Postgraduate Certificate
Corporate Blogging

tech technological university

Postgraduate Certificate
Corporate Blogging

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/corporate-blogging**

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01

Welcome

Blogs have become the main means of professional dissemination for many companies of all types, because, unlike social networks, they allow total control of the content shared and disseminated. Because of this a good strategy in Corporate Blogging is highly attractive for any entity, being an important economic growth niche for communication or business professionals who want to focus their career. For this reason, TECH has developed a complete program with the best tips and tactics to implement a corporate blog in any communication strategy, providing a way of professional improvement for all graduates.

Postgraduate Certificate in Corporate Blogging.
TECH Technological University

A good corporate blog can provide an image of seriousness and professionalism for your business, being a communication channel with which to expand your market"

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 ground-breaking 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 main objective of this program is to instruct its students in the main vicissitudes of Corporate Blogging, being able to start from 0 on platforms such as *WordPress* and defining a solid and focused communication strategy. In this way, the professional graduate of this program will be able to quickly improve the business results of their business and stand out in their organization, therefore gaining access to better job positions.

With this program, you will have everything you need to take the lead in your organization's communication strategy"

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

The **Postgraduate Certificate in Corporate Blogging** will enable students to:

01 Describe the different existing Blogging platforms

02 Manage the most effective Plug-ins to create different functionalities

03 Establish a content marketing strategy

04 Define a calendar of publications in accordance with the company's theme

05 Analyze results through web analytics programs

06 Define the potential customers that will be approached by the company through the Blog

Structure and Content

The Postgraduate Certificate in Corporate Blogging is structured following the most innovative educational methodologies in the market This allows the student to make the most of all the contents taught, being this way a transversal and dynamic teaching where the student is a participant in the whole process, being able to choose where and how to study it.

Your future at the head of corporate communication will be guaranteed if you know how to manage a blog and its proper dissemination"

Syllabus

The Postgraduate Certificate in Corporate Blogging favors the development of the appropriate managerial, and communicative competencies so that all its student can significantly improve their skills and have access to a more prosperous working future.

During the 100 hours of the program, the student will analyze practical and real cases proposed by the teaching staff. This makes the teaching much more contextual, understanding in a direct way how to manage a WordPress Hosting, the objectives to set, and the contents to publish the contents to publish.

It is, therefore, a unique opportunity for students who want to polish their communication skills and relaunch their career towards the top of the best corporations or Marketing companies.

This Postgraduate Certificate has a duration of 6 weeks and is divided into 4 modules:

Module 1	How to Create a Blog?
Module 2	Content Marketing Strategy
Module 3	How to Create a Content Plan for Your Blog?
Module 4	Content Curation Strategy

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Corporate Blogging completely 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. How to Create a Blog?

1.1. Existing Blogging Platforms
1.1.1. WordPress
1.1.2. Blogger
1.1.3. Other CMS

1.2. Hostings
1.2.1. Own Domain
1.2.2. Hosting Providers

1.3. WordPress
1.3.1. WordPress Advantages over Other Platforms
1.3.2. Most Relevant Plug-ins

Module 2. Content Marketing Strategy

2.1. Set Different Objectives
2.1.1. Increased Web Traffic
2.1.2. Increase e-Mail Marketing Subscribers
2.1.3. Increased Sales

2.2. Know Your Audience
2.2.1. What Types of Contents Do They Like
2.2.2. How Do They Like Them
2.2.3. When Do They Like to Consume Them
2.2.4. Where Do They Like Them

Module 3. How to Create a Content Plan for Your Blog?

3.1. Analyze Current Situation
3.1.1. What Contents Do I Have?
3.1.2. Which Ones Do I Need to Generate?

3.2. Design Contents for the Blog
3.2.1. e-Books
3.2.2. Videos
3.2.3. Articles
3.2.4. Courses
3.2.5. Others

3.3. Editorial Calendar
3.3.1. Set Publication Periodicity
3.3.2. Establish the Type of Content to be Disseminated, Channels, and Times of Day

3.4. Calls to Action
3.4.1. Newsletter Subscription
3.4.2. Call for Purchase
3.4.3. Content Download

Module 4. Content Curation Strategy

4.1. Channels to Disseminate Content
4.1.1. Social Media
4.1.2. Internal Communication
4.1.3. Newsletter
4.1.4. Push Notifications in Mobile Applications

4.2. Social Media
4.2.1. Twitter
4.2.2. Facebook
4.2.3. LinkedIn
4.2.4. Instagram and Pinterest

4.3. Aggregators
4.3.1. Blogging General Aggregators
4.3.2. Specific Aggregators by Theme

4.4. Measuring Results
4.4.1. Google Analytics
4.4.2. Sales Achieved
4.4.3. Social Media Analytic Tools

"Corporate Blogging will be your springboard to the most serious and successful businesses looking for a professional with your skill set"

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.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

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

We enhance the Case Study with the best 100% online teaching method: Relearning.

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

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

07
Our Students' Profiles

This Postgraduate Certificate is aimed at Marketing professionals who are looking for a specialization with which to distinguish themselves from their colleagues and access to management positions or better positions within their organization. It can also be taken by entrepreneurs or business professionals who want to initiate an effective communication strategy to increase business volume and reach a wider audience.
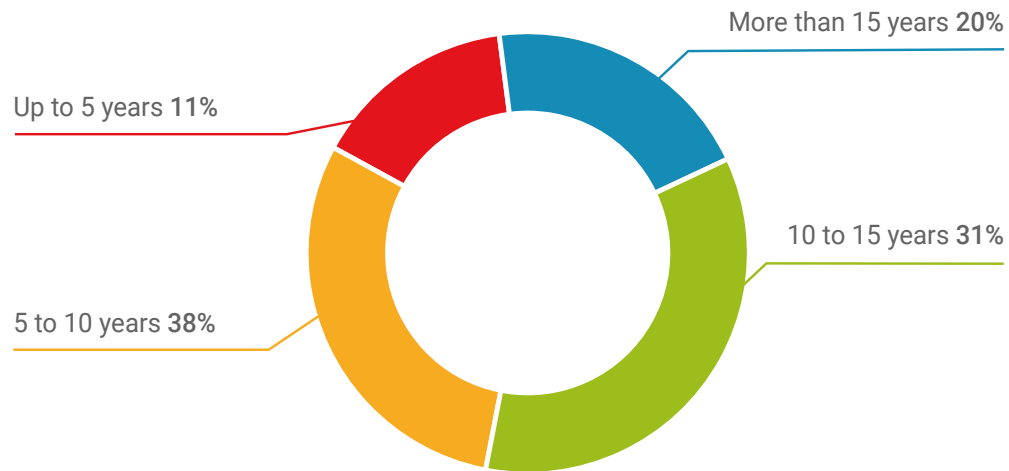
"

If you think your communication career needs a new impulse, bet on Corporate Blogging and reach a new professional horizon"

Average Age

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

Years of Experience

More than 15 years **20%**

Up to 5 years **11%**

10 to 15 years **31%**

5 to 10 years **38%**

Training

Marketing **35%**

Communication **32%**

Business **23%**

Other **10%**

Educational Profile

Industry **20%**

Services **42%**

Entrepreneurs **28%**

Other **10%**
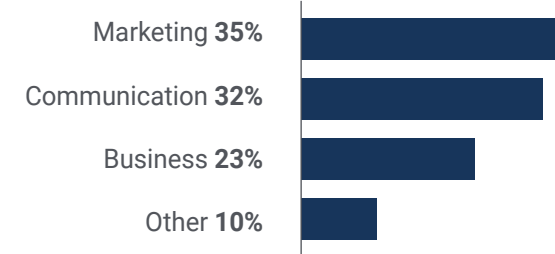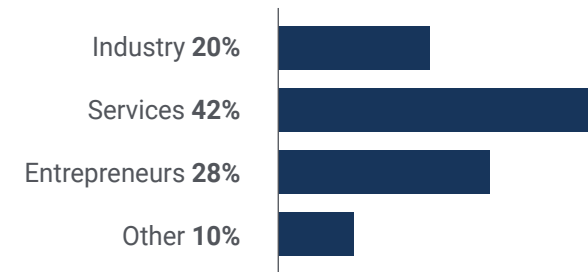
Geographical Distribution

USA **14%**

Spain **45%**

Mexico **31%**

Colombia **10%**
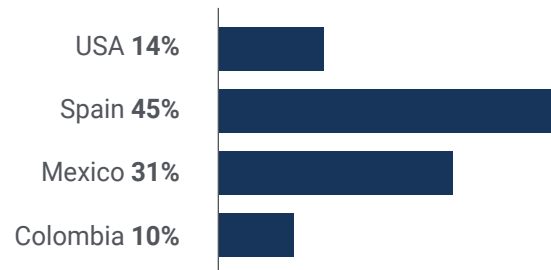
Sandra Martínez Ramos

Digital Marketing Director

"This program was the best choice I could have made, as my company's blog started attracting many more clients, which ended up giving me the opportunity to manage the entire Marketing team"

08
Course Management

TECH has professionals specialized in each area of knowledge, who pour into our training the experience of their work. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge on the subject.

Our teaching team, experts in Corporate Blogging, will help you achieve success in your profession"

Management

Mr. Galán, José

- Specialist in Online Marketing
- Director of E-Marketing at TECH Technological University
- Blogger at "Cosas sobre Marketing Online" (Things about Online Marketing)
- Director of Corporate Marketing, Médica Panamericana
- Degree in Advertising and Public Relations from the Complutense University of Madrid
- European Higher Program in Digital Marketing by ESIC

Impact on Your Career

Being aware of the great effort that students must make when facing a program of these characteristics, TECH makes every effort to ensure that the program is as rewarding as possible. That is why the student will find here the latest news in WordPress Hosting and content curation strategy for corporate blogs.

Impact on Your Career | 41   tech

" *TECH prepares you for all the challenges ahead when it comes to taking control of your organization's corporate communication"*

Are you ready to take the leap?

Excellent professional development awaits you.

This program demands the best of its students, putting them in complex communication and business situations that they will have to solve with astuteness to demonstrate their extensive capabilities in Marketing as well as in the direction and management of corporate blogs.

Thanks to TECH's innovative educational methodology, you will quickly improve your performance and achieve the improvement you are looking for.

This is the best opportunity to specialize in Corporate Blogging and incorporate the latest market trends into your strategy.

Time of Change

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

Type of change

Internal Promotion **49%**

Change of Company **41%**

Entrepreneurship **10%**
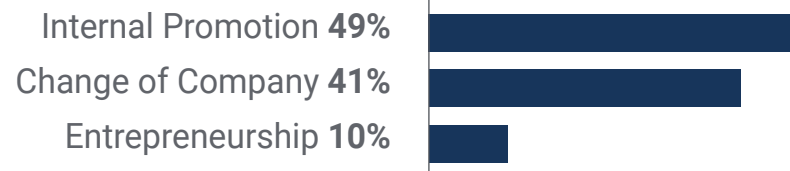
Salary increase

This program represents a salary increase of more than **25.22%** for our students

Salary before **$57,900**	A salary increase of **25.22%**	Salary after **$72,500**

10
Benefits for Your Company

The business benefits of having a well-run and well-managed corporate blog are several. In addition to increasing the potential volume of customers, it gives the entity a greater image of prestige and reputation, by demonstrating interest in new technologies and streamlining communication with the target audience.

tech

"

In the new digital era, companies must have a settled strategic communication in order to succeed and stand out above the rest"

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 Corporate Blogging 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 Corporate Blogging** 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 Corporate Blogging**

Official Nº of Hours: **100 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Corporate Blogging

This is a qualification awarded by this University, equivalent to 100 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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- » Exams: **online**

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