Executive Master's Degree
Copywriting

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tech global university

Executive Master's Degree
Copywriting

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Aimed at: **University Graduates who have previously completed any of the programs in the fields of Social , Communication and Legal Sciences, Administrative and Business Sciences**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-copywriting**

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01
Welcome

Copywriting has evolved over the centuries to become a key part of any advertising strategy. In the digital era it has reached an even more important dimension, as persuasive communication is necessary for the creation of websites, social networks and advertising videos that reach millions of people. Whether as a freelancer or in large advertising agencies, the influence of copywriting in the communication strategies of the 21st century cannot be ignored. For this reason, TECH has launched this program, which will position the student as an advanced expert in the creation of copy, delving into the psychology and compelling writing. All this 100% online, with no presential classes or fixed schedules.

Executive Master's Degree in Copywriting.
TECH Global University

Incorporate tools like ChatGPT to your workflow and maximize your productivity level by writing persuasive and effective copy"

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 center for intensive managerial skills education.

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 balances 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.

+100000 executives prepared 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 the most rigorous and up-to-date case analyses in academia"

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.

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.

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

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

You will 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 fields 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 You will be part of an exclusive community

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

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

04
Objectives

This university program has been conceived to provide professionals with the necessary learning to be able to start their career as copywriters. For this reason, TECH has assembled an excellent team of specialists with extensive experience in this sector, who will provide a theoretical and practical vision of great utility in the provision of copywritingservices in the creation of innovative projects in any area.

*Develop yourself successfully
as a copywriter in the relationship
with your client portfolio"*

**TECH makes the goals of their students their own goals too
Working together to achieve them**
The **Executive Master's Degree in Copywriting** will enable the students to:

01 Develop the skills a copywriter needs

02 Learn about psychology, neuromarketing, generational marketing and neurocopywriting

03 Learn why persuasion techniques are important in Copywriting

04 Know what a Verbal Identity Manual
is and what it is used for

05 Learn the particularities of the main social
networks (Facebook, Instagram, TikTok, Youtube,
LinkedIn, Pinterest, Twitter) and how to write
messages in them in the most effective way

06 Acquire knowledge about what sales funnels
are and what they are used for

07 Know all the pieces of copywriting involved in a pitch

10 Design a service catalog

08 Learn how to act as a freelance copywriter from the first day you start working with a client

09 Know how to start a relationship with a client

11 Delve into the presentation of quotations to increase the acceptance rate of the quotation

12 Learn how to create invoices

14 Work with a quality control system for projects

15 Learn how to present projects in a convincing way

13 Learn how to collect client testimonials

16 Learn how to manage metrics in Copywriting

05
Competencies

This program was created with the purpose of enhancing the skills and abilities of the professionals for persuasive writing, inclusive communication and adaptation of messages in the different existing digital channels. All so that not only perform with a high level their work, but also to be able to be able to start their own Copywriting company.

" You will be able to design your business plan from start to finish so that you can start your own Copywriting company"

01 Master the main copywriting techniques of a copywriter

02 Enhance the skills to undertake a professional career as a copywriter

03 Apply the knowledge acquired to be able to develop their own customer acquisition strategy as a copywriter

04 Promote the students' leadership, communication and persuasion skills

05 Promote the capacity for sales, customer service and the performance of Copywriting functions

06 Apply with great skill the most popular formulas for Copywriting texts

07 Successfully use transcreation

10 Master SEO concepts

08 Control the different tools used for content curation

11 Analyze the results obtained after the launching of campaigns

09 Handle the main advertising techniques used in Copywriting

12 Capture new clients through different Copywriting techniques

13 Identify keys and synthesize ideas

16 Successfully create storybrand or brand stories

14 Make excellent use of storytelling, to tell stories

17 Avoid frequent mistakes when communicating with clients

15 Master the techniques to be able to use Copywritingin the creation of websites

18 Control the different channels used in internal communication

06
Structure and Content

This Executive Master's Degree has been designed to provide 1,500 teaching hours of high content on Copywriting. All in an advanced and intensive syllabus created by real specialists in creative, commercial content and social networks. In this way, the graduates will obtain a broad vision of the multiple services and actions that an excellent copywriter can and should perform.

You have numerous innovative didactic resources that you can access 7 days a week, 24 hours a day"

Syllabus

This academic itinerary has been created to offer the most current information on writing techniques, analytical tools and strategies for sales through Copywriting.

It is a program with a theoretical perspective, but it also includes a practical approach, providing students with all the necessary resources to be able to develop in this sector. In this way, you will learn about copywriters and their daily work, persuasion procedures, content creation and its adaptation to social networks.

A wide range of possibilities that will illustrate the functions of the copywriter in the development of texts for the web, for advertisements, email marketing or launches. Also, this program gives relevance to the promotion of business in this sector, which is why it dedicates a specific module to the professional projection as a freelance copywriter.

This is also an attractive learning, which will not involve a large number of hours of study, since thanks to the Relearning system, the students will be able to consolidate the key concepts in a simple way.

An exceptional opportunity provided by this institution through a Executive Master's Degree that can be accessed comfortably, whenever and wherever you want. All that is required is an electronic device with an Internet connection to be able to visualize, at any time of the day, the program hosted on the virtual platform.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1	Copywriting: what it is, how to learn it, and what possibilities it offers
Module 2	Copywriting techniques
Module 3	Sales, customer service and Copywriting
Module 4	Verbal identity and brand history manual
Module 5	Copywriting for web
Module 6	Copywriting for content marketing and social media
Module 7	Mail Marketing and sales funnels
Module 8	Copywriting for launches
Module 9	Copywriting for advertisements
Module 10	The Freelance Copywriter

Where, When and How is it Taught?

TECH offers the possibility of developing
this Executive Master's Degree
in Copywriting completely online.
Throughout the 12 months of the educational
program, 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. The Copywriting: what it is, how to learn it, and what possibilities it offers

1.1. Discovering *Copywriting*
1.1.1. What is and what is not Copywriting
1.1.2. The current copywriter's profession
1.1.3. Where Copywriting can be applied
1.1.4. What Copywriting does for a brand

1.2. Learning to write
1.2.1. Oral language vs. Written language
1.2.2. Grammar recommendations
1.2.3. Expressive resources
1.2.4. Orthographic aspects

1.3. Training yourself to write
1.3.1. 10 different ways to count
1.3.2. The construction of the text
1.3.3. Exercises to put the brain in word mode
1.3.4. Triggers of ideas
1.3.5. Forced associations
1.3.6. Transitions

1.4. The research stage
1.4.1. Why research will be your best ally
1.4.2. Different tools to obtain information
1.4.3. The art of creating questionnaires
1.4.4. Do your own research
1.4.5. How to organize the information collected

1.5. Defining the ideal customer
1.5.1. Is the ideal customer everyone?
1.5.2. Main Characteristics
1.5.3. Typology of ideal customers
1.5.4. Learn to sell by value not by price
1.5.5. Levels of customer awareness

1.6. Universal purchase motivators
1.6.1. What are they and what role do they play in *Copywriting*?
1.6.2. Love, attraction, beauty
1.6.3. Money, status, lifestyle
1.6.4. Moments, personality, health
1.6.5. Security, trend, time

1.7. Copywriting and psychology
1.7.1. What do *Copywriting* and psychology have to do with each other?
1.7.2. Is the *copy* a psychologist?
1.7.3. Developing empathy
1.7.4. Systematizing findings
1.7.5. Using active language

1.8. Neuromarketing and neurocopywriting
1.8.1. What is neuromarketing?
1.8.2. What neuromarketing teaches
1.8.3. How brands use neuromarketing
1.8.4. Neurocopywriting

1.9. Knowing generational marketing
1.9.1. What is generational marketing and how does it influence Copywriting?
1.9.2. The silent generation
1.9.3. The baby boomers
1.9.4. The millenials
1.9.5. Generation Z
1.9.6. Digital natives

1.10. Tools
1.10.1. To create your website
1.10.2. To create your portfolio
1.10.3. To create project proposals
1.10.4. To communicate with clients
1.10.5. Image and design
1.10.6. Customer management
1.10.7. Proofreading
1.10.8. Social Media
1.10.9. Content

Module 2. Copywriting *techniques*

2.1. The principles of persuasion
2.1.1. Cialdini's 6 principles of persuasion
2.1.2. Reciprocity
2.1.3. Scarceness
2.1.4. Authority
2.1.5. Consistency
2.1.6. Sympathy
2.1.7. Consensus

2.2. The most popular formulas for writing with Copywriting
2.1.1. AIDA Formula
2.2.2. The 4 P's formula
2.2.3. The SBP
2.2.4. The 4 U formula
2.2.5. The FAB formula

2.3. Less frequent formulas in copy
2.3.1. The Sugarman formula
2.3.2. The ADP formula
2.3.3. The PASTOR formula
2.3.4. Aforest
2.3.5. The BUCLE formula
2.3.6. The STONE formula

2.4. Other formulas that do not look like it
2.4.1. The formula of the 3 whys
2.4.2. *Copywriting* formula 1-2-3-4
2.4.3. So what? formula
2.4.4. 9-point formula
2.4.5. AICPBSAWN formula

2.5. The headlines
2.5.1. The importance of a good headline
2.5.2. Types of Headlines
2.5.3. Research to identify good headlines
2.5.4. The role of subtitles

2.6. Creating headlines
2.6.1. Tools for creating headlines
2.6.2. Formulas for creating headlines
2.6.3. Techniques and tricks
2.6.4. Examples of headlines

2.7. The wonderful world of storytelling
2.7.1. The most important factors
2.7.2. The type of existing stories
2.7.3. What the stories are for
2.7.4. Where is it possible to apply *storytelling*

2.8. How to create good stories
2.8.1. *Storytelling* formulas
2.8.2. Hero's Journey
2.8.3. Elements for creating good stories
2.8.4. Examples of stories with different objectives

2.9. Don't leave without a *call to action* (CTA)
2.9.1. The call to action is a click
2.9.2. How to create a CTA or call to action
2.9.3. Types of call to action
2.9.4. Analysis of CTA examples

2.10. Content Management
2.10.1. What is content curation?
2.10.2. What does a *content curator* do?
2.10.3. The 10 steps
2.10.4. 4 S Methodology
2.10.5. Various techniques for healing
2.10.6. Tools for Curation

Module 3. Sales, customer service and Copywriting

3.1. Persuasion in Copywriting to increase sales

3.1.1. Why is it important to use persuasion in Copywriting?
3.1.2. Basic principles of persuasion and how it can be applied in Copywriting
3.1.3. Difference between persuading, influencing and manipulating
3.1.4. Analysis of a reference author

3.2. The customer's needs and desires in persuasion

3.2.1. Persuasion techniques, emotional language and the language of profit
3.2.2. Their applications
3.2.3. Why it is important to use the customer's needs and desires in *Copywriting*
3.2.4. Identifying customer desires

3.3. The role of profit language in Copywriting in persuasion

3.3.1. Why it is important to use the language of benefit in *Copywriting*
3.3.2. Identifying the benefits of the product or service
3.3.3. Using the language of benefit in Copywriting and increasing sales
3.3.4. How to use customer testimonials to increase trust

3.4. The role of emotional language in Copywriting

3.4.1. Why is emotional language important in *Copywriting*?
3.4.2. Identifying customer emotions
3.4.3. How to use emotional language to persuade and increase sales
3.4.4. The emotions that are most used in *Copywriting* for sales

3.5. Copywriting to increase sales: authority and confidence

3.5.1. How to use Copywriting to build authority for your sales
3.5.2. Building authority in Copywriting, with demonstration and experience
3.5.3. Building Trust in Copywriting, through Transparency and Honesty
3.5.4. Reasons why trust is important in Copywriting

3.6. How to improve your customer service with Copywriting

3.6.1. How and why to welcome the customer using Copywriting
3.6.2. Communication of incidents affecting the customer
3.6.3. Handling of payment claims and other administrative matters
3.6.4. Structure of communications with the customer using Copywriting

3.7. Basic structures to respond quickly to complicated situations

3.7.1. When we have to say NO to a customer
3.7.2. When we have to apologize
3.7.3. When we have to give bad news
3.7.4. A real case

3.8. Copy in internal communication

3.8.1. The importance of internal communication: attention to internal audiences
3.8.2. Email communications
3.8.3. Communications on a visual board
3.8.4. Formal communications: signature of contract or end of contract

3.9. B2B company or investor presentations

3.9.1. What is the *elevator pitch*
3.9.2. How to prepare it
3.9.3. Preparing a company presentation
3.9.4. Creating a corporate or company presentation video

3.10. CRM and well implemented success stories

3.10.1. What is CRM
3.10.2. The Case of Apple
3.10.3. The Case of Amazon
3.10.4. The Case of Zara
3.10.5. The case of British Airways

Module 4. Verbal identity and brand history manual

4.1. What is the verbal identity of a brand?
4.1.1. Why have a verbal identity manual
4.1.2. Recognize the brand personality
4.1.3. The name or names
4.1.4. The *tagline* or slogan

4.2. Brand archetypes
4.2.1. What they are and how to identify them
4.2.2. The innocent
4.2.3. The common man
4.2.4. The explorer
4.2.5. The wise man
4.2.6. The hero
4.2.7. The outlaw
4.2.8. The magician
4.2.9. The lover
4.2.10. The buffoon
4.2.11. The Caregiver
4.2.12. The creator
4.2.13. The ruler
4.2.14. The villain

4.3. Mission, Vision, and Values
4.3.1. Discover the mission
4.3.2. Think about the vision
4.3.3. Define the values
4.3.4. Have a clear brand purpose

4.4. Empowering the brand
4.4.1. What voice you have
4.4.2. The tones
4.4.3. The message matrix
4.4.4. Option to purchase

4.5. The brand manifest
4.5.1. What is a manifest and what is it for?
4.5.2. Information Sources
4.5.3. The *due diligence* process
4.5.4. The report

4.6. The empathy map
4.6.1. What is an empathy map
4.6.2. What it is used for
4.6.3. How to create it
4.6.4. Various examples to see it in practice

4.7. The verbal universe
4.7.1. Key Words
4.7.2. What the brand says and what it does not say
4.7.3. What it does not say
4.7.4. Ideology of topics
4.7.5. Tools for SEO

4.8. The brand story or storybrand
4.8.1. What is a brand story and what is it for?
4.8.2. How to create a brand story
4.8.3. Donald Miller's system
4.8.4. Examples of successful brand story creation

4.9. Brand hashtags
4.9.1. What they are and how to use them
4.9.2. Advice
4.9.3. How to create a *hashtag* for a brand
4.9.4. How it works in the different social networks

4.10. Aspects to take into account in a company's verbal identity manuals
4.10.1. Inclusive Language
4.10.2. Language and ideas that denote involvement with the environment
4.10.3. Language and ideas that denote sensitivity to social causes
4.10.4. Other aspects of language to be respected

Module 5. Copywriting for web

5.1. The home page
5.1.1. Functions of the home page
5.1.2. Value Proposition
5.1.3. Marketing message
5.1.4. Common thread
5.1.5. Body of the text
5.1.6. Call to action
5.1.7. Resources
5.1.8. Website measurement

5.2. The about me page
5.2.1. Functions of the about me page
5.2.2. Structure
5.2.3. Show who is behind the brand
5.2.4. Tips
5.2.5. Adding emotion

5.3. The services page
5.3.1. Main purpose of the service page
5.3.2. The creation of the offer
5.3.3. Types of offers
5.3.4. Structure of the service page

5.4. The sales letter or sales page
5.4.1. Importance and function of the sales page
5.4.2. *Landing Page* vs. Sales page
5.4.3. Structure and key elements of sales letters
5.4.4. Sales pages in video format
5.4.5. Other *landing pages*

5.5. Online store pages and product pages
5.5.1. General characteristics of online stores
5.5.2. Ecommerce structure
5.5.3. The importance of product sheets
5.5.4. How to create them so that they sell more

5.6. UX Writing or how to improve the user experience through your texts
5.6.1. Understanding UX Writing
5.6.2. What is UX Writing
5.6.3. Differences between UX Writing and Copywriting
5.6.4. Microcopy and UX Writing

5.7. UX Writing and brand engagement
5.7.1. *Onboardings*
5.7.2. Call to action buttons
5.7.3. Product descriptions
5.7.4. Forms
5.7.5. Confirmation messages
5.7.6. Password recovery and e-mail validation
5.7.7. Success messages
5.7.8. *Empty states*
5.7.9. Timeout messages
5.7.10. Frequently asked questions guide
5.7.11. Error messages

5.8. Inclusivity and diversity in UX Writing
5.8.1. Importance of accessibility in our texts
5.8.2. Audience diversity and user experience
5.8.3. The role of language in the user experience
5.8.4. Guidelines for writing our texts in an inclusive way

5.9. Accessibility and *UX Writing*
5.9.1. Importance of accessibility in texts
5.9.2. How to make our texts accessible
5.9.3. Screen readers
5.9.4. The ALT attribute

5.10. UX Writer as a specialization
5.10.1. *UX Writer* profile
5.10.2. Required skills
5.10.3. Useful Resources
5.10.4. Final Reflections

Module 6. Copywriting for content marketing and social media

6.1. Understanding the new way of selling
6.1.1. What is Content Marketing?
6.1.2. Types of content we can create
6.1.3. Articles
6.1.4. Interviews
6.1.5. Lists
6.1.6. News
6.1.7. Videos
6.1.8. *Storytelling*
6.1.9. Success Stories
6.1.10. Guest articles
6.1.11. Infographics, statistics or graphs

6.2. Tools to generate content ideas
6.2.1. Specific online tools
6.2.2. GPT Chat
6.2.3. Topic recycling
6.2.4. Content Curation
6.2.5. FAQ (frequently asked questions)

6.3. Social Media: great allies of Copywriting
6.3.1. *Copywriting* for social media
6.3.2. Identify the competition
6.3.3. Knowing the followers
6.3.4. Seek opinions

6.4. Particularities of each social media
6.4.1. *Copy* for Facebook
6.4.2. *Copy* for Instagram
6.4.3. *Copy* for Pinterest
6.4.4. *Copy* for TikTok

6.5. Copywriting for LinkedIn
6.5.1. *Copy* in the banner
6.5.2. *Copy* in the profile
6.5.3. *Copy* in the "About" section
6.5.4. Types of content to be published
6.5.5. Other aspects of the professional network

6.6. Copywriting for audio and video scripts
6.6.1. Audio or video
6.6.2. *Videopodcast*: the best of both worlds
6.6.3. How to make videos for Youtube
6.6.4. The importance of writing a *podcast*script
6.6.5. How to make a *podcast* script step by step
6.6.6. Measuring and converting with podcaststrategy

6.7. *Copywriting* for blogs
6.7.1. Know your audience, what would you want to read?
6.7.2. Which words to choose
6.7.3. How to structure the article
6.7.4. Which images to choose
6.7.5. How to improve SEO

6.8. Keywords for an SEO strategy
6.8.1. *Keywords* sources
6.8.2. *Keyword research* tools
6.8.3. Organize your *keyword research*
6.8.4. *Search Intent*
6.8.5. *Buyer journey*
6.8.6. Analyze the SERP

6.9. The Contingency Plan
6.9.1. Analysis of the Situation
6.9.2. Definition of objectives and KPIs
6.9.3. Target Audience
6.9.4. Definition of content strategy
6.9.5. Channel definition
6.9.6. Editorial Calendar
6.9.7. Measuring results

6.10. Copy for merchandising, packaging and other physical formats
6.10.1. The benefits of *copy* in physical formats
6.10.2. Packaging and labels
6.10.3. Advertising and signage
6.10.4. Documentation and invoices
6.10.5. Store, office or physical location

Module 7. Mail Marketing and sales funnels

7.1. Generalities of email marketing
7.1.1. What is email marketing?
7.1.2. Features
7.1.3. Structures
7.1.4. Types of emails

7.2. How to create a subscriber list from scratch
7.2.1. Strategies for building the list
7.2.2. Channels to support
7.2.3. Email marketing tools
7.2.4. Frequency of emails

7.3. How to write emails according to the objectives
7.3.1. Content emails
7.3.2. User experience emails
7.3.3. Sales emails
7.3.4. Sources of content inspiration

7.4. How not to go unnoticed in the inbox
7.4.1. Formulas for creating headlines
7.4.2. Example of first email subscription mail sequence
7.4.3. Example of corporate email
7.4.4. How to avoid ending up in the *spam* folder

7.5. How to sell through email marketing
7.5.1. How to sell with email marketing
7.5.2. Examples of email sequences
7.5.3. Examples of follow-up emails
7.5.4. Examples of closing sales mailings

7.6. Other Aspects to Take into Account
7.6.1. The length
7.6.2. Measurement
7.6.3. Customization
7.6.4. Delivery schedule

7.7. Sales funnel: minimum viable funnel
7.7.1. Elements you need to create a sales funnel
7.7.2. *Lead magnet* in the sales funnel
7.7.3. Boosting your funnel organically
7.7.4. Advertising for the sales funnel. Taking your funnel to a higher level

7.8. Permanent funnels
7.8.1. Why should you have an automatic sales funnel?
7.8.2. Elements that allow you to maintain and optimize your funnel
7.8.3. Maintenance, reviews and analytics
7.8.4. Closing the sales funnel

7.9. Launch funnels
7.9.1. How to prepare your launch
7.9.2. Funnels for live launch and modalities
7.9.3. Specific advertising for launches
7.9.4. Converting your funnel to an *evergreen* launch

7.10. Email marketing vs. *Chatbot* or WhatsApp
7.10.1. The advantages of *chatbots*
7.10.2. The advantages of email marketing
7.10.3. Personalizing the message through segmentation
7.10.4. Can WhatsApp complement the email marketing strategy?

Module 8. Copywriting for launches

8.1. Understanding what a launch is and what it is used for
8.1.1. What is a launch
8.1.2. The elements of a launch
8.1.3. Differentiation
8.1.4. Offer
8.1.5. Levels of consciousness
8.1.6. A relationship of enthusiasm

8.2. Types of releases
8.2.1. Which one to choose and why
8.2.2. Seed launch
8.2.3. R2X launch
8.2.4. Meteoric launch
8.2.5. *Product Launch Formula* (PLF)
8.2.6. *Webinars,* workshops or masterclasses
8.2.7. Challenges
8.2.8. Thematic releases
8.2.9. *High ticket*

8.3. The phases of a launch
8.3.1. The pre-launch
8.3.2. The pre-sale
8.3.3. Recruitment
8.3.4. Seduction or indoctrination
8.3.5. Selling
8.3.6. Closing
8.3.7. Post-launch

8.4. How to apply Copywriting in each phase of the launching process
8.4.1. How to apply the *copy* in the recruitment phase
8.4.2. Techniques in the seduction phase
8.4.3. Techniques in pre-sales and sales
8.4.4. Examples of success stories

8.5. The creative idea as the cornerstone of the launch
8.5.1. What is the creative concept?
8.5.2. Formulas to create the creative concept
8.5.3. The method to break into the market with the creative idea
8.5.4. Examples of creative ideas that have worked

8.6. How to orchestrate a launch
8.6.1. The fundamental elements to orchestrate a successful launch
8.6.2. Having a scorecard
8.6.3. Internal Communication
8.6.4. Follow-up of the launching and of the scorecard

8.7. The marketing elements involved in a launch and their function
8.7.1. *Copy* pieces in the acquisition phase
8.7.2. *Copy* pieces in the pre-launch phase
8.7.3. *Copy* pieces in the launch phase
8.7.4. *Copy* pieces in the sales phase

8.8. Measuring a launch in real time
8.8.1. Metrics and KPIs
8.8.2. Measurement tools
8.8.3. Performance monitoring
8.8.4. Post-launch analysis

8.9. The post-launch stage
8.9.1. Analyzing and acting after the sale
8.9.2. Strategies to keep the customer happy after the sale
8.9.3. Strategies to increase the average ticket price
8.9.4. Strategies to build customer loyalty

8.10. Tools to effectively manage a launch
8.10.1. Internal Communication
8.10.2. Project management and organization
8.10.3. Productivity optimization
8.10.4. For hosting digital products
8.10.5. To optimize SEO
8.10.6. For live broadcasts
8.10.7. For content channels
8.10.8. Others

Module 9. Copywriting for advertisements

9.1. Classic and new advertising
9.1.1. A little history of advertising
9.1.2. The new advertising
9.1.3. The technologies of the moment and the opportunity for advertising
9.1.4. Current trends in online advertising

9.2. The copywriter in advertising and the social media plan
9.2.1. The functions of a *copywriter* in an agency
9.2.2. Types of *copywriters*
9.2.3. The social media strategy
9.2.4. Great examples of social media campaigns

9.3. The research phase before writing
9.3.1. The ideal customer or *buyer* persona
9.3.2. Why they buy
9.3.3. Researching the competition
9.3.4. How to offer what the customer is looking for

9.4. Psychological techniques for writing
9.4.1. How to launch the message
9.4.2. How to communicate the price
9.4.3. Use R. Cialdini's principles of persuasion
9.4.4. Other techniques that work in advertising
9.4.5. Various tips for writing advertisements

9.5. Youtube Ads
9.5.1. Why advertise on Youtube
9.5.2. Characteristics of advertising on Youtube
9.5.3. Formats and types of ads
9.5.4. Script for creating ads on Youtube

9.6. Instagram Ads and Tik Tok Ads
9.6.1. Generating conversion with Instagram Ads *copy*
9.6.2. Real examples of campaigns on Instagram
9.6.3. Generating conversion with the *copy* in Tik Tok Ads
9.6.4. Real examples of Tik Tok campaigns

9.7. LinkedIn Ads and Twitter Ads
9.7.1. Get more effective ads on LinkedIn Ads
9.7.2. Examples to learn from
9.7.3. Get more effective ads on Twitter Ads
9.7.4. Examples to learn from

9.8. Facebook Ads
9.8.1. How to create a Facebook ad
9.8.2. Tips for the particularities of this social network
9.8.3. How the *copy* helps in Facebook ads
9.8.4. Real examples of campaigns

9.9. Google Ads and advertising in stories
9.9.1. Considerations for creating Google Ads
9.9.2. Examples of ads with *copy* that sells on Google
9.9.3. Considerations for creating Ads in *Stories*
9.9.4. Examples of *stories* with *copy* that sells

9.10. Amazon Ads
9.10.1. Why advertise on Amazon
9.10.2. Types of ads on Amazon
9.10.3. How to optimize Amazon ads with *copy*
9.10.4. Real examples of Amazon ads

Module 10. The Freelance Copywriter

10.1. The most important things to be a freelance copywriter
10.1.1. Where to start
10.1.2. Legal issues: the contract
10.1.3. Minimum viable business considerations
10.1.4. Channels through which to make yourself known
10.1.5. How to find a job
10.1.6. The Importance of *Networking*

10.2. How to start the relationship with a customer
10.2.1. The intake form: what is it?
10.2.2. What questions to include in the lead forms
10.2.3. Contact forms
10.2.4. Examples of different forms

10.3. Service Catalog
10.3.1. What are the most demanded services
10.3.2. *Copywriting* audit
10.3.3. *Copywriting* consulting
10.3.4. Web Services
10.3.5. Specific Services
10.3.6. General pricing ideas

10.4. How to present quotations to close a high acceptance rate
10.4.1. How to avoid being told "no" or that they disappear
10.4.2. Leave the stone on your own roof
10.4.3. Not to be rushed
10.4.4. Listen and get to know the customer well
10.4.5. Personalize by highlighting the benefits
10.4.6. Detailing what is included and what is not included
10.4.7. Give a deadline

10.5. Invoices
10.5.1. Invoice essentials
10.5.2. Sequence of follow-up mails and collection claims
10.5.3. Rural land
10.5.4. Useful tools for invoicing and collection

10.6. Testimonials
10.6.1. The benefits and risks of publishing a testimonial
10.6.2. How to collect testimonials quickly
10.6.3. How and where to use social proof
10.6.4. Testimonials as a success strategy for some campaigns

10.7. Transcreation: halfway between copy and translation
10.7.1. What is transcreation?
10.7.2. The origin of transcreation
10.7.3. The process of transcreation
10.7.4. Applications of transcreation
10.7.5. Smiles and tears (cases of successful and unsuccessful applications)

10.8. The quality control guide
10.8.1. The elements to examine before delivering a project
10.8.2. A check on attention
10.8.3. Mathematical filters of a text
10.8.4. Grammar and style

10.9. Project delivery
10.9.1. How and why not to deliver some texts in Word
10.9.2. The structure of a good project delivery document
10.9.3. The presentation session
10.9.4. The presentation of the *copy* in *wireframes*
10.9.5. What to do if the client says no

10.10. Metrics for copywriters
10.10.1. Why it is important to measure
10.10.2. KPIs in *Copywriting*
10.10.3. Tools
10.10.4. How to sell it to the customer

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*"

TECH Business School uses the 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"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *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.

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

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study 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.

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. 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.

30%

10%

8%

3%

30%

15%

4%
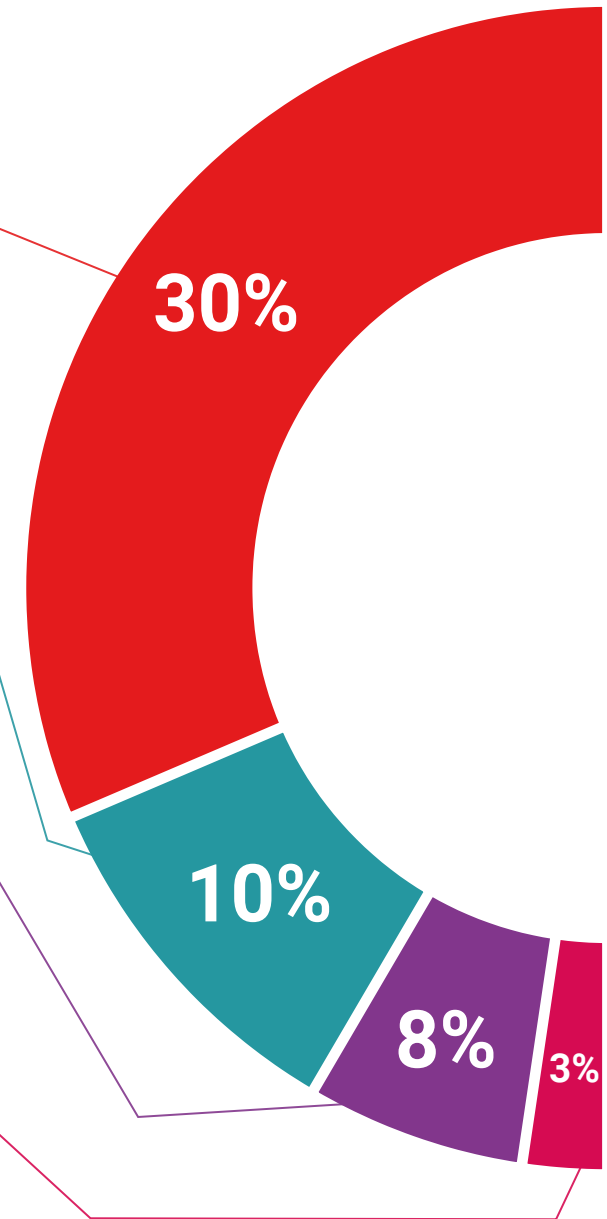
Case Studies

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 senior management 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.

Our Students' Profiles

The Executive Master's Degree is aimed at Graduates who have previously completed any of the following programs in the field of Social , Communication and Legal Sciences, Administration and Corporate

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university qualification in any area and two years of work experience in the field of Online Marketing can also take the Executive Master's Degree.

Boost your professional career with a program designed by and for you to specialize as a copywriter"

Average Age

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

Years of Experience

More than 15 years **17%**

5 years **14%**

10 to 15 years **36%**

From 5 to 10 years **33%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Other **14%**

Educational Profile

Communication **39%**

Services **20%**

Entrepreneurs **29%**

Other **12%**
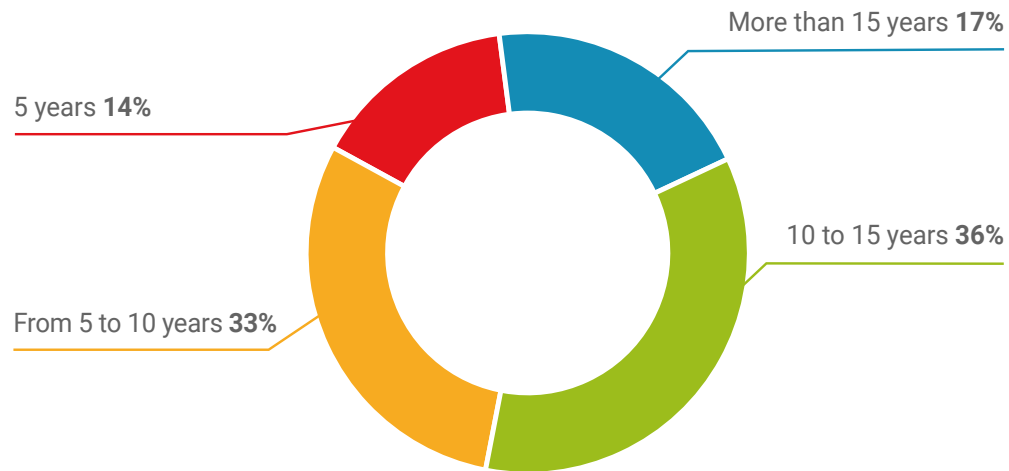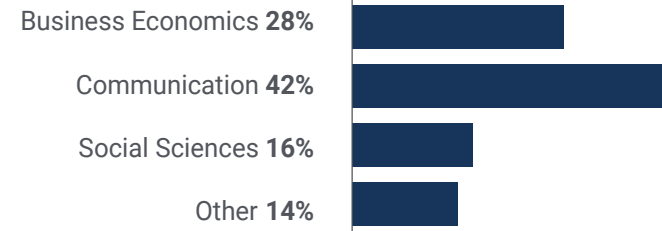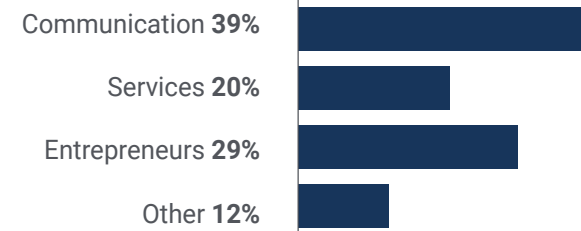
Geographical Distribution

U.S.A. **11%**

Spain **48%**

Mexico **34%**

Colombia **7%**
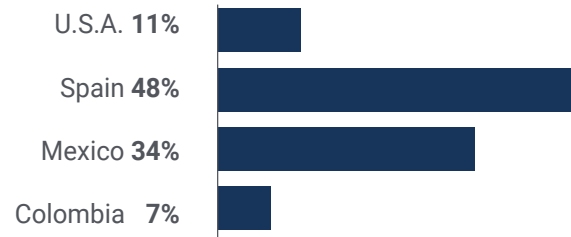
Natalia Mújica

Copywriter & Social Media

"Taking this Executive Master's Degree was a big step for my professional career. I had all the tools I needed not only to improve as a copywriter, but also to be able to undertake my own projects and advise my clients. A unique opportunity for progression"

Impact on Your Career

This program is structured to provide each and every one of the tools and methodologies required by a professional *copywriter* to perform their duties properly. This will lead them to obtain a super-specialization that will allow them to progress in the best advertising and communication agencies, and lead a career in a digital world that demands experts in persuasive copywriting.

"

You will generate attractive digital projects in the B2B market, favoring the sale of business-to-business products"

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

TECH's Executive Master's Degree in Copywriting is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Make the most of these 12 months of intensive learning and launch yourself with guarantees to Copywriting.

With this program, you will be able to improve your skills as a leader of email marketing campaign launches.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion **47%**

Change of Company **31%**

Entrepreneurship **22%**
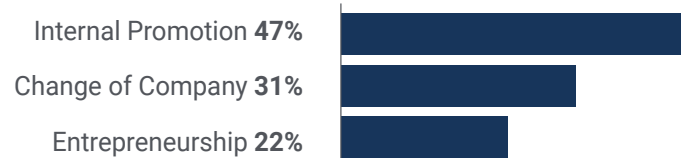
Salary Increase

This program represents a salary increase of more than **23.14%** for our students

Salary before	A salary increase of	Salary after
$28,200	**23.14%**	**$34,725**

10
Benefits for Your Company

This program not only favors the students themselves, but also the companies where they develop their functions as *copywriters*, since having a highly specialized professional provides a plus for the development of business strategies in the digital world. A contribution that will undoubtedly meet the demands of customers and expand the portfolio of services aimed at creating creative and attractive content.

"

*You will bring to your company
your extensive knowledge
to orchestrate a successful launch"*

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

01

Growth of talent and intellectual capital

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 real project or develop new projects in the field of R & D or business development of your 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 Executive Master's Degree in Copywriting guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma issued by TECH Global University.

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

This private qualification will allow you to obtain a **Executive Master's Degree diploma in Copywriting** 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.
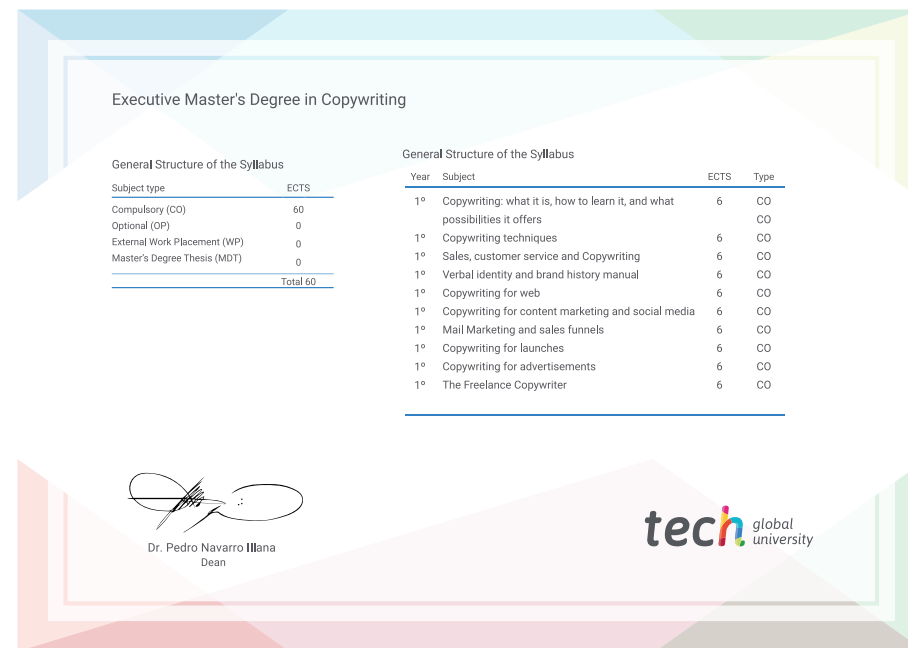
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Copywriting**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

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

Executive Master's Degree in Copywriting

This is a private qualification of 1,500 hours of duration equivalent to 60 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

Executive Master's Degree in Copywriting

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Copywriting: what it is, how to learn it, and what possibilities it offers	6	CO
1º	Copywriting techniques	6	CO
1º	Sales, customer service and Copywriting	6	CO
1º	Verbal identity and brand history manual	6	CO
1º	Copywriting for web	6	CO
1º	Copywriting for content marketing and social media	6	CO
1º	Mail Marketing and sales funnels	6	CO
1º	Copywriting for launches	6	CO
1º	Copywriting for advertisements	6	CO
1º	The Freelance Copywriter	6	CO

Dr. Pedro Navarro Illana
Dean

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*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.

tech global university

Executive Master's Degree
Copywriting

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Accreditation: **60 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Copywriting

M C

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