

# Postgraduate Certificate

## Copywriting for Brand Building



## Postgraduate Certificate Copywriting for Brand Building

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university Graduates who have previously completed any of the degrees in the fields of Social, Communication, Administrative and Business Sciences

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/copywriting-brand-building](http://www.techtute.com/us/school-of-business/postgraduate-certificate/copywriting-brand-building)

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# 01 Welcome

The generation of trust, the addition of added value, and differentiation from the rest of the competitors have led many companies to focus on visual brand building. However, there is a growing trend to work on the verbal brand. An area where the way of communicating with the user completes the reputation strategy of businesses. Therefore, professionals who wish to take responsibility for its implementation must have a deep knowledge in this field. This way, this 100% online program is born, leading students to delve into the most effective techniques in Copywriting for brand creation. All of this through the most up-to-date and innovative content, created by genuine specialists.



Postgraduate Certificate in Copywriting for Brand Building.  
TECH Technological University



“

*Build a company's verbal identity in a solid and successful way thanks to this university degree”*

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 center for intensive managerial skills education.



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

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



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

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 education of the highest academic level”*

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

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### You will be part of an exclusive community

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

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

# 04 Objectives

The purpose of this Postgraduate Certificate is to provide professionals with the key tools and techniques necessary to develop a successful Brand Building in companies. To achieve this, expert faculty in this field will provide a comprehensive curriculum, rigorously illustrated with case studies, allowing you to examine the strategies that other companies have successfully integrated, as well as the most frequent errors to avoid in this field.





“

*You will be able to create a verbal identity manual in just 6 weeks, guided by the top specialists in this field”*

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

The Postgraduate Certificate in Copywriting for Brand Building qualifies students to:

01

Understand what a Verbal Identity Manual is and its purpose

02

Explore Jung's 12 archetypes

03

Learn what should be included in a Verbal Identity Manual

04

Decode a brand's personality





05

Know what a Brand Manifesto is and its purpose

06

Understand what a Empathy Map is and create one

07

Manage a brand's verbal universe

08

Learn the keys to writing a brand story



05

# Structure and Content

In the design of this Postgraduate Certificate, the faculty has taken into account the most current and recent information regarding Copywriting techniques used today for the creation of verbal brand manuals. In this way, graduates will be able to lead and coordinate this strategy to its implementation and monitoring in the most distinguished companies. All of this, with the most advanced pedagogical tools of the moment. All of this, with the most advanced pedagogical tools of the moment.



“

*You have access to the best multimedia material in the current academic landscape. Consult it whenever and wherever you want, from your internet-connected mobile device”*

## Syllabus

This 150-hour academic journey will provide students with essential learning to excel in Brand Building. To achieve this, TECH offers graduates high-quality and extensive teaching material.

In this way, students will be able to access video summaries, detailed videos, case studies, and specialized readings whenever and wherever they want, allowing them to further expand the information provided in this program. All of this, with any digital device with an internet connection.

Furthermore, thanks to the Relearning method, focused on the continuous repetition of key concepts throughout this university program, the professional will acquire a much more effective learning about brand verbal identity, archetypes, brand manifesto, or storybrand.

Without a doubt, an excellent opportunity for professional development through a Postgraduate Certificate that promotes specialization in a growing sector.

Additionally, students will achieve it thanks to the flexibility and convenience provided by TECH in its teaching methodology.

This Postgraduate Certificate is spread out over 6 weeks and is divided into 1 module:

### Module 1

### Manual of Verbal Identity and Brand Story

### Where, When and How is it Taught?

TECH offers you the opportunity to develop this Postgraduate Certificate in Copywriting for Brand Building entirely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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



**Module 1. Manual of Verbal Identity and Brand Story**

**1.1. What is brand verbal identity**

- 1.1.1. Why have a verbal identity manual
- 1.1.2. Recognize the brand personality
- 1.1.3. The name or names
- 1.1.4. The tagline or slogan

**1.2. Brand archetypes**

- 1.2.1. What they are and how to identify them
- 1.2.2. The Innocent
- 1.2.3. The Regular Guy
- 1.2.4. The Explorer
- 1.2.5. The Sage
- 1.2.6. The Hero
- 1.2.7. The Outlaw
- 1.2.8. The Magician
- 1.2.9. The Lover
- 1.2.10. The Jester
- 1.2.11. The Caregiver
- 1.2.12. The Creator
- 1.2.13. The Ruler
- 1.2.14. The Villain

**1.3. Mission, Vision, and Values**

- 1.3.1. Discover the mission
- 1.3.2. Think about the vision
- 1.3.3. Define the values
- 1.3.4. Have a clear brand purpose

**1.4. Empowering the brand**

- 1.4.1. What voice it has
- 1.4.2. The tones
- 1.4.3. The message matrix
- 1.4.4. Purchase option

**1.5. The brand manifesto**

- 1.5.1. What is a manifesto and what is it for
- 1.5.2. Information Sources
- 1.5.3. The due diligence process
- 1.5.4. The report

**1.6. The Empathy Map**

- 1.6.1. What is an empathy map
- 1.6.2. What Is It For?
- 1.6.3. How to create it
- 1.6.4. Several examples to see it in practice

**1.7. The verbal universe**

- 1.7.1. Key Words
- 1.7.2. What the brand says and what it does not say
- 1.7.3. What it does not say
- 1.7.4. Topics ideation
- 1.7.5. SEO Tools

**1.8. The brand story or storybrand**

- 1.8.1. What is a brand story and what is it for
- 1.8.2. How to Create a brand story
- 1.8.3. Donald Miller's system
- 1.8.4. Examples of successful brand story creation

**1.9. Brand hashtags**

- 1.9.1. What they are and how to use them
- 1.9.2. Advice
- 1.9.3. How to create a hashtag for a brand
- 1.9.4. How it works on different social media platforms

**1.10. Aspects to consider in a company's verbal identity manuals**

- 1.10.1. Inclusive Language
- 1.10.2. Language and ideas that denote environmental involvement
- 1.10.3. Language and ideas that denote sensitivity to social causes
- 1.10.4. Other aspects of the language to be respected



“

*Do you want to create a truly impactful storybrand? Enroll now in this 100% online Postgraduate Certificate"*

# 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.



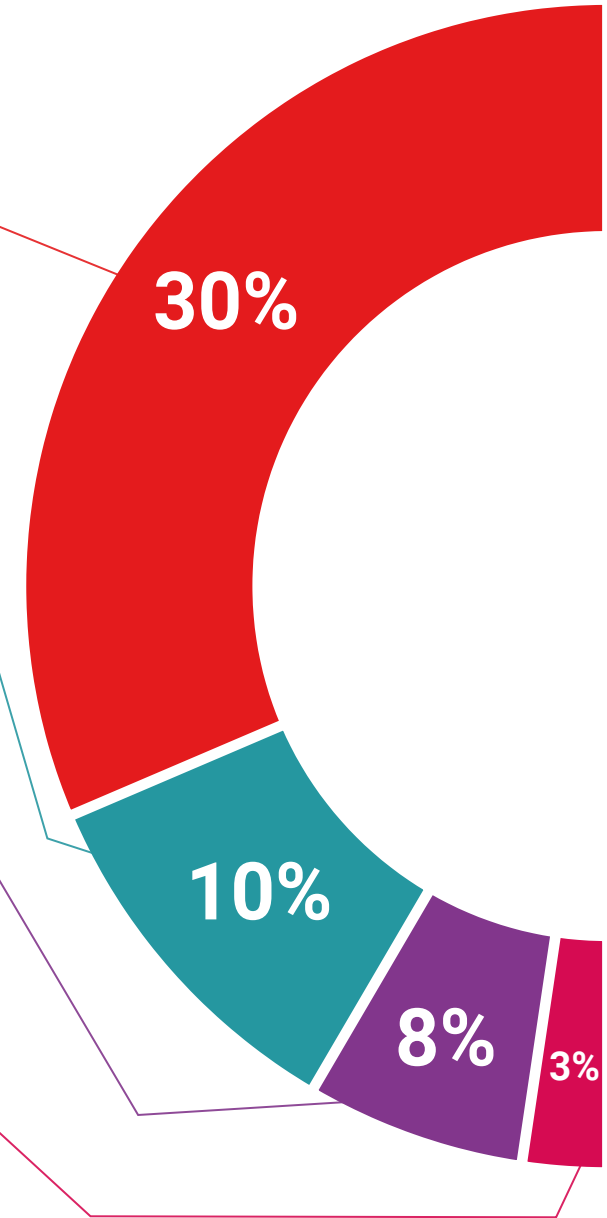
### Management Skills Exercises

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

Individuals who hold a university degree in the field of Social Sciences, Communication Sciences, Marketing, and Public relations studies and have previously completed any of the following qualifications are eligible to enroll in this Postgraduate Diploma.

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

In addition, this program is also open to professionals who, being university graduates in any field, possess work experience in the field of Online Marketing.







“

*Integrate the most effective tools  
into your Brand Reputation plan  
to understand your customers”*

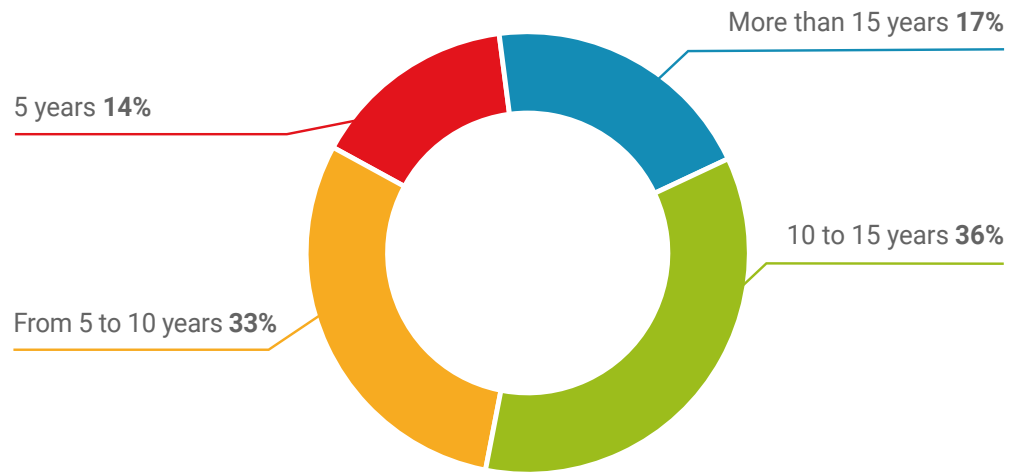
### Average Age

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

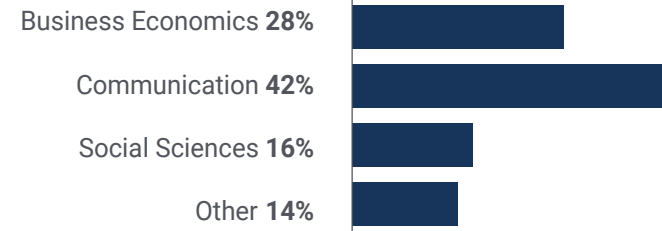
### Years of Experience

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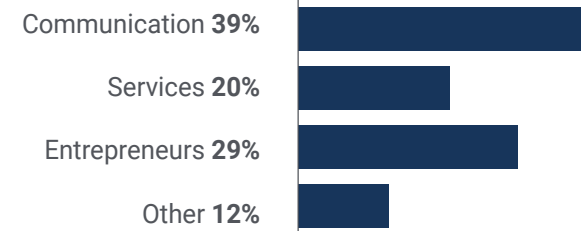
### Training

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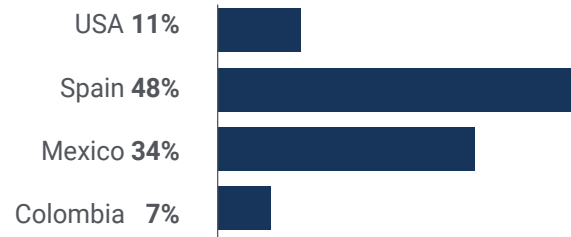
### Educational Profile

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## Geographical Distribution

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## Rodrigo Ruiz

Copywriter at a Communication Agency

*"With this Postgraduate Certificate, I have been able to apply various strategies for brand verbal identity development. The success of these strategies has allowed me to fulfill my aspirations: to progress professionally in my field"*

08

# Course Management

Obtaining top-notch learning requires high-level professionals. For this reason, TECH carries out a meticulous selection process for each and every one of the teachers who are part of this university degree. This way, graduates will have the endorsement of accessing a high-quality syllabus, created by expert copywriters with a track record in this sector and in the fields of Communication, Marketing, and Public Relations.



A black and white photograph showing three people from a different perspective, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that cuts across the top right and bottom right of the page.

“

*Enroll now and gain advanced knowledge in Copywriting for Brand Building guided by top experts”*

## Management



### Mr. Berenguer Falcó, José

- ♦ Head Editor at PCcomponents and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ Social Media and Copywriter at Cacahuete Comunicación
- ♦ Head Editor at Diego Coquillat.com
- ♦ Head Editor at 10 Restaurantes. He is
- ♦ a Layout and Editor at Difussion Media
- ♦ SEO Writer for various communication agencies
- ♦ Communication Director at Eco Expansion
- ♦ Press and Communication Manager at the Illustrious Bar Association of Elche
- ♦ Head of the Communication Department at the European Center for Innovative Companies in Elche
- ♦ Graduate in Journalism



## Professors

### Mr. Guillén, Juan José

- ◆ Project Manager at Wetoget
- ◆ Project Manager JR at 3DIDS - Strategic Consulting
- ◆ Project Manager JR at Bookmeetings
- ◆ Strategic Director at E-consulting: AB and Gest
- ◆ Double Degree in Tourism and Business Administration
- ◆ Master of Business Administration (MBA)

“ *TECH has carefully selected the faculty for this program so that you can learn from today's top specialists* ”

09

# Impact on Your Career

Specialization is highly sought after in fields like Copywriting. Therefore, enrolling in this university program enables students to aspire to career advancement in prominent communication or advertising agencies or to expand their own business by broadening the range of services they can offer to their clients as a copywriter. An unique opportunity that only TECH, the world's largest digital university, offers.







“

*Apply the knowledge gained in this  
Postgraduate Certificate to real projects  
and achieve success as a copywriter”*

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

The Postgraduate Certificate in Copywriting for Brand Building is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

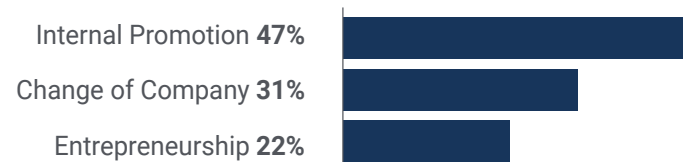
*Fulfill your professional aspirations as a copywriter thanks to this unique and flexible academic option.*

*With this qualification, you will achieve a much more competitive salary in the Copywriting sector.*

#### Time of Change



#### Type of Change



## Salary Increase

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



10

# Benefits for Your Company

One of the great advantages of having specialized profiles is the ability to offer clients a wider range of high-quality services. For this reason, many communication or advertising agencies require copywriters on their teams who have extensive knowledge in their field and practical skills. This way, enrolling in this university degree will be a plus for both the students and the companies in which they develop professionally.





“

*You will achieve creating a suitable brand voice so that all members of the company communicate with the customer in the same way”*

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

01

### **Growth of talent and intellectual capital**

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

---

02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

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

# 11 Certificate

The Postgraduate Certificate in Copywriting for Brand Building 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 Copywriting for Brand Building** 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 Copywriting for Brand Building**

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.



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