

# Postgraduate Certificate Branded Content: Brands as Publishers





## Postgraduate Certificate Branded Content: Brands as Publishers

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/branded-content-brands-publishers](http://www.techtute.com/us/school-of-business/postgraduate-certificate/branded-content-brands-publishers)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01 Welcome

The great competitiveness that exists in all sectors forces brands to create impactful advertising campaigns that resonate with the audience and build loyalty. For this reason, the use of Branded Content techniques is acquiring great prominence, by focusing its advertising on the company's own values. In this program, students will find a great opportunity to discover the importance of this sector and learn about each of the phases that will lead them to become great specialists. After completing the program, they will be able to manage prestigious advertising teams or start their own agency and stand out in the market thanks to their successful campaigns.



Postgraduate Certificate in Branded Content: Brands as Publishers.  
TECH Technological University



“

*Your advertising agency will take off on the road to success by crafting compelling messages that showcase brand values”*

02

# Why Study at TECH?

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



“

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



## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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 studies in the academic community"*



### 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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

---

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

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

**02**

### Develop a strategic and global vision of companies

---

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

---

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

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

**04**

### Take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

The best way to achieve greater brand awareness is to create attractive advertising campaigns that stand out in the market. For this reason, TECH Technological University has designed this academic program, in which students will learn to handle the latest techniques and tools, and will be able to integrate Branded Content in their own marketing and advertising strategy. An undoubtedly fundamental program to improve your personal and professional growth.





“

*Integrate Branded Content into your company's marketing strategy and offer a higher quality product to your audience”*



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

This **Postgraduate Certificate in Branded Content: Brands as Publishers** enables students to:

01

Know what Branded Content is and how it works, along with its integration within business strategies

02

Further develop branded content within the communication mix, in a context of advertising oversaturation





03

Conduct an in depth analysis of the differences between advertising and Branded Content and the scope of the latter (creation, formats, measurement)

04

Create high level advertising content that allows the audience to connect with the brand

05

# Structure and Content

Brands are increasingly aware of the importance of quality advertising to reach their audience effectively. Therefore, they want specialized content that focuses on their values and allows them to connect with their audience. This program will provide students with the tools to specialize in a relevant sector at advertising level. And they will achieve this thanks to the multitude of theoretical and practical content that they will find on the virtual campus.



“

*Specialize in Branded Content at your own pace, thanks to this 100% online program"*

## Syllabus

Branded Content allows us to offer consumers attractive advertising that shows the values of certain brands and, above all, does not become invasive, which can have negative effects on the audience. Therefore, more and more professionals are deciding to specialize in this field, through high quality teaching content.

Taking this premise into account, TECH Technological University has decided to develop this Postgraduate Certificate, enabling students to learn the ins and outs of the sector, being able to rise as the top leaders in the creation of content with brand value. To do so, they will have a 10 subject curriculum, ranging from traditional advertising models to the most current ones, content marketing, the different formats of Branded Content and the importance of promoting a brand, among other relevant aspects of the sector.

In addition, one of the main advantages of this program is that it is taught 100% online, which will be a great help for students to combine their study time with the rest of their daily obligations. In this way, they will be able to study at their own pace and wherever they choose.

This Postgraduate Certificate is developed over 6 weeks and is composed of 1 module:

### Module 1

### Branded Content: Brands as Publishers



### Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Branded Content: Brands as Publishers completely online. Over the course of 6 weeks, 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. Branded Content: Brands as Publishers**

**1.1. The Traditional Advertising Model: Push**

- 1.1.1. Key Aspects of Push Communication Strategies
- 1.1.2. Origins and Evolution
- 1.1.3. The Future of Strategies Push

**1.2. The New Model Pull**

- 1.2.1. Key Aspects of Pull Communication Strategies
- 1.2.2. Origins and Current Context
- 1.2.3. Keys to Success

**1.3. Branded Content**

- 1.3.1. Branded Content, Content Marketing and Native Advertising
- 1.3.2. How to Identify Branded Content?

**1.4. Brands like Publishers: Implications**

- 1.4.1. The New Value Chain
- 1.4.2. Implications
- 1.4.3. Models

**1.5. Branded Content and its Role in the Communication Mix**

- 1.5.1. Current Context
- 1.5.2. Branded Content and Brand Purpose
- 1.5.3. Inspiring Case Studies

**1.6. The Coexistence of Content and Advertising**

- 1.6.1. Differences
- 1.6.2. Contribution to Brand Equity
- 1.6.3. Examples of Coexistence

**1.7. Branded Content: Formats and Genres**

- 1.7.1. Genre
- 1.7.2. Other Approaches, Other Genres
- 1.7.3. Formats

**1.8. Creation Methodology of Branded Content**

- 1.8.1. Strategy
- 1.8.2. Ideation
- 1.8.3. Production

**1.9. The Importance of Promotion in Branded Content**

- 1.9.1. Methodology
- 1.9.2. Phases
- 1.9.3. Formats

**1.10. Measuring the Effectiveness of Branded Content**

- 1.10.1. How to Measure a BC Project?
- 1.10.2. Qualitative and Quantitative Measurement
- 1.10.3. Metrics and KPIs





“

*Discover the importance of Branded Content in advertising creation and apply the most effective techniques to your work"*

# 06

# 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.*





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

## A learning method that is different and innovative

This 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.

## 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.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.





This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

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



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

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.



07

# Our Students' Profiles

This Postgraduate Certificate in Branded Content: Brands as Publishers is aimed at professionals specialized in the field of business, but with a clear vocation for the communication and advertising sector. People who decide to adapt to the new times through a highly specialized content, which offers them the possibility of learning the ins and outs of the profession in an effective way, in order to be able to transfer everything they have learned into practice.





“

*If you are a professional interested in the main innovations in advertising, this Postgraduate Certificate is for you"*

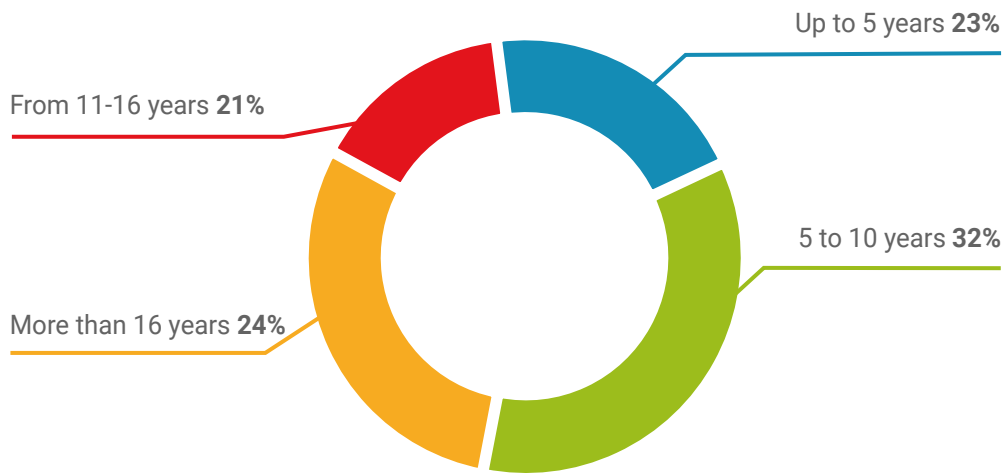
### Average Age

---

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

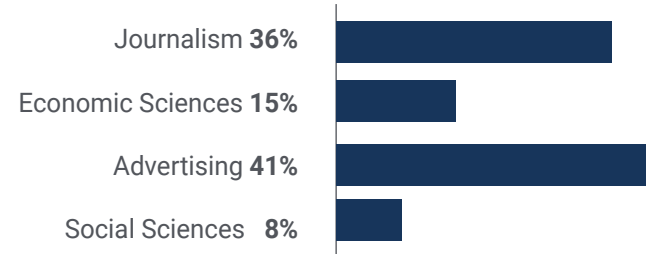
### Years of Experience

---



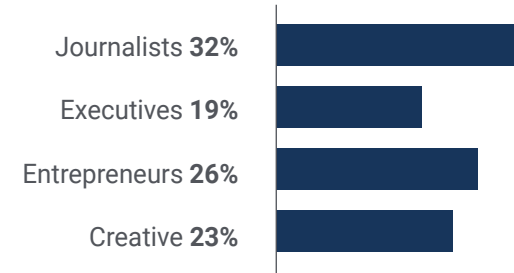
### Training

---



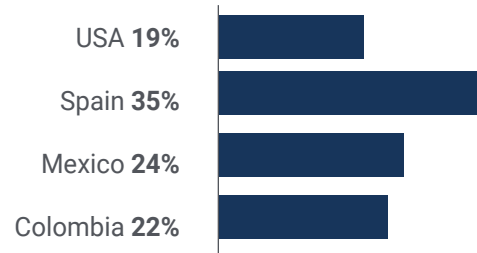
### Academic Profile

---



## Geographical Distribution

---



## Roberto Sánchez

---

Advertising Agency Director

*"Creating a positive, attractive and recognizable brand image for the public is what we want to achieve with each of our clients. Therefore, I decided to specialize in Branded Content. Thanks to this Postgraduate Certificate, I have discovered specific strategies that will be very useful to apply in my agency, managing to create content tailored to the needs and interests of each brand"*

08

# Course Management

The teaching staff of this Postgraduate Certificate at TECH Technological University has been selected for their extensive knowledge in the communication and advertising sectors, as well as for their research in Branded Content techniques. In this way, they are aware of what companies need to make themselves known in an increasingly competitive market and, therefore, they will show students the most important strategies that they can apply in their own businesses.

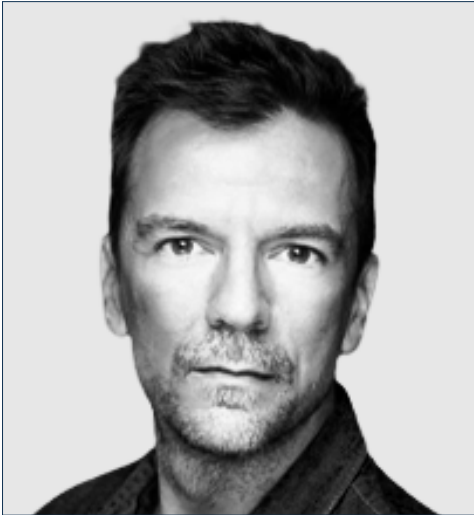




“

*Branded content specialists have joined forces to offer you the best program on the market"*

## Management



### Dr. Regueira, Javier

- ◆ VP and co-founder of the Spanish Association of Branded Content
- ◆ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ◆ Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ◆ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ◆ Autor, blogger y TEDx Speaker
- ◆ Doctorate in Branded Content
- ◆ Graduate in Economics and Business Administration European ICADE E4
- ◆ Master's Degree in Marketing

## Professors

### Ms. Ugidos, Susana

- ◆ Extensive professional experience in content strategy
- ◆ Bachelor's Degree in Commercial Management and Marketing
- ◆ Postgraduate courses in Management Development, Branded Content and Transmedia, and Digital Marketing and Design Thinking

### Dr. Montoya Rubio, Alba

- ◆ Expert in networks and communication, A'Punt (Corporación Valenciana de Medios de Comunicación)
- ◆ UOC Collaborating Professor
- ◆ PhD. in Music and Film from the University of Barcelona.
- ◆ Degree in Audiovisual Communication from Pompeu Fabra University, of Barcelona
- ◆ Master's Degree in Music as Interdisciplinary Art, University of Barcelona



09

# Impact on Your Career

Advances in communication and advertising require professionals to be highly specialized in order to achieve quality levels in their productions as demanded by the public. In this sense, brands have understood the importance of not only showing product features in their ads, but also the values of their own company. Therefore, completing this program will be a unique opportunity for students to get the boost they need to make a radical change in their careers.







“

*A unique learning opportunity that will be instrumental in making a radical impact on your career”*

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

TECH's Postgraduate Certificate in Branded Content: Brands as Publishers is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

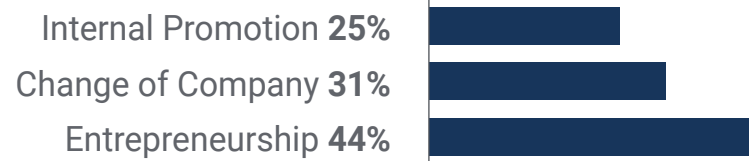
*Do you want consumers to recognize your brand values through your advertising? Specialize with TECH and you'll get there in no time.*

*Do you want to achieve a radical change in your profession? This is your chance to make it happen.*

#### When the change occurs



#### Type of change



## Salary increase

---

This program represents a salary increase of more than **23.65%** for our students.



10

# Benefits for Your Company

In an increasingly information-saturated market, it is essential that companies focus on differentiation through innovation and creativity. The use of Branded Content allows you to create added value to your marketing messages, offering your audience higher quality content. In this way, completing this program will mean a competitive improvement for students, but also for their companies.







“

*Thanks to your creativity and the use of Branded Content, your company will be able to relaunch itself in the market”*

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

01

### Intellectual Capital and Talent Growth

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

---

02

### Retaining high-potential managers Avoiding 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**

Professionals 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

This Postgraduate Certificate in Branded Content: Brands as Publishers guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

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

This **Postgraduate Certificate in Branded Content: Brands as Publishers** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

**Title: Postgraduate Certificate in Branded Content: Brands as Publishers**

**Official N° of hours: 150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate Branded Content: Brands as Publishers

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

# Postgraduate Certificate Branded Content: Brands as Publishers

