

Executive Master's Degree Copywriting

Accreditation/Membership



Economics, Business
and Enterprise Association





Executive Master's Degree Copywriting

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

Website: www.techtute.com/us/school-of-business/executive-master/master-copywriting

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01

Introduction to the Program

Copywriting is a key tool in creating persuasive messages, as it enhances marketing and sales strategies in the digital environment. According to the National Statistics Institute, more than 65% of companies with an online presence incorporate strategic content into their digital actions. In this regard, professionals need to master the latest writing techniques to design creative campaigns that capture the audience's interest and strengthen customer loyalty. For this reason, TECH Global University has created a pioneering 100% online degree program focused on crafting impactful narratives that increase brand engagement. At the same time, through advanced, high-quality content, entrepreneurs will develop the skills necessary to stand out in a highly competitive sector.



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A comprehensive and 100% online program, exclusive to TECH, with an international perspective supported by our membership with The Economics, Business and Enterprise Association”

In today's business environment, where persuasive communication is key to brand success, Copywriting has become a fundamental element in developing creative and commercial strategies. Moreover, digitalization has transformed the rules of the game, requiring advertising writing professionals to master more advanced persuasive techniques. In this context, it is no longer enough to write attractive messages; it is essential to integrate innovative approaches based on neuromarketing, storytelling, and consumer behavior.

In response to this, TECH launches an innovative Executive Master's Degree in Copywriting. The curriculum will therefore address the most advanced writing and persuasion strategies, combined with the principles of neuromarketing. At the same time, the syllabus will delve into content creation, such as ads on different platforms like websites and social media. Additionally, the educational materials will analyze various methods for structuring texts that enhance brand identity, rank well on major search engines, and integrate effectively into digital marketing campaigns.

Furthermore, the university program is based on a 100% online methodology, allowing graduates to balance their training with personal and professional responsibilities. This means that educational resources are available at all times, and all professionals need to access them is a device with an internet connection. In this regard, TECH employs its disruptive Relearning system, which facilitates the progressive and natural assimilation of concepts. Thanks to this, students will not need to invest long academic hours or rely on traditional memorization.

Thanks to the membership in the **Economics, Business and Enterprise Association (EBEA)**, graduates will have access to publications, digital resources, and online seminars to stay up to date. They will also be able to participate in annual conferences and apply for the EBEA professional recognition, boosting their growth and professional excellence in economics and business.

This **Executive Master's Degree in Copywriting** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical case studies presented by experts in Copywriting
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies in Copywriting
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an internet connection



You will stand out for your comprehensive knowledge of consumer behavior dynamics and the scientific foundations of neuromarketing”

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You will delve into mastering sophisticated SEO optimization tools, enabling you to position your advertising campaigns on top search engine results”

The program includes a faculty of professionals from the Copywriting field, who bring their real-world experience into the course, alongside recognized specialists from leading organizations and prestigious universities.

Its multimedia content, created with the latest educational technology, will provide professionals with a situated and contextualized learning experience, i.e., a simulated environment that offers immersive study, designed to train you for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will benefit from a system based on Reiteration, ensuring a natural and progressive academic experience throughout the course material.

You will analyze key performance metrics and indicators to assess the impact of your texts and adjust your Copywriting strategies accordingly.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



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Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete
syllabus

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty

The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



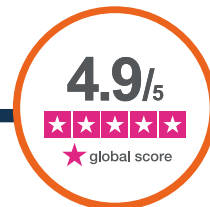
Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



Leaders in employability

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03 Syllabus

The instructional materials for this Executive Master's Degree have been developed by experts in Copywriting. In fact, the curriculum will delve into advanced writing techniques based on neuromarketing principles, keeping in mind consumer behavior. Furthermore, the syllabus will provide entrepreneurs with the keys to influence public opinion and drive brand conversion through strategic and persuasive messaging. In this way, professionals will develop advanced skills to create impactful texts for various channels, from social media ads to email marketing campaigns and sales pages.





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You will master multiple storytelling strategies and craft narratives that generate an emotional connection with the audience”

Module 1. 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. Customer Awareness Levels
- 1.6. Universal Purchase Motivators
 - 1.6.1. What They Are and Their Role 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 in Common?
 - 1.7.2. Is Copywriting a Form of Psychology?
 - 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. Understanding Generational Marketing
 - 1.9.1. What is Generational Marketing and How It Influences Copywriting
 - 1.9.2. The Silent Generation
 - 1.9.3. Baby Boomers
 - 1.9.4. Millennials
 - 1.9.5. Generation Z
 - 1.9.6. Digital Natives
- 1.10. Transcreation: A Cross Between Copywriting and Translation
 - 1.10.1. What is Transcreation?
 - 1.10.2. The Origin of Transcreation
 - 1.10.3. The Process of Transcreation
 - 1.10.4. Applications of Transcreation
 - 1.10.5. Smiles and Tears (Cases of Successful and Unsuccessful Applications)

Module 2. Copywriting Techniques

- 2.1. Principles of Persuasion
 - 2.1.1. Cialdini's 6 Principles of Persuasion
 - 2.1.2. Reciprocity
 - 2.1.3. Scarcity
 - 2.1.4. Authority
 - 2.1.5. Consistency
 - 2.1.6. Liking
 - 2.1.7. Consensus
- 2.2. The Most Popular Formulas for Writing with Copywriting
 - 2.2.1. AIDA Formula
 - 2.2.2. The 4 P's Formula
 - 2.2.3. PAS Formula
 - 2.2.4. The 4 U's Formula
 - 2.2.5. FAB Formula
- 2.3. Less Common Formulas in Copywriting
 - 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 Don't Seem Like It
 - 2.4.1. The 3 Whys Formula
 - 2.4.2. 1-2-3-4 Copywriting Formula
 - 2.4.3. The "So What?" Formula
 - 2.4.4. The 9-Point Formula
 - 2.4.5. The AICPBSAWN Formula
- 2.5. 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 Subheadings
- 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. Headline Examples
- 2.7. The Wonderful World of Storytelling
 - 2.7.1. The Most Important Factors
 - 2.7.2. Types of Stories
 - 2.7.3. What Stories Are For
 - 2.7.4. Where Storytelling Can Be Applied
- 2.8. How to Create Good Stories
 - 2.8.1. Storytelling Formulas
 - 2.8.2. The Hero's Journey
 - 2.8.3. Elements to Create 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. A Call to Action Is Just a Click
 - 2.9.2. How to Create a CTA (Call to Action)
 - 2.9.3. Types of Call to Action
 - 2.9.4. CTA Example Analysis
- 2.10. Text Editing
 - 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. The 4 S's
 - 2.10.5. Various Techniques for Curation
 - 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 It's Important to Use Persuasion in Copywriting
 - 3.1.2. Basic Principles of Persuasion and How They Apply to Copywriting
 - 3.1.3. The Difference Between Persuasion, Influence, and Manipulation
 - 3.1.4. Analysis of a Reference Author
- 3.2. Customer Needs and Desires in Persuasion
 - 3.2.1. Persuasion Techniques: Emotional and Benefit-Based Language
 - 3.2.2. Applications of These Techniques
 - 3.2.3. Why It's Important to Use Customer Needs and Desires in Copywriting
 - 3.2.4. Identifying Customer Desires
- 3.3. The Role of Benefit-Based Language in Copywriting and Persuasion
 - 3.3.1. Why It's Important to Use Benefit-Based Language in Copywriting
 - 3.3.2. Identifying the Benefits of the Product or Service
 - 3.3.3. Using Benefit-Based Language in Copywriting to Increase Sales
 - 3.3.4. How to Use Customer Testimonials to Build Trust
- 3.4. The Role of Emotional Language in Copywriting
 - 3.4.1. Why Emotional Language is 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 Most Common Emotions Used in Copywriting for Sales
- 3.5. Copywriting to Increase Sales: Authority and Trust
 - 3.5.1. How to Use Copywriting to Build Authority in Sales
 - 3.5.2. Building Authority in Copywriting Through Demonstration and Experience
 - 3.5.3. Building Trust in Copywriting Through Transparency and Honesty
 - 3.5.4. Why Trust Is Important in Copywriting
- 3.6. How to Improve Your Customer Service with Copywriting
 - 3.6.1. How and Why to Welcome Customers Using Copywriting
 - 3.6.2. Communicating Issues That Affect Customers
 - 3.6.3. Handling Payment Complaints and Other Administrative Matters
 - 3.6.4. Structuring Communications with Customers Using Copywriting

- 3.7. Basic Structures for Quickly Responding to Complicated Situations
 - 3.7.1. When We Need to Say "No" to a Customer
 - 3.7.2. When We Need to Apologize
 - 3.7.3. When We Need to Deliver Bad News
 - 3.7.4. A Real Case Example
- 3.8. Copywriting 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 Bulletin Board
 - 3.8.4. Formal Communications: Contract Signing or End of Contract
- 3.9. B2B Company Presentations or Presentations to Investors
 - 3.9.1. What is an Elevator Pitch?
 - 3.9.2. How to Create an Elevator Pitch
 - 3.9.3. Preparing a Company Presentation
 - 3.9.4. Creating a Corporate or Company Presentation Video
- 3.10. CRM and Well-Implemented Success Cases
 - 3.10.1. What is CRM?
 - 3.10.2. The Apple Case
 - 3.10.3. The Amazon Case
 - 3.10.4. The Zara Case
 - 3.10.5. The British Airways Case

Module 4. Verbal Identity Manual and Brand Story

- 4.1. What is a Brand's Verbal Identity?
 - 4.1.1. Why Have a Verbal Identity Manual?
 - 4.1.2. Recognizing the Brand's 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 Regular Guy/Gal
 - 4.2.4. The Explorer

- 4.2.5 The Sage
 - 4.2.6. The Hero
 - 4.2.7. The Outlaw
 - 4.2.8. The Magician
 - 4.2.9. The Lover
 - 4.2.10 The Jester
 - 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. Clarify the Brand's Purpose
 - 4.4. Empowering the Brand
 - 4.4.1. What Voice Does It Have?
 - 4.4.2. The Tones
 - 4.4.3. The Message Matrix
 - 4.4.4. Call to Action
 - 4.5. The Brand Manifesto
 - 4.5.1. What Is a Manifesto and What Is It Used For?
 - 4.5.2. Sources of Information
 - 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 Is It Used For?
 - 4.6.3. How to Create One
 - 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 Doesn't Say
 - 4.7.3. What It Doesn't Say
 - 4.7.4. Theme Ideology
 - 4.7.5. SEO Tools
 - 4.8. The Brand Story or StoryBrand
 - 4.8.1. What It Is and What a Brand Story Is Used For
 - 4.8.2. How to Create a Brand Story
 - 4.8.3. The Donald Miller 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. Tips
 - 4.9.3. How to Create a Hashtag for a Brand
 - 4.9.4. How It Works on Different Social Networks
 - 4.10. Considerations in Verbal Identity Manuals for a Company
 - 4.10.1. Inclusive Language
 - 4.10.2. Language and Ideas Reflecting Environmental Commitment
 - 4.10.3. Language and Ideas Reflecting Sensitivity to Social Causes
 - 4.10.4. Other Aspects of Language to Respect
- ## Module 5. Web Copywriting
- 5.1. The Home Page
 - 5.1.1. Functions of the Home Page
 - 5.1.2. The Value Proposition
 - 5.1.3. The Marketing Message
 - 5.1.4. The Thread That Connects
 - 5.1.5. The 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. Showing Who Is Behind the Brand
 - 5.2.4. Tips
 - 5.2.5. Adding Emotion
- 5.3. The Services Page
 - 5.3.1. Main Objective of the Services Page
 - 5.3.2. Creating the Offer
 - 5.3.3. Types of Offers
 - 5.3.4. The Structure of the Services 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 Stores and Product Pages
 - 5.5.1. General Features of Online Stores
 - 5.5.2. Ecommerce Structure
 - 5.5.3. The Importance of Product Pages
 - 5.5.4. How to Create Them to Increase Sales
- 5.6. UX Writing or How to Improve 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. *Onboarding*
 - 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 Email Validation Messages



- 5.7.7. Success Messages
- 5.7.8. Empty States
- 5.7.9. Wait Time Messages
- 5.7.10. Frequently Asked Questions Guide
- 5.7.11. Error Messages
- 5.8. Inclusivity and Diversity in UX Writing
 - 5.8.1. The Importance of Accessibility in Our Texts
 - 5.8.2. Diverse Audiences and User Experience
 - 5.8.3. The Role of Language in User Experience
 - 5.8.4. Guides for Writing Inclusive Texts
- 5.9. Accessibility and UX Writing
 - 5.9.1. The 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. The UX Writer Profile
 - 5.10.2. Necessary 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 Posts
 - 6.1.11. Infographics, Statistics, or Graphs

- 6.2. Tools for Generating Content Ideas
 - 6.2.1. Specific Online Tools
 - 6.2.2. Chat GPT
 - 6.2.3. Content 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. Understanding Followers
 - 6.3.4. Seeking Feedback
- 6.4. Particularities of Each Social Network
 - 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 Publish
 - 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 Create a Podcast Script Step-by-Step
 - 6.6.6. Measure and Convert with Podcast Strategy
- 6.7. Copywriting for Blogs
 - 6.7.1. Know Your Audience: What Would You Like to Read?
 - 6.7.2. Choosing the Right Words
 - 6.7.3. How to Structure the Article
 - 6.7.4. Choosing the Right Images
 - 6.7.5. How to Improve the SEO
- 6.8. Keywords for a SEO Strategy
 - 6.8.1. Sources of Keywords
 - 6.8.2. Tools for Keyword Research
 - 6.8.3. Organizing Your Keyword Research
 - 6.8.4. *Search Intent*
 - 6.8.5. *Buyer Journey*
 - 6.8.6. Analyze the SERP
- 6.9. Content Plan
 - 6.9.1. Situation Analysis
 - 6.9.2. Defining Objectives and KPIs
 - 6.9.3. Target Audience
 - 6.9.4. Defining the Content Strategy
 - 6.9.5. Defining Channels
 - 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. Stores, Offices, or Physical Locations

Module 7. Email Marketing and Sales Funnels

- 7.1. General Aspects of Email Marketing
 - 7.1.1. What is Email Marketing?
 - 7.1.2. Characteristics
 - 7.1.3. Structures
 - 7.1.4. Types of Emails
- 7.2. How to Create an Email Subscriber List from Scratch
 - 7.2.1. Strategies for Building the List
 - 7.2.2. Channels to Support Your List Building
 - 7.2.3. Email Marketing Tools
 - 7.2.4. Email Frequency
- 7.3. How to Write Emails Based on Objectives
 - 7.3.1. Content Emails
 - 7.3.2. User Experience Emails
 - 7.3.3. Sales Emails
 - 7.3.4. Content Inspiration Sources
- 7.4. How to Avoid Being Overlooked in the Inbox
 - 7.4.1. Formulas for Crafting Subject Lines
 - 7.4.2. Examples of Initial Emails in a Subscription Sequence
 - 7.4.3. Examples of Corporate Emails
 - 7.4.4. How to Avoid Ending Up in the Spam Folder
- 7.5. How to Sell Through Email Marketing
 - 7.5.1. What Is Selling with Email Marketing?
 - 7.5.2. Examples of Email Sequences
 - 7.5.3. Examples of Follow-up Emails
 - 7.5.4. Examples of Sales Closing and Post-Sale Emails
- 7.6. Other Aspects to Consider
 - 7.6.1. Length
 - 7.6.2. Measurement
 - 7.6.3. Personalization
 - 7.6.4. Sending Time
- 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 the Next Level
- 7.8. Permanent Funnels
 - 7.8.1. Why You Should 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. Sales Funnel Closure
- 7.9. Funnels for Launches
 - 7.9.1. How to Prepare for Your Launch
 - 7.9.2. Funnels for Live Launch and Modalities
 - 7.9.3. Specific Advertising for Launches
 - 7.9.4. Turning Your Funnel Into an Evergreen Launch
- 7.10. Email Marketing vs. Chatbots or WhatsApp
 - 7.10.1. Advantages of Chatbots
 - 7.10.2. Advantages of Email Marketing
 - 7.10.3. Personalizing the Message through Segmentation
 - 7.10.4. Can WhatsApp Complement an Email Marketing Strategy?

Module 8. Copywriting for Launches

- 8.1. Understanding What a Launch Is and Its Purpose
 - 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. The Levels of Awareness
 - 8.1.6. Creating a Relationship of Enthusiasm
- 8.2. Types of Launches
 - 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 Launches
 - 8.2.9. *High-Ticket Launches*
- 8.3. The Phases of a Launch
 - 8.3.1. Prelaunch
 - 8.3.2. Presale
 - 8.3.3. Lead Capture
 - 8.3.4. Seduction or Indoctrination
 - 8.3.5. The Sale
 - 8.3.6. The Closing
 - 8.3.7. Postlaunch
- 8.4. How to Apply Copywriting in Each Phase of the Launch
 - 8.4.1. How to Apply Copywriting in the Lead Capture Phase
 - 8.4.2. Techniques for the Seduction Phase
 - 8.4.3. Techniques for the Presale and Sale Phases
 - 8.4.4. Examples of Successful Cases
- 8.5. The Creative Idea as the Cornerstone of the Launch
 - 8.5.1. What is the Creative Concept?
 - 8.5.2. Formulas for Creating the Creative Concept
 - 8.5.3. The Method to Break into the Market with the Creative Idea
 - 8.5.4. Examples of Successful Creative Ideas
- 8.6. How to Orchestrate a Launch
 - 8.6.1. The Essential Elements for Successfully Orchestrating a Launch
 - 8.6.2. Having a Control Dashboard
 - 8.6.3. Internal Communication
 - 8.6.4. Tracking the Launch and the Dashboard
- 8.7. Marketing Pieces in a Launch and Their Functions
 - 8.7.1. Copy Pieces in the Lead Capture Phase
 - 8.7.2. Copy Pieces in the Prelaunch Phase
 - 8.7.3. Copy Pieces in the Launch Phase
 - 8.7.4. Copy Pieces in the Sale Phase
- 8.8. Measuring a Launch in Real-Time
 - 8.8.1. Metrics and KPIs
 - 8.8.2. Measurement Tools
 - 8.8.3. Tracking Results
 - 8.8.4. Postlaunch Analysis
- 8.9. The Postlaunch Stage
 - 8.9.1. Analyze and Act After the Sale
 - 8.9.2. Strategies to Keep the Customer Happy After the Sale
 - 8.9.3. Strategies to Increase the Average Ticket
 - 8.9.4. Strategies for Customer Loyalty
- 8.10. Tools for Effectively Managing a Launch
 - 8.10.1. Internal Communication Tools
 - 8.10.2. Project Management and Organization Tools
 - 8.10.3. Productivity Optimization Tools
 - 8.10.4. Digital Product Hosting Tools
 - 8.10.5. SEO Optimization Tools
 - 8.10.6. Live Streaming Tools
 - 8.10.7. Content Channel Tools
 - 8.10.8. Other Tools

Module 9. Copywriting for Advertisements

- 9.1. Classical and New Advertising
 - 9.1.1. A Brief History of Advertising
 - 9.1.2. New Advertising
 - 9.1.3. Current Technologies and Opportunities 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. Amazing Examples of Social Media Campaigns
- 9.3. The Research Phase Before Writing
 - 9.3.1. The Ideal Client or Buyer Persona
 - 9.3.2. Why They Buy
 - 9.3.3. Researching the Competition
 - 9.3.4. How to Offer What the Customer Wants
- 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. Using the Persuasion Principles of R. Cialdini
 - 9.4.4. Other Techniques that Work in Advertising
 - 9.4.5. Various Tips for Writing Ads
- 9.5. Youtube Ads
 - 9.5.1. Why Advertise on Youtube
 - 9.5.2. Characteristics of YouTube Advertising
 - 9.5.3. Ad Formats and Types
 - 9.5.4. Creating Scripts for YouTube Ads
- 9.6. Instagram Ads and Tik Tok Ads
 - 9.6.1. Generating Conversions with Copy in Instagram Ads
 - 9.6.2. Real-Life Examples of Instagram Campaigns
 - 9.6.3. Generating Conversions with Copy in TikTok Ads
 - 9.6.4. Real-Life Examples of TikTok Campaigns

- 9.7. LinkedIn Ads and Twitter Ads
 - 9.7.1. How to Get More Effective Ads on LinkedIn
 - 9.7.2. Examples to Learn From
 - 9.7.3. How to Get More Effective Ads on Twitter
 - 9.7.4. Examples to Learn From
- 9.8. Facebook Ads
 - 9.8.1. How to Create an Ad on Facebook
 - 9.8.2. Tips for the Specifics of This Social Network
 - 9.8.3. How Copy Helps in Facebook Ads
 - 9.8.4. Real-Life Campaign Examples
- 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-Life Examples of Amazon Ads

Module 10. The Freelance Copywriter

- 10.1. The Most Important Aspects of Being a Freelance Copywriter
 - 10.1.1. Where to Start
 - 10.1.2. Legal Aspects: The Contract
 - 10.1.3. Considerations for a Minimum Viable Business
 - 10.1.4. Channels for Promoting Yourself
 - 10.1.5. How to Find Work
 - 10.1.6. The Importance of Networking
- 10.2. How to Start the Relationship with a Client
 - 10.2.1. The Lead Capture Form: What It Is
 - 10.2.2. What Questions to Include in Lead Capture Forms
 - 10.2.3. Contact Forms
 - 10.2.4. Examples of Different Lead Capture Forms

- 10.3. Service Catalog
 - 10.3.1. The Most In-Demand 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 Ideas for Pricing
- 10.4. How to Present Proposals to Close a High Percentage of Acceptance
 - 10.4.1. How to Avoid Getting a "No" or Being Ignored
 - 10.4.2. Leaving the Ball in Your Court
 - 10.4.3. Don't Rush
 - 10.4.4. Listen and Understand the Client Well
 - 10.4.5. Personalize by Highlighting the Benefits
 - 10.4.6. Detail What Is Included and What Is Not
 - 10.4.7. Set a Deadline
- 10.5. Invoices
 - 10.5.1. The Essentials in an Invoice
 - 10.5.2. Follow-Up Email Sequences and Collection Requests
 - 10.5.3. Useful Billing and Collection Tools
- 10.6. Testimonials
 - 10.6.1. Benefits and Risks of Publishing a Testimonial
 - 10.6.2. How to Quickly Collect Testimonials
 - 10.6.3. How and Where to Use Social Proof
 - 10.6.4. Testimonials as a Success Strategy for Some Campaigns
- 10.7. Transcreation: A Cross Between Copywriting 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 (Successful and Unsuccessful Application Cases)



- 10.8. The Quality Control Guide
 - 10.8.1. Elements to Examine Before Delivering a Project
 - 10.8.2. A Check on Attention to Detail
 - 10.8.3. Mathematical Filters for Text
 - 10.8.4. Grammar and Style
- 10.9. Project Delivery
 - 10.9.1. Why and How Not to Deliver Texts in Word Format
 - 10.9.2. The Structure of a Good Project Delivery Document
 - 10.9.3. The Presentation Session
 - 10.9.4. Presenting Copy in Wireframes
 - 10.9.5. What to Do If the Client Says "No"
- 10.10. Metrics for Copywriters
 - 10.10.1. Why Measuring is Important
 - 10.10.2. KPIs in Copywriting
 - 10.10.3. The Tools
 - 10.10.4. How to Sell It to the Client

“

You will use Copywriting for paid ads on platforms like Google Ads, significantly optimizing the conversion rates of brands”

04

Teaching Objectives

Through this university degree, professionals will develop advanced skills in persuasive writing, storytelling, and neuromarketing. In doing so, students will be able to create strategic messages aimed at digital marketing. Additionally, experts will handle sophisticated SEO techniques to position their campaigns on the leading search engines. They will also master conversion and engagement strategies, applying innovative tools to influence the audience and enhance brand identity.





“

You will manage Copywriting projects optimally, from conceptualization to execution and result measurement”



General Objectives

- ♦ Develop advanced knowledge in Copywriting, understanding its impact in creating persuasive and effective messages to enhance digital marketing strategies
- ♦ Identify the applications of neuromarketing in creating texts that influence purchasing decisions, improving campaign effectiveness
- ♦ Implement persuasion and strategic writing techniques adapted to major social networks
- ♦ Integrate the use of storytelling and narrative techniques to develop brand stories that emotionally connect with audiences
- ♦ Apply Copywriting strategies in sales funnels and product launches, optimizing the conversion and customer loyalty process
- ♦ Develop skills to work as a freelance copywriter, from client acquisition to project management and quality control
- ♦ Design a personalized service catalog, including effective techniques for presenting proposals and increasing acceptance rates
- ♦ Handle key metrics in Copywriting, analyzing results to optimize campaigns and improve performance in digital environments





Specific Objectives

Module 1. Copywriting: What It is, How to Learn it, and What Possibilities It Offers

- ♦ Analyze the basic principles of Copywriting, its historical evolution, and its impact on brand communication
- ♦ Understand the persuasive writing process, distinguishing between oral and written language, applying expressive and orthographic resources
- ♦ Develop research skills to create strategic texts using tools for information gathering and data analysis
- ♦ Define the ideal client by analyzing their needs, levels of awareness, and purchasing motivations

Module 2. Copywriting Techniques

- ♦ Master Cialdini's persuasion principles and apply them in effective sales strategies
- ♦ Implement writing formulas like AIDA, FAB, or PAS to construct attractive and effective messages
- ♦ Develop techniques for creating persuasive headlines, integrating innovative tools to capture the reader's attention
- ♦ Apply storytelling strategies to emotionally connect with the target audience

Module 3. Sales, Customer Service, and Copywriting

- ♦ Understand the role of persuasion in sales, differentiating between influencing, persuading, and manipulating
- ♦ Identify customer desires and needs to personalize messages and increase conversions
- ♦ Apply trust and authority techniques in writing to drive customer loyalty
- ♦ Enhance customer service with Copywriting techniques, optimizing communication in challenging situations

Module 4. Verbal Identity Manual and Brand Story

- ♦ Define the verbal identity of a brand, including the name, slogan, and tone of voice
- ♦ Analyze brand archetypes and their impact on building a coherent narrative
- ♦ Develop mission, vision, and values, defining a strong purpose to guide brand communication
- ♦ Create a brand manifesto that strengthens the emotional connection with the target audience

Module 5. Web Copywriting

- ♦ Write persuasive copy for websites, optimizing messages to drive conversions
- ♦ Implement UX writing strategies to improve user experience through text
- ♦ Apply inclusive and accessible writing techniques to broaden content reach
- ♦ Explore SEO tools to optimize digital content and improve online visibility

Module 6. Copywriting for Content Marketing and Social Media

- ♦ Understand content marketing and its importance in digital strategies
- ♦ Adapt messages to the specifics of each social network, enhancing interaction with the audience
- ♦ Create effective scripts for audio and video, applying persuasive techniques across various formats
- ♦ Implement SEO Copywriting strategies to improve search engine rankings

Module 7. Email Marketing and Sales Funnels

- ♦ Design effective email marketing strategies, segmenting audiences and personalizing messages
- ♦ Implement writing techniques for sales, lead generation, and customer retention emails
- ♦ Build automated sales funnels, optimizing the conversion process
- ♦ Analyze metrics and results from email marketing campaigns to improve their effectiveness

Module 8. Copywriting for Launches

- ♦ Plan and execute product launches, integrating Copywriting strategies into each phase
- ♦ Develop creative concepts that differentiate the offering in the market
- ♦ Implement persuasion techniques adapted to each stage of the sales funnel
- ♦ Measure and analyze results in real-time, adjusting strategies based on performance





Module 9. Copywriting for Advertisements

- ♦ Understand the evolution of advertising, from traditional formats to digital platforms
- ♦ Write effective ads for various platforms: Google Ads, Facebook Ads, LinkedIn Ads, and more
- ♦ Apply research techniques to define the buyer persona and personalize advertising messages
- ♦ Implement persuasion principles in the creation of ads that drive conversions

Module 10. The Freelance Copywriter

- ♦ Develop management and organizational skills to work as a freelance copywriter
- ♦ Design a service catalog and present effective proposals to attract clients
- ♦ Implement a quality control system to ensure optimal results for each project
- ♦ Measure the performance of texts through key metrics, continually optimizing the writing process

05

Career Opportunities

This university degree will provide professionals with the necessary tools to craft high-impact messages, structure search-optimized content, and develop effective actions within the business ecosystem. Additionally, key skills will be strengthened to manage brand communication, segment audiences with precision, and adapt the narrative tone to various digital environments. As a result, graduates will be able to take on roles related to content management, verbal identity management, multiplatform campaign coordination, or digital communication consulting. Moreover, graduates will apply advanced approaches in emotional writing, message architecture, and persuasive influence techniques aimed at measurable results.



“

Do you want to work as an advertising copywriter at the most prestigious marketing agencies? Achieve this with this curriculum in just 7 months”

Graduate Profile

The graduate of this Executive Master's Degree from TECH will be a professional equipped to develop effective Copywriting strategies, applying persuasion techniques, neuromarketing, and consumer behavior analysis. They will also be prepared to create impactful messages across various digital channels, design strategic content campaigns, and tailor texts to the needs of the target audience. Additionally, they will master the use of advanced digital tools for content writing and optimization. As such, professionals will develop highly specialized skills necessary for a highly competitive sector.

You will provide personalized consultancy services to various companies on designing optimized user experiences for websites and applications.

- ♦ **Content Strategy and Persuasion:** Create impactful texts that generate conversions, using advanced persuasion techniques and storytelling
- ♦ **Market Research and Audience Analysis:** Analyze data, research consumer behavior, and tailor messages to the target audience
- ♦ **Creativity and Innovation in Writing:** Develop original ideas for digital campaigns, adapting language to different platforms and audiences
- ♦ **SEO Optimization:** Master SEO-optimized Copywriting strategies, improving online visibility and search engine rankings





After completing the university program, you will be able to apply your knowledge and skills in the following positions:

- 1. Digital Marketing Copywriter:** Responsible for creating persuasive texts for digital campaigns, advertisements, social media, and websites.
- 2. Content Strategy Consultant:** Manager of communication strategies for brands, optimizing the connection with the target audience.
- 3. Neuromarketing and Audience Analysis Specialist:** In charge of applying knowledge of psychology and consumer behavior in content strategies.
- 4. SEO Copywriter:** Responsible for optimizing web content to improve search engine rankings.
- 5. Corporate Communication Specialist:** Manager of strategic messaging to strengthen brand identity and customer relationships.
- 6. Brand Storytelling Consultant:** Responsible for creating narratives that enhance brand value, adapting the message according to the audience and the channel.
- 7. E-commerce Content Manager:** In charge of writing product descriptions, optimizing technical sheets, and developing strategies to boost sales in online stores.

“

You will manage the latest branding tactics to build strong identities and highly persuasive brand narratives”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“

TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present 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".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Teaching Staff

The faculty selected by TECH for this university program possesses a unique combination of academic and practical experience in Copywriting. These specialists have also led strategic communication projects, developing persuasive content for internationally recognized brands. Furthermore, they have extensive experience in areas such as neuromarketing, storytelling, and content strategies for digital platforms. Thanks to their expertise, graduates will receive cutting-edge training, tailored to the latest market trends and focused on enhancing their professional development.



“

An experienced team of faculty members specialized in Copywriting will guide you throughout the entire university program”

Management



Ms. Peinador Cabrera, Elena

- ♦ Copywriter, Trainer, and Creative Director
- ♦ Entrepreneur with the personal brand www.elenapeinador.com and mentor for High-Performance Copywriters through her ARC program
- ♦ Creative Director and Co-Founder of the agency "A propósito"
- ♦ Responsible for creativity and copywriting at Grup Flaix
- ♦ Marketing at PLV Agency: FloorGraphics
- ♦ Creative Copywriter at Grupo Prisa
- ♦ Promotions Manager at AMD Internacional
- ♦ Bachelor's Degree in Advertising and Public Relations from the Universitat Autònoma de Barcelona
- ♦ Specialization in Creative Writing from Complot
- ♦ Specialization in Creativity from Foxize
- ♦ Specialization in Digital Creativity from ICEMD
- ♦ Specialization in Creative Coaching from Laboratorio Gaiki
- ♦ Specialization in Branding from Brandemia (Comuniza)

Teachers

Mr. Valls Montagu, Jordi

- ♦ Freelance Copywriter and Web Content Writer
- ♦ Web Content Writer for the blog of the brand Escapa
- ♦ Email Marketing Specialist at Emprendedores.com
- ♦ Email Marketing & Social Media Specialist at Neurosenser
- ♦ Email Marketing Specialist at Eurolotes
- ♦ Article Writer for the Fundas BCN Blog
- ♦ Tourism Technician, specializing in Intermediary Agencies and Hotel Reception
- ♦ Diploma in Tourism from the Universitat de Girona

Ms. Lledó, Sandra

- ♦ Freelance Copywriter and Storyteller
- ♦ Entrepreneur offering services in Copywriting, Storytelling, and Ghostwriting
- ♦ Personal and Corporate Branding Mentor specializing in LinkedIn and email marketing
- ♦ Author of novels under the pseudonym Sadire Lleire
- ♦ Founder and Mentor of the Club Escritores Inconfesos (Unconfessed Writers Club)
- ♦ Human Resources Manager at Dormitienda
- ♦ Bachelor's Degree in Labour Relations and Human Resources from Universidad Europea
- ♦ Bachelor's Degree in Hispanic Philology
- ♦ Higher Degree in Administration and Finance from CEEDCV

Ms. Hawa, Onna

- ♦ CEO of the Digital Marketing Agency Hawads
- ♦ Director of Marketing and Operations at the Edu Iglesias brand
- ♦ Mentor for Marketing, Sales, and Entrepreneurship Programs and Projects
- ♦ Copywriter for personal brands such as Ferran Cases, Nacho Mülenhberg, Elva Abril, and Paloma Cerrato
- ♦ Responsible for Points of Sale in multinational textile company Calzedonia
- ♦ Bachelor's Degree in Hispanic Philology from Universidad de Educación a Distancia (UNED)
- ♦ Copywriting certification endorsed by Florida Global University
- ♦ One-year Digital Marketing Mentorship with Expert Sian Conroy

Ms. Kbamori, Mónica

- ♦ Freelance Creative Director
- ♦ Communication and Marketing Technician at Marebens
- ♦ Director of Communication and Marketing at Babyhome
- ♦ Communication Technician at Novartis Pharmaceuticals
- ♦ Communication Technician at Ricoh España
- ♦ Creative Copywriter at Marketingcom
- ♦ Head of Communication and Press at Eprom S.A
- ♦ Head of Content and Web Design at Racc.cat
- ♦ Bachelor's Degree in Journalism from Universitat Autònoma de Barcelona
- ♦ Master's Degree in Leadership and Personal Development from Fundación Borja Vilaseca
- ♦ Higher Technical Degree in Advertising Graphic Design from Escola Municipal d'Art de Terrassa

Ms. Lumeras, Marta

- ♦ Freelance Digital Technician
- ♦ Specialist in online tools, automation, email marketing, segmentation, and integrations
- ♦ Degree in Electronics Engineering from Universidad Alcalá de Henares
- ♦ Specialization in Digital Business Strategy and Structure from Escuela de Nuevos Negocios
- ♦ Specialization in Digital Business Tools, Selection and Implementation from Mecánica Digital
- ♦ Specialization in Digital Business Strategy and Automation from La Consultoría Digital

Ms. Vilá, Yolanda

- ♦ Strategic Communications Manager and Co-Founder of "A propósito"
- ♦ Copywriter and UX Writer at ABA English
- ♦ Freelance Copywriter for brands such as Venca, Degustabox, Médicos Sin Fronteras, Lavinia Interactiva, Grey Group, Batabat Producciones, PUE, Coesencia, FMRG, and DKV
- ♦ Copywriter in the Marketing Department at Grey Group Barcelona
- ♦ Creative Writer and Promotions Manager in the Marketing-Promotions Department at Venca
- ♦ Junior Copywriter at Wunderman Barcelona
- ♦ Bachelor's Degree in Advertising and Public Relations from Universitat Autònoma de Barcelona
- ♦ Master's Degree in Television Entertainment from UOC and TV3
- ♦ Postgraduate Degree in Radio Communication from Universitat de Girona

Ms. Collado, María

- ♦ Freelance Creative Writer
- ♦ Freelance Content Creator at DDB, C14, Dalmau Lasso, Manifiesto, McCann Erickson
- ♦ Translation, adaptation, and revision of texts at Almacén Editorial and Transperfect
- ♦ Creative Writer at 72andSunny, Amsterdam
- ♦ Creative Writer at Madre Buenos Aires
- ♦ Creative Writer at Morrison
- ♦ Creative Writer at Grey Group
- ♦ Bachelor's Degree in Advertising and Public Relations
- ♦ Course on "How to Turn Your Idea into a TV Series" at ALMA Guild of Screenwriters, Madrid
- ♦ Crime Genre Course at Escuela de Escritores, Madrid
- ♦ Voiceover Course at Instituto del Cine, Madrid
- ♦ Character Creation Course at Escuela de Escritores, Madrid



Ms. Pedre, Lorena

- ◆ Creative Director at DoubleYou Advertising Communication Agency
- ◆ Contributor Writer for Lamono Magazine
- ◆ Contributor Writer for Le Cool Magazine
- ◆ Copywriter at Gray Group Spain
- ◆ Contributor Writer for CYAM Mag
- ◆ Copywriter at Smartbox
- ◆ Copywriter at FMRG Compact
- ◆ Bachelor's Degree in Advertising and Public Relations from Universitat Rovira i Virgili
- ◆ Bachelor's Degree in Advertising from the University of Valladolid
- ◆ Bachelor's Degree in Communication and Information Sciences, Advertising from Universidad Católica del Oeste, France
- ◆ Master's Degree in Advertising Strategy and Creativity from Universitat Ramon Llull
- ◆ Master's Degree in Advertising Creativity from Zink Project

08 Certificate

This Executive Master's Degree in Copywriting guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Executive Master's Degree 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 diploma for the **Executive Master's Degree 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.

TECH is a member of The **Economics, Business and Enterprise Association (EBEA)**, a prestigious organization dedicated to promoting professional excellence in business sciences. This membership strengthens its commitment to academic excellence in the business field.

Accreditation/Membership

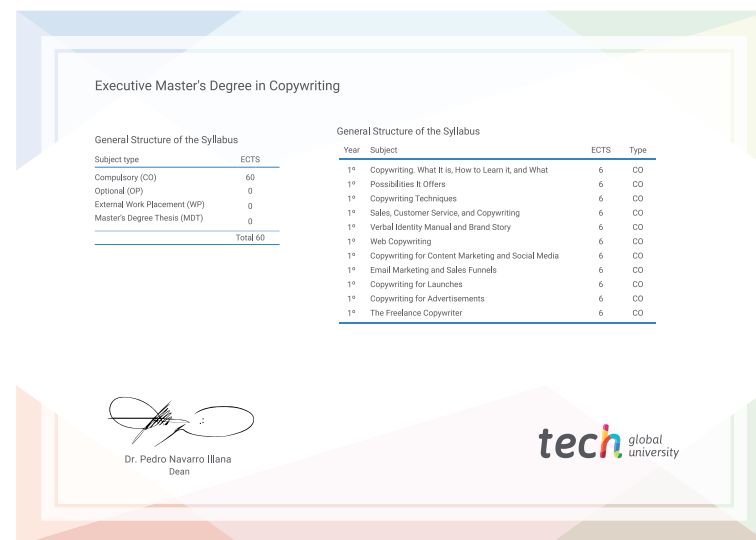


Title: **Executive Master's Degree in Copywriting**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**



*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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development language
classroom



**Executive Master's
Degree
Copywriting**

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

Master's Degree Copywriting

Accreditation/Membership



Economics, Business
and Enterprise Association

A large, semi-transparent photograph of a woman with long, dark, wavy hair, wearing a white blouse with black polka dots. She is looking down and to the right with a slight smile. The image is partially obscured by a dark blue diagonal shape in the bottom-left corner and a white diagonal shape in the top-right corner.

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