

# Postgraduate Certificate Networking for Personal Brand Building



## Postgraduate Certificate Networking for Personal 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 and Legal Sciences, Administrative and Business Sciences.

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

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# 01 Welcome

Networking has become a crucial tool for personal brand building in companies. Establishing strategic relationships with other professionals and companies in the same industry or related fields can help increase an organization's visibility and reputation of an organization. This can lead to new business opportunities and beneficial business relationships. And that's why this Postgraduate Certificate is designed to provide professionals with the skills and tools necessary to effectively build networks and contribute to enhancing the personal brand of companies. Thanks to the Relearning pedagogical methodology with which this program is designed and the 100% online format, students will be able to study at their own pace and from anywhere.



Postgraduate Certificate in Networking for personal brand building  
TECH University of Technology



“

*Delve into the development of online and offline events as a networking strategy”*

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

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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 Postgraduate Certificate in Networking for Personal Brand Building aims to provide professionals with the necessary skills to establish and maintain strategic relationships in the sector in which they work. This will allow them to build a personal brand and improve the visibility, credibility and reputation of their company and, consequently, of the organization's managers. In this way, students will learn how to network effectively and develop a clear strategy to establish lasting connections, all through the optimal use of social networks and Digital Marketing tools.



“

*TECH's goal through this Postgraduate Certificate is for you to obtain the maximum knowledge about Networking and its tools, in a guaranteed way and in the shortest possible time”*

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

The Postgraduate Diploma in Networking for Personal Brand Building will teach the student to:

01

Develop a networking strategy adapted to the objectives and audience and build a solid and growing network of contacts

02

Implement online and offline strategic actions to expand the network of contacts

03

Develop communication skills and channels of face-to-face and online communication for effective networking in different environments







04

Use public relationships to increase visibility and authority in the area of expertise

05

Determine how the media, stakeholders, and opinion leaders work to build a strong and strategic network

06

Managing Reputational Crises in Networking and Public Relations

05

# Structure and Content

The Postgraduate Certificate in Personal Brand Building is a high quality program designed by a teaching team highly specialized. This Postgraduate Certificate program consists of a module that covers fundamental topics such as the techniques and tools to establish and maintain valuable relationships both online and in person. In addition, students will also acquire skills in data analysis and marketing TECHNIQUES on the platform. The Postgraduate Certificate program consists of a module that covers fundamental topics such as the techniques and tools to establish and maintain valuable relationships both online and in person.



“

*Delve into the most effective public relationship actions to grow your company's personal brand”*

## Syllabus

The objective of the Postgraduate Certificate in Personal Brand Building is to provide students with the necessary skills to make effective decisions in the field of Corporate Communication. During the 150 hours of duration, it seeks to develop managerial competencies to improve professional performance in changing environments.

The content of the program focuses on the latest trends in creation of network of contacts Offline and Online and is based on an innovative, strategic and global curriculum. Students will have the opportunity to work on real case studies, supported by the best educational methodology and a teaching team of exceptional quality.

The syllabus focuses on relevant topics such as the identification of key stakeholders, the development of events as a networking strategy, the use of public relations to increase visibility and authority, effective offline networking, and crisis management, among others. Students will acquire skills and tools to create and manage an effective

personal brand, as well as to solve critical situations in a creative and efficient way.

The Postgraduate Certificate in Networking for Personal Brand Building offers comprehensive training in personal branding techniques and management skills to improve professional performance in an ever-changing business environment. This program is delivered in a 100% online format and uses the *Relearning* methodology to offer professionals flexibility in the organization of academic resources in a personalized way.

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

### Module 1

Networking for personal brand building. Networking, events and PR strategies as levers for growth



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

TECH offers students the opportunity to take this Postgraduate Certificate in Networking for Personal 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.

*In the Virtual Classroom you will find hours of additional material in different formats to delve deeper into aspects of the syllabus such as monitoring social networks or creating multimedia content.*

**Module 1.** Networking for personal brand building. Networking, events and PR strategies as levers for growth

**1.1. Networking Fundamentals and Relevance**

- 1.1.1. Types of Networking
- 1.1.2. Creation of a support and collaboration network
- 1.1.3. Implementation of a Networking plan

**1.2. Building a network of contacts to strengthen personal branding**

- 1.2.1. Identifying Key stakeholders
- 1.2.2. Selection of opinion leaders
- 1.2.3. How to expand and leverage the network of contacts

**1.3. Events as a Networking strategy**

- 1.3.1. The power of online and offline Networking events
- 1.3.2. Types of networking events
- 1.3.3. The organization of an event as a strategy to improve your personal branding

**1.4. Public Relations and personal branding**

- 1.4.1. Importance of Public Relations
- 1.4.2. Types of Public Relations strategies
- 1.4.3. Use of PR to increase visibility and authority

**1.5. Effective communication strategies for Networking**

- 1.5.1. Effective communication techniques in face-to-face actions or events
- 1.5.2. Effective communication techniques in the use of e-mail
- 1.5.3. Effective communication techniques in the use of social networks

**1.6. Effective offline networking to strengthen personal branding**

- 1.6.1. Networking in communities, conferences, seminars, and business events
- 1.6.2. Networking in local interest groups
- 1.6.3. Maintaining contact to seek opportunities for collaboration

**1.7. Effective online networking to strengthen personal branding**

- 1.7.1. Digital tools and platforms for networking
- 1.7.2. Participation in online networking events
- 1.7.3. Maintaining online *networking* relationships

**1.8. Other useful PR actions to increase personal branding**

- 1.8.1. Media Relations
- 1.8.2. Relations with influential people
- 1.8.3. Publication of a book as a Public Relations strategy
- 1.8.4. Creation of a multimedia content as a Public Relations strategy

**1.9. Crisis management in Networking and Public Relations**

- 1.9.1. The importance of ethics and accountability in crisis management
- 1.9.2. Designing a crisis communication crisis communication strategy
- 1.9.3. Effective networking for crisis management in Public Relations

**1.10. Measuring the success of a Public Relations strategy**

- 1.10.1. Monitoring social networks
- 1.10.2. Qualitative and quantitative evaluation of events
- 1.10.3. Visibility in the media



“

*In the Virtual Classroom you will find hours of additional material in different formats to delve deeper into aspects of the syllabus such as monitoring social networks or creating multimedia content”*

# 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.



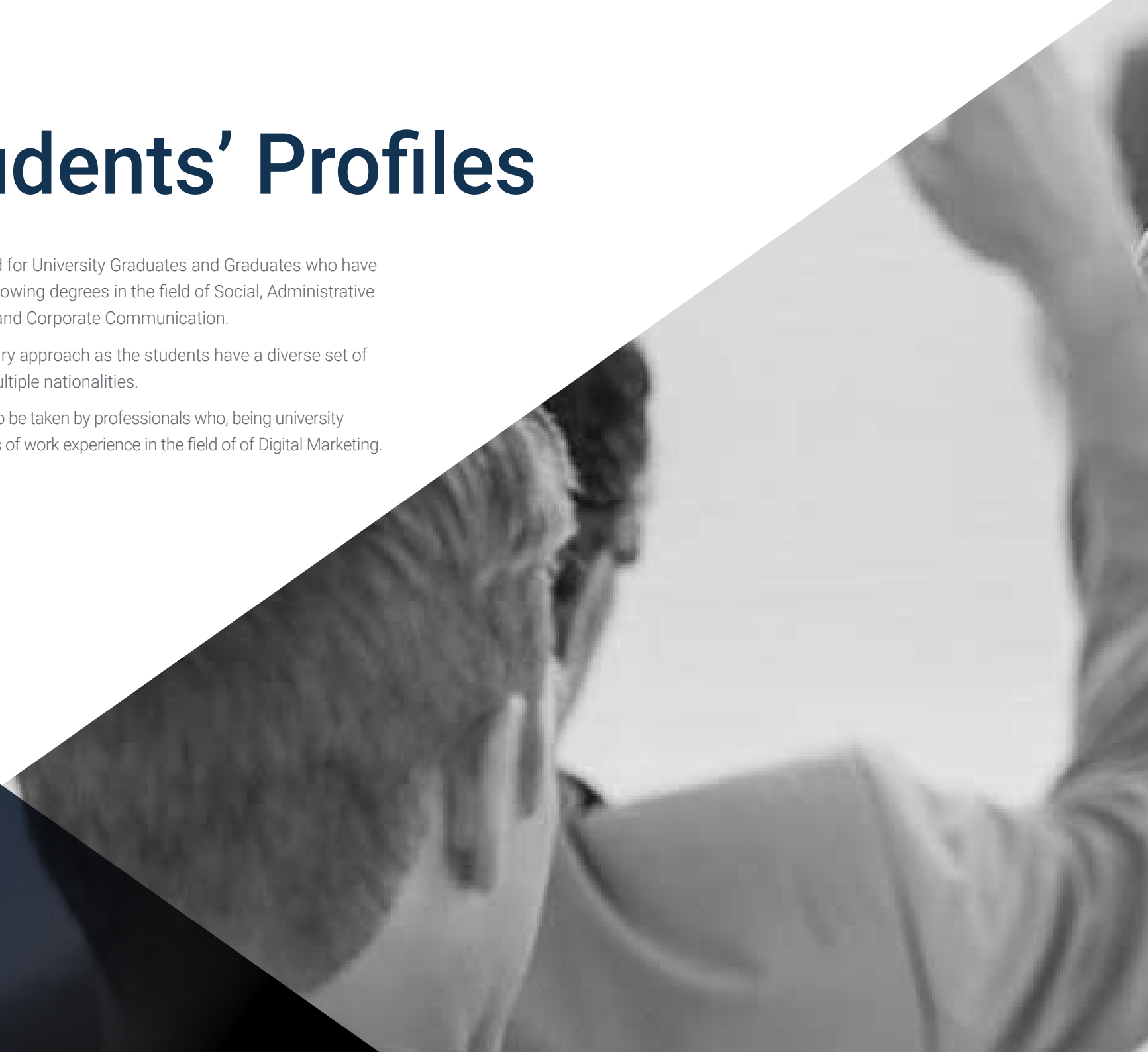
07

# Our Students' Profiles

The Postgraduate Diploma is aimed for University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

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

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Digital Marketing.







“

*Regardless of your previous professional experience, if you are attracted to the field of Personal Branding, this Postgraduate Certificate program is for you”*

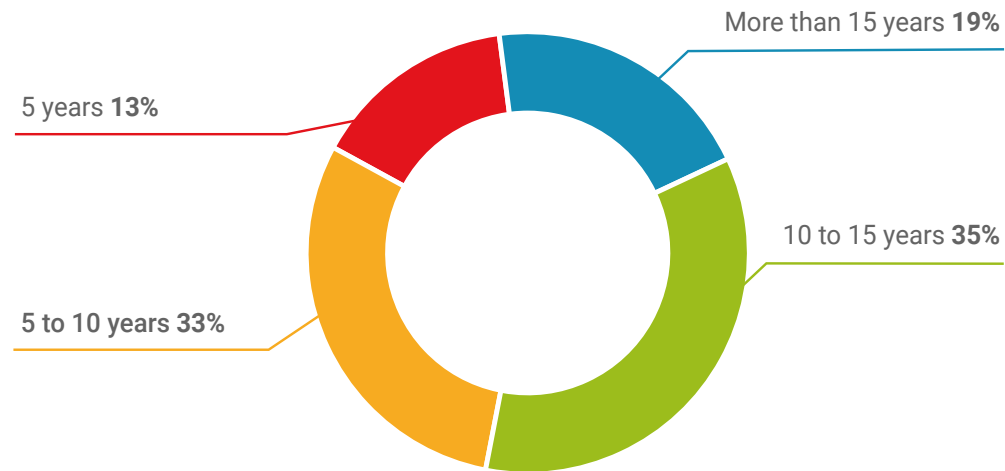
### Average Age

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

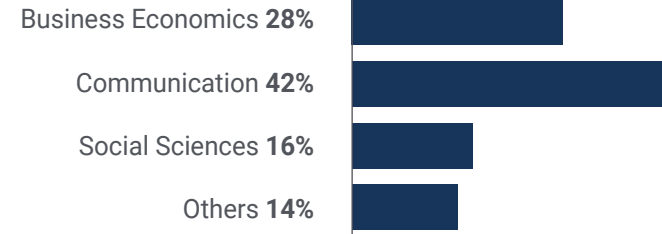
### Years of Experience

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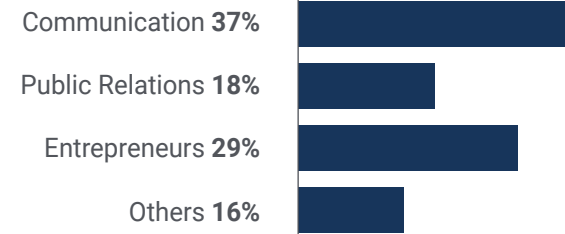
### Training

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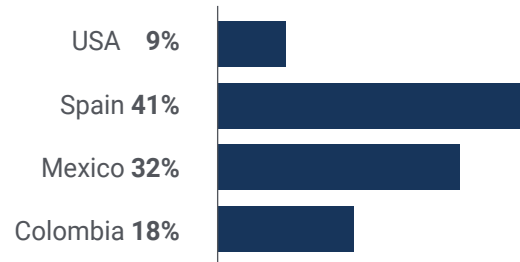
### Educational Profile

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## Geographical Distribution

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## Adriel Fernández

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Personal Marketing Consultant

*"Before taking the program, I felt I was stuck in my career. But after completing it, my perspectives have completely changed. I now have the skills and tools I need to build a personal brand and connect with influencers in my industry. I highly recommend this program to anyone looking to advance their career"*

08

# Course Management

TECH has carefully selected the teaching team for this degree, composed of experts and professionals highly trained in the field of Networking and personal brand building. They have extensive experience in the business world and have successfully built their personal brands through an effective networking strategy. In this way, students will have the opportunity to learn from the best professionals in the industry, which will allow them to acquire the skills and knowledge necessary to take their careers to the highest level.





“

*Be in direct contact with the teaching staff to solve doubts and start discussions related to the syllabus”*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres y Carrera
- ♦ Client Services Director and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications and Social Media Consultant at Best Relations
- ♦ Junior Account Executive Advertising and PR - Noa Nogueira
- ♦ Lecturer at Universidad Europea Miguel de Cervantes
- ♦ Lecturer at Escuela Internacional de Marketing
- ♦ Teacher in Miguel de Cervantes European University
- ♦ Lecturer at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Ms. García Sanz, Nagore

- ◆ Communications Consultant
- ◆ Head of Communication at the Youth Department of the Provincial Council of Gipuzkoa of the Provincial Council of Gipuzkoa
- ◆ Head of communications for the launching of the Kühne Business School
- ◆ Degree Information Sciences from the University of the Basque Country
- ◆ Master's Degree in Digital Marketing and Community Management from Escuela Marketing and Web
- ◆ Expert in Information Service and Citizen Attention by the University of Salamanca
- ◆ Webmaster. Graphic design, web programming and digital marketing by Escuela de Diseño Área School of Design Area
- ◆ Document Management and Archive Administration by Eusko Ikaskuntza & Asmoz Foundation
- ◆ Expert in Economics, Management and Technology of Public Innovation by the School of Economics, Business and Tourism of the University of Alcalá

09

# Impact on Your Career

This Postgraduate Certificate can have a significant impact on the careers of professionals in the industry. By acquiring skills in building valuable relationships and managing online reputation, the student will be able to stand out in their industry and increase the visibility of their clients. In addition, by understanding marketing strategies on social platforms, the specialist will be able to use them as effective tools to promote their business. In conclusion, this Postgraduate Certificate program offers the necessary tools and knowledge to boost the career of any specialist who wishes to stand out in their field.







“

*Be able to select opinion leaders, which will allow you to expand and leverage the network you build”*

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

The Postgraduate Certificate in Networking for Personal Brand Building of TECH is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field. 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.

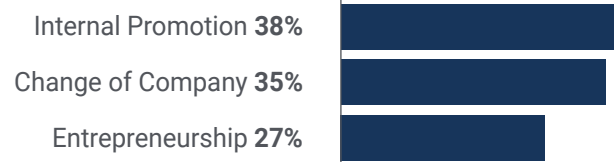
*Step up your career and enroll in a degree program that meets your expectations and your professional and academic requirements.*

*Achieve your maximum potential in Networking management thanks to the keys that this you will get from this Postgraduate Certificate.*

#### Time of change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **23%** for our students



10

# Benefits for Your Company

Companies with professionals who have completed this degree have a significant competitive advantage. Not only do these professionals know how to improve their own personal brand, but they can also apply their knowledge to enhance the organization's brand through networking and online reputation management. In addition, they help the company build valuable relationships and increase its visibility on social media, which can result in a greater number of customers and business opportunities. In short, relying on industry specialists is a profitable investment for any company seeking to improve its image and increase its success in the marketplace.



“

*This Postgraduate Certificate program will allow you to transform your professional profile into a leader capable of driving the growth of any organization in which you work”*

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.

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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.

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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 Networking for Personal 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 Networking for Personal 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 Networking for Personal 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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