary keys in strategies, laws and tools of Personal Branding that students can use to their advantage to achieve a better professional status.

Thanks to an eminently practical teaching, based on real cases, the student acquires all the knowledge of Personal Branding in a contextual way. During the 100 hours of the program, a multitude of real cases of personal brand creation are analyzed, in which all the tools taught throughout the program are used.

This Postgraduate Certificate takes place over 1 month and is divided into 3 modules:

Module 1 Strategies for Personal Brand Development

Module 2 Personal Branding Laws

Module 3 Tools for Creating Personal Brands

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Personal Branding completely online. Throughout the month of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Strategies for Personal Brand Development

1.1. Personal Brand Definitions and Models
1.1.1. What is a Personal Brand?
1.1.2. Advice and Tips
1.1.3. Digital DNI

1.2. Steps for Creating a Personal Brand
1.2.1. Definition and Differentiation
1.2.2. Objectives
1.2.3. Visibility and Action Plan

1.3. Success Stories and Different Profiles
1.3.1. Famous Personal Brands
1.3.2. Personal Branding Focused on Each Professional

Module 2. Personal Branding Laws

2.1. The 3 P's of Personal Branding
2.1.1. Purpose
2.1.2. Personality
2.1.3. Professionalism

2.2. Reputation and Online Monitoring
2.2.1. Decalogue of Good Reputation
2.2.2. Monitoring Tools
2.2.3. Personal Brand Opportunities and Benefits

Module 3. Tools for Creating Personal Brands

3.1. Redes sociales
3.1.1. LinkedIn
3.1.2. Facebook
3.1.3. Twitter
3.1.4. Other Networks

3.2. Blogs, Videoblogs and Video Channels
3.2.1. Tools for Generating Attractive Content
3.2.2. YouTube
3.2.3. Blogs

You will learn the best-kept secrets of Personal Branding from the most experienced professionals"

06

Methodology

This training program offers 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"

At TECH Business School we use the Harvard case method

Our program offers a revolutionary method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

At TECH, you will experience a way of learning that is shaking the foundations of traditional universities around the world"

We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This intensive program from TECH Global University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

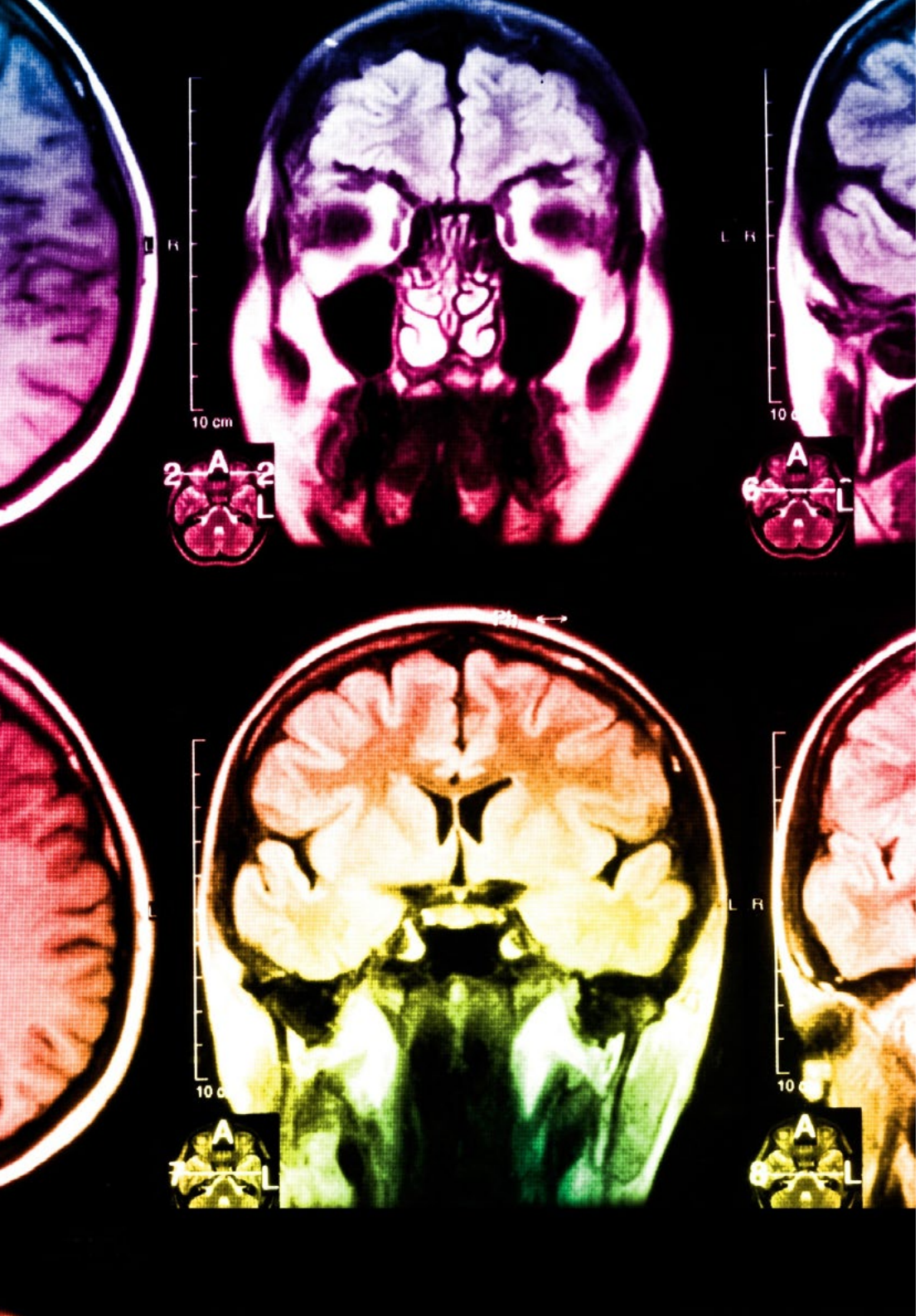
Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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.

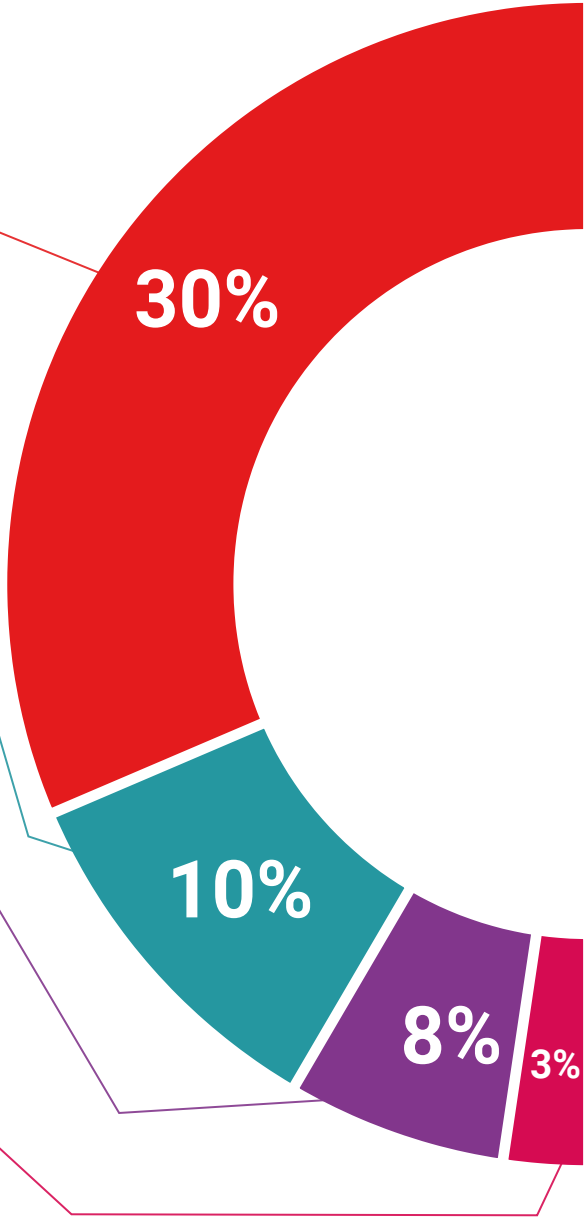
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

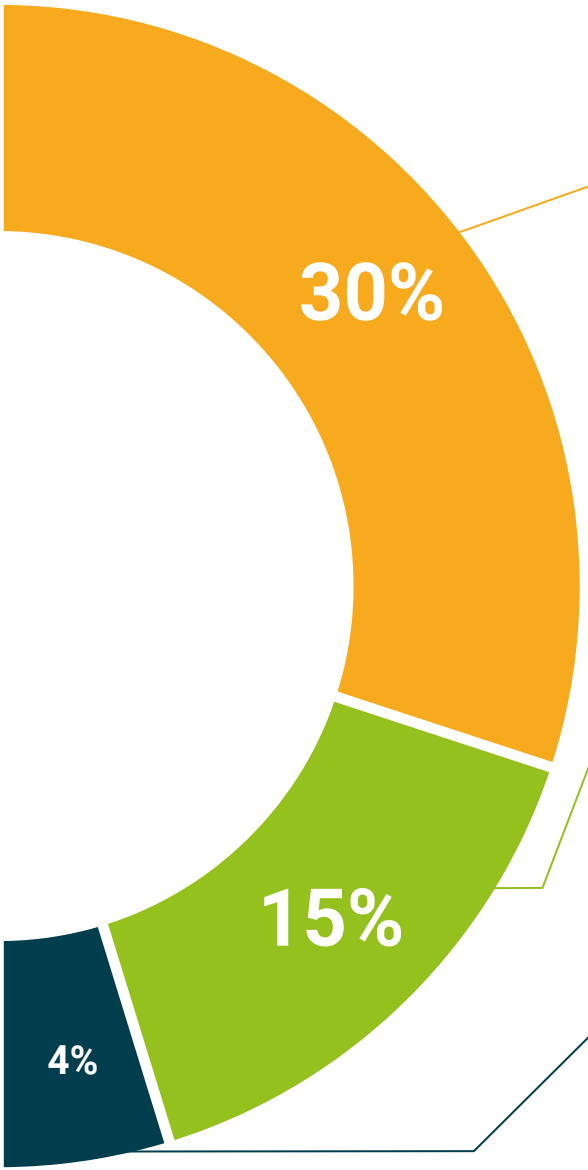
Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.

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 multimedia content presentation training Exclusive system 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 your goals.

07

Our Students’ Profiles

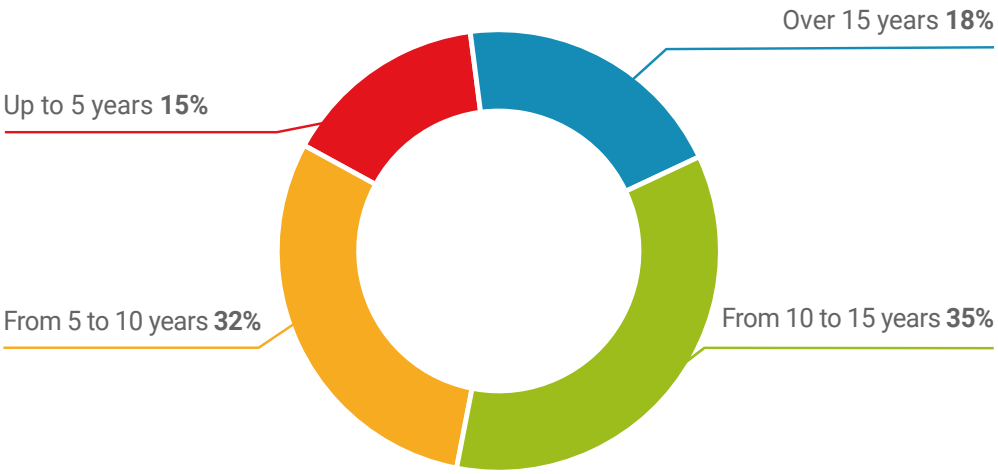
This program is aimed at corporate and business professionals seeking to stand out from their competitors. This is achieved by building a personal brand according to the profile of each student, with a presence in the main social networks such as Linkedin, Facebook or Twitter.

If you want to improve your chances of promotion while continuing your professional work, this program is made for you"

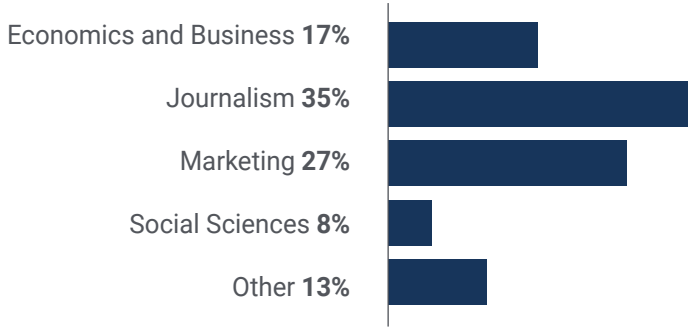
Average Age

Between **35** and **45** years old

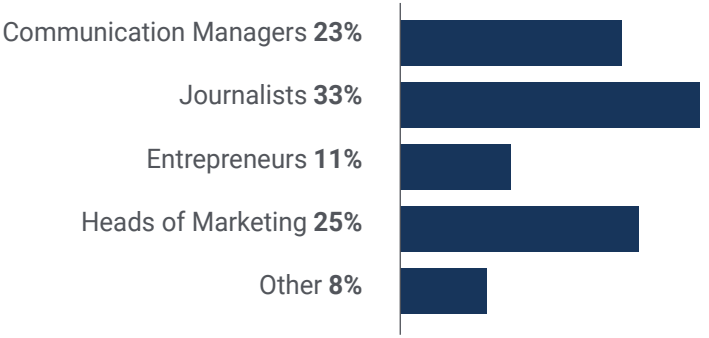
Years of Experience



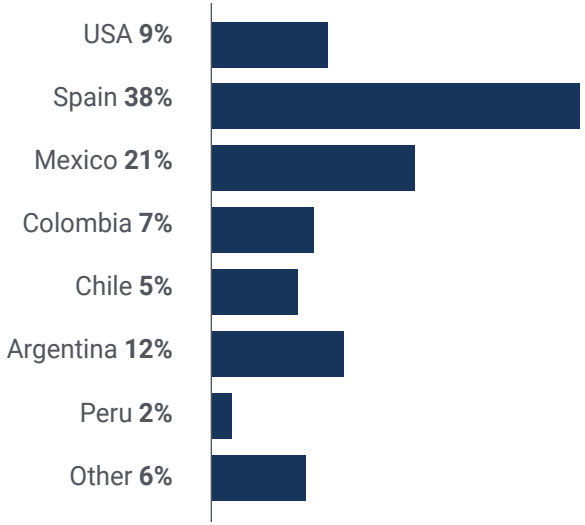
Training



Academic Profile



Geographical Distribution



Juan Ramón García Uribe

Marketing Director

"Thanks to the personal brand I created in this Postgraduate Certificate, I started to receive very interesting offers, giving me the position I hold today as Marketing Director"

08

Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.

Our teaching team, experts in Personal Branding, will help you achieve success in your profession"

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

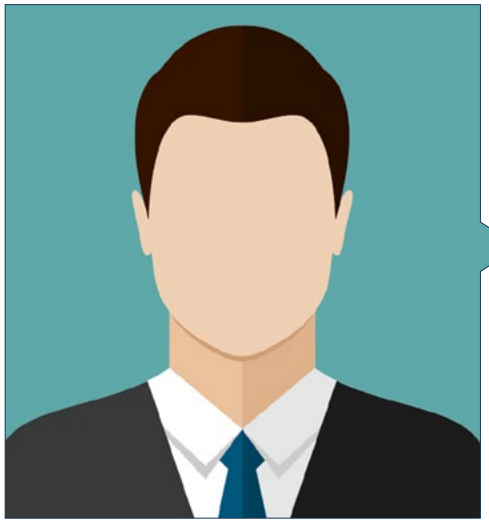
In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

Thanks to TECH you will be able to learn with the best professionals in the world"

Management



Mr. Larrosa Guirao, Salvador

- Specialist professor in finance with vast experience in this field and in teaching

Professors

Ms. Gomis Noriega, Silvia

- Professor of Innovation
- Professional with extensive experience and background in teaching

09

Impact on Your Career

This program will have a great positive impact on the career of its students, as TECH puts all its efforts in acquiring the best marketing methodology to boost their personal brand to new heights and business horizons. Therefore, the student's career path will not take long to change after graduating from this program.

You are choosing the right path to finish giving your career a boost and achieve a better job position"

Are you ready to take the leap? Excellent professional development awaits you

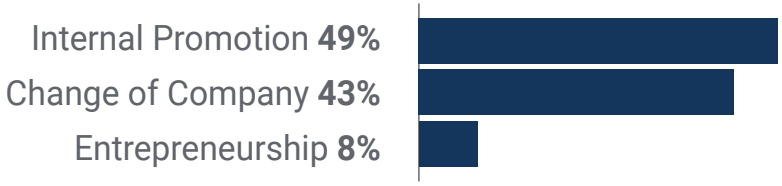
TECH's Postgraduate Certificate in Personal Branding is characterized by leading its students to become better professionals, maximizing 100% of their potential and giving them the communicative tool with which to be reference professionals. Graduates will be prepared to meet the highest communication and business challenges in their field.

If you want to make a positive change in your profession, the Postgraduate Certificate in Personal Branding will help you achieve it.

This is the best opportunity you have to specialize in Personal Branding and successfully launch your personal brand.

When the change occurs

Type of change



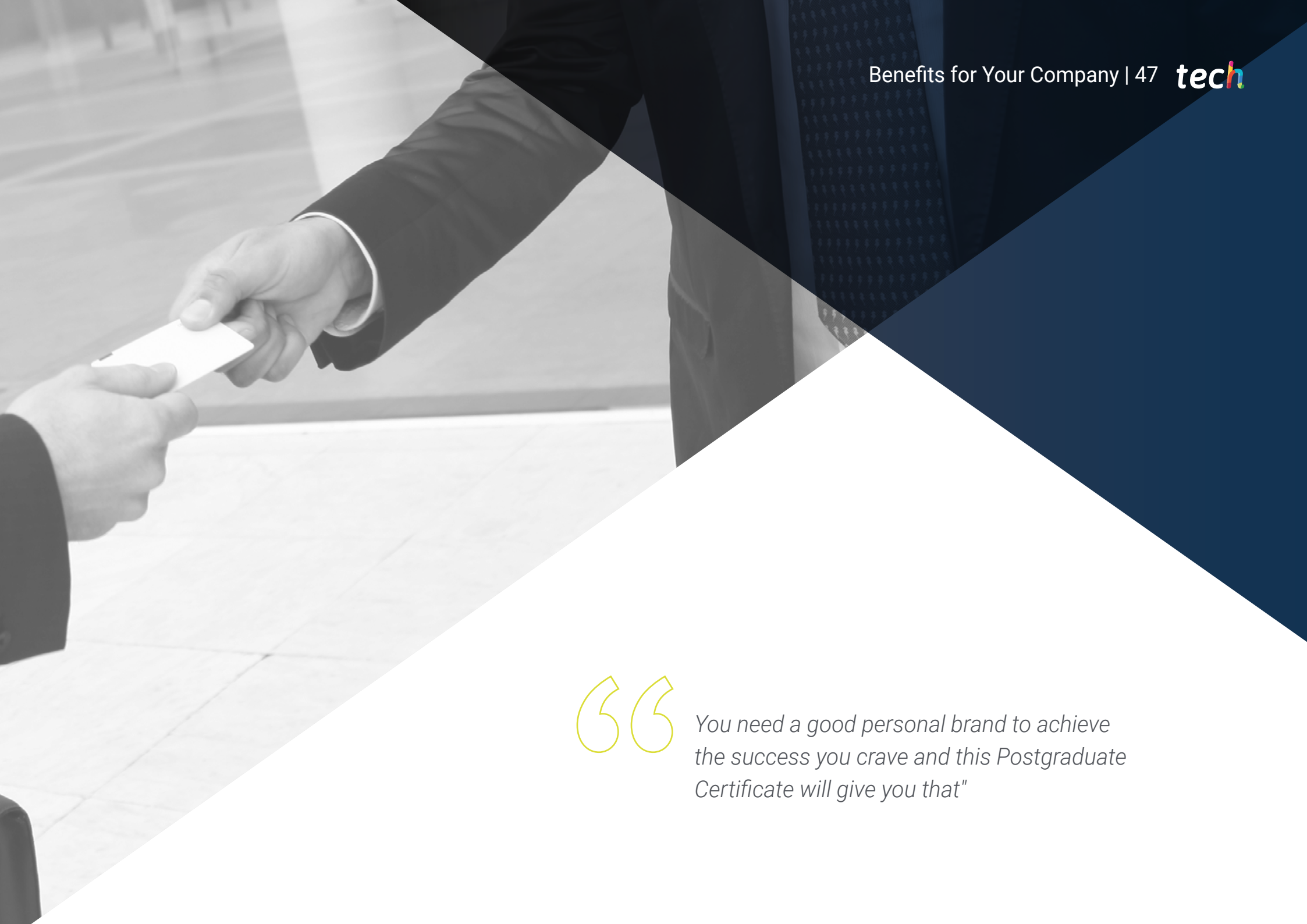
Salary increase

This program represents a salary increase of more than **25%** for our students.

10

Benefits for Your Company

The Postgraduate Certificate in Personal Branding also benefits the companies participating in the program, as it is a business niche that can be exploited at the Marketing level. In addition, recruitment processes will become more simple and agile for human resources departments by helping them know how to filter more effectively the resumes and candidates with a good Personal Branding.



You need a good personal brand to achieve the success you crave and this Postgraduate Certificate will give you that"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building Agents of Change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

05

Project Development

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Personal Branding guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this training and receive your university degree without travel or laborious paperwork"

This private qualification will allow you to obtain a **Postgraduate Certificate in Personal Branding** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (***official bulletin***). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Personal Branding**

Modality: **online**

Duration: **6 weeks**

Accreditation: **4 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Certificate in Personal Branding

This is a private qualification of 120 hours of duration equivalent to 4 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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