

Postgraduate Certificate Personal Brand Planning



Postgraduate Certificate Personal Brand Planning

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Intended for: University graduates who have previously completed any of the degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/personal-brand-planning

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01 Welcome

Personal brand planning has become a fundamental tool to stand out in the business environment and achieve professional success. The ability to build and promote a solid and coherent image that is aligned with the objectives and values of the company is essential to improve its reputation and increase the trust and respect that users have for it. For this reason, this university program offers specialized education in this area, providing the necessary tools and strategies to manage a personal brand effectively. In addition, the program is taught 100% online and uses an innovative pedagogical methodology called Relearning, which allows students flexibility to organize teaching resources and develop their skills at their own pace. Therefore, it is a unique opportunity for professionals looking to improve their presence and leadership in the business environment.



Postgraduate Certificate in Personal Brand Planning
TECH Technological University

“

You will delve into the concept of Brand Core, by digging into the identification of the purpose, vision and values of the personal brand"

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 Postgraduate Certificate in Personal Brand Planning aims to provide professionals with the necessary tools to create and manage a personal brand effectively, allowing them to stand out in the business environment by offering companies and their managers the opportunity to improve their reputation and leadership. In addition, this Postgraduate Certificate provides them with the necessary tools to identify an organization's strengths and areas of opportunity, as well as to define a unique value proposition, create a coherent communication plan and manage their presence in social media, among other key strategies for the company's professional development.



“

You will be able to turn weaknesses into strengths and threats into opportunities to successfully develop the personal brand of any company"

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

The **Postgraduate Certificate in Personal Brand Planning** will enable students to:

01

Turn weaknesses into strengths, and threats into opportunities to successfully develop a personal brand

02

Discover, at the brand core, how to identify the purpose, vision and values and see their practical usefulness

03

Work on brand positioning, identifying the audience, market and objectives, and study the value proposition as the core of the personal business model





04

Make the most of our brand assets and self-knowledge to develop our personal strategy

05

Work in depth on the strategic elements that will form the basis of our messages and our personal story

06

Translate the strategic vision of the personal brand into a personal business model base document

05

Structure and Content

The Postgraduate Certificate in Personal Brand Planning has a high-quality teaching module designed by a teaching team specialized in personal brand management, which allows students to acquire essential knowledge and skills to stand out in the business world. The program focuses on providing a comprehensive and up-to-date vision of the concepts and tools of branding and communication, and offers the latest techniques and trends for the creation and management of an effective personal brand. The 100% online modality and the Relearning teaching methodology guarantees personalized education adapted to the learning pace of each student, with the continuous support of experts in the field.



“

Did you know that all TECH's content can be downloaded? This way, you will have it at your disposal forever, so you can consult it whenever you need it"

Syllabus

The Postgraduate Certificate in Personal Brand Planning aims to provide the student with skills to make effective decisions in the field of Corporate Communication. With a total of 150 hours of instruction, the program focuses on the development of managerial competencies in changing environments, in order to improve professional performance and excellence in leadership and business management.

The program content is innovative, strategic and global, with a focus on the latest trends in Branding. Students have the opportunity to work both individually and in teams on practical cases to immerse themselves in real business situations. In addition, the content is based on the latest trends and is supported by the best educational methodology and exceptional quality faculty.

The syllabus focuses on relevant topics such as SWOT analysis, Brand Core, Brand Positioning, Business Model You and Value Proposition. allowing students 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.

This allows students to acquire skills and tools to create and manage an effective personal brand, as well as to solve critical situations creatively and efficiently. The program is delivered 100% online and uses the Relearning methodology to offer students flexibility in organizing academic resources in a personalized way.

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

Module 1

Personal Brand Planning. Analysis of the differential factor of the personal brand objectives. Pillars of positioning: Brand Core and Brand Positioning



Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Personal Brand Planning 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 them 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. Personal Brand Planning. Analysis of the Differential Factor of the Personal Brand Objectives. Pillars of Positioning: Brand Core and Brand Positioning

1.1. The Three Pillars of Brand Positioning: "Know Yourself, Develop Yourself, Show Yourself"

- 1.1.1. The Iceberg Methodology of Personal Branding
- 1.1.2. Order: the Key to Success
- 1.1.3. Change and Dynamism. The Need to Re-Evaluate

1.2. How to Convert the Personal SWOT into a Strategic Plan

- 1.2.1. How to Turn Weaknesses into Strengths
- 1.2.2. How to Turn Threats into Opportunities
- 1.2.3. How to turn Strengths into Opportunities

1.3. Brand Core I. Purpose: Identification. Uses. Examples

- 1.3.1. If You Have a What For You Will Solve the How and the What
- 1.3.2. Methodologies to Identify the Purpose
- 1.3.3. Inspiring Examples of Purpose

1.4. Brand Core II. Vision. Examples

- 1.4.1. Identification of Short, Medium and Long-Term Objectives. Setting Objectives
- 1.4.2. Why it is Worth Being Ambitious in Your Vision
- 1.4.3. Inspirational Examples of Vision and its Usefulness in Personal Branding

1.5. Brand Core III. Values. Identification, Management and Projection. Examples

- 1.5.1. Tools to Identify Values
- 1.5.2. Values Management and Projection through Images or Testimonials
- 1.5.3. Examples of Projection and Use of Values

1.6. Brand Positioning I. Audience, Customer Segments

- 1.6.1. Demographic Profiles to Identify Audiences
- 1.6.2. Psychological Profiles. Fears and Illusions
- 1.6.3. Empathy: Understanding People's Objections to Working With You

1.7. Brand Positioning II. Market

- 1.7.1. Understanding the Market Context of the Audience
- 1.7.2. Research to Measure Market Potential
- 1.7.3. Development of Positioning Maps

1.8. Brand Positioning III. Objectives

- 1.8.1. Target per Reference Field
- 1.8.2. Objective by Specialty
- 1.8.3. Objective by Geographic Area

1.9. Brand Positioning IV. Value Proposition Relevance and Difference. Examples

- 1.9.1. Personal Value Proposition Canvas. The Customer
- 1.9.2. Personal Value Proposition Canvas. The Relevant Difference
- 1.9.3. Inspirational Examples of Personal Value

1.10. Brand Positioning vs. Business Model You, Your Business Model

- 1.10.1. The *Business Model You* Canvas by Osterwalder, Pigneur, Clark
- 1.10.2. Key Elements: Customers, Value Provided, Channels and Roles
- 1.10.3. Activities, Resources, Key Partners and Economic Model



“

Delve into customer segmentation and identify the value proposition that will differentiate your company from the competition”

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.



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.

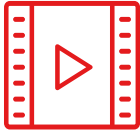
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



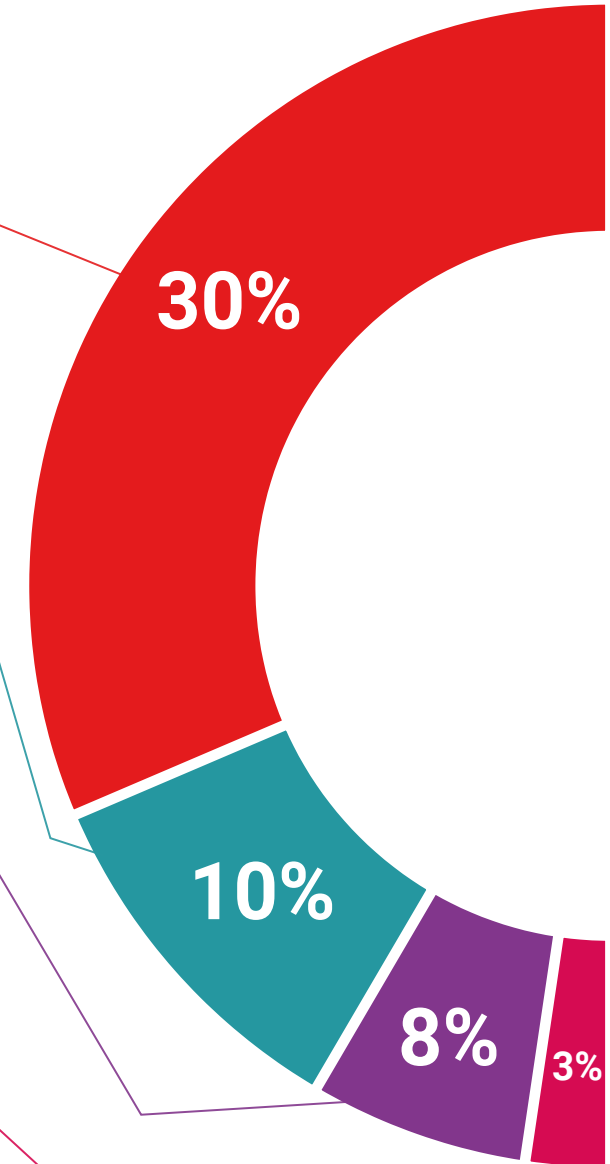
Management Skills Exercises

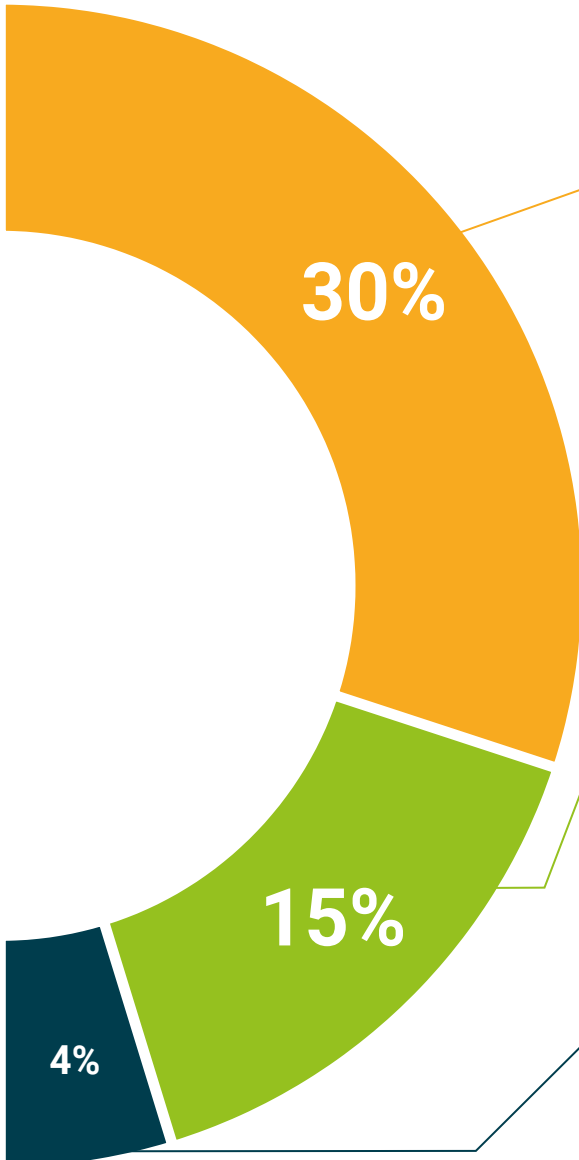
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 intended for university graduates who have previously completed any of the 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



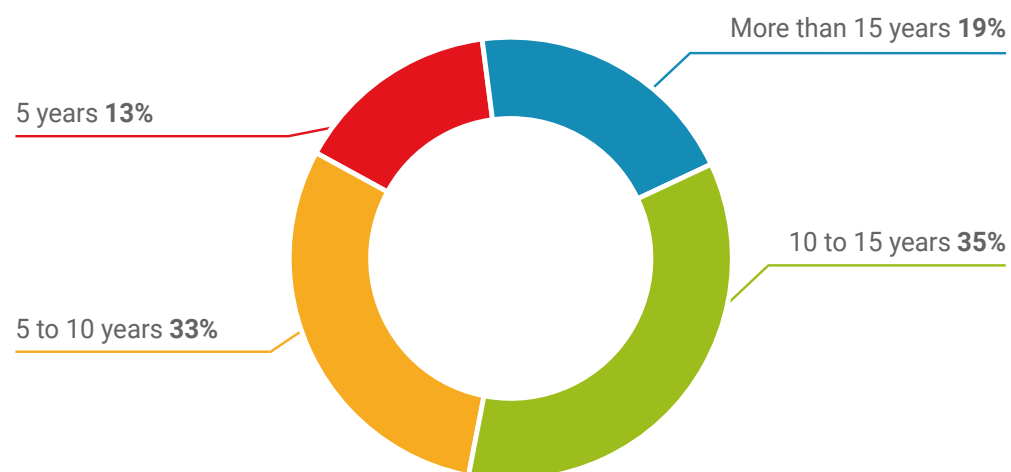
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*Administration, marketing, communication,
etc. It doesn't matter where you come from,
as long as your goal is to become an expert in
Personal Branding”*

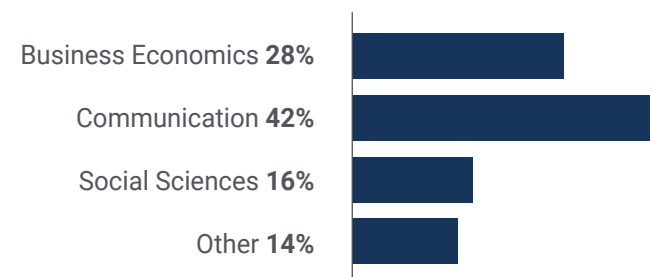
Average Age

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

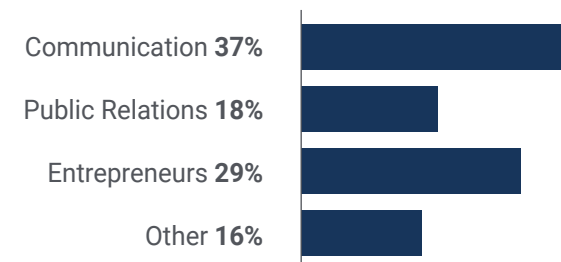
Years of Experience



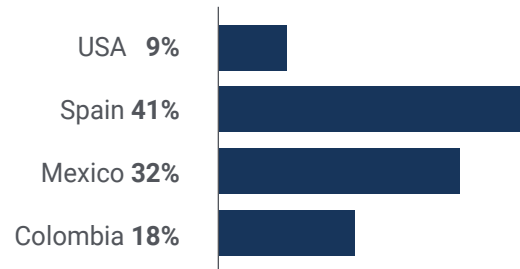
Training



Educational Profile



Geographical Distribution



Oliver Arteaga Ramos

Personal Marketing Specialist

"Thanks to the Postgraduate Certificate in Personal Brand Planning, I have been able to develop a solid and effective personal branding strategy. I have learned to identify the strengths of my business and communicate my value proposition in a clear and concise manner, which has helped me improve the company's profitability"

08

Course Management

The Postgraduate Certificate's teaching team is made up of experts in the field of personal branding, marketing and communication, with extensive experience in companies from various sectors. All of them have solid academic backgrounds and up-to-date practical experience, which allows them to be up to date on the latest trends and tools in this ever-growing field. In this way, students will not only have the opportunity to learn from their knowledge, but will also have a personalized accompaniment to achieve their professional goals at their disposal.



“

A qualification that includes a teaching team of the highest level, so that you can use their experience as corporate consultants to perfect your skills"

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
- ♦ Professor at the Miguel de Cervantes European University
- ♦ Professor at the International School of Marketing
- ♦ Professor at Higher School of Public Relations of Barcelona
- ♦ Professor 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

Mr. Recolons Argenter, Guillem

- Brand Director at Omnia Marketing
- Consultant and partner at Integra Personal Branding
- Director and partner at Soymimarca
- Director and Personal Communication Consultant at Lateral Consulting
- General Director at Altraforma
- Deputy Director and New Business Director at Saatchi & Saatchi Advertising
- Professor in Political Personal Branding at the Ramon Llul University
- Professor of Personal Branding at Pompeu Fabra University
- Master's Degree in Marketing ESMA
- Publicist by the Marketing and Communication College of Catalonia
- Graduate in Humanities UOC by Open Univerity of Catalonia

“

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

09

Impact on Your Career

The Postgraduate Certificate in Personal Brand Planning has a significant impact on the career of any professional with aspirations to specialize in this sector, as it provides them with practical tools to manage personal brands effectively. The knowledge acquired in this program will enable them to create a solid and coherent image for any organization, helping to differentiate it from the competition in an increasingly ambitious market. In addition, the student will gain skills to develop branding and networking strategies, thereby increasing the chances of success of any company and, consequently, its professional growth.



“

A Postgraduate Certificate with which you will master the iceberg methodology to build an effective personal brand"

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

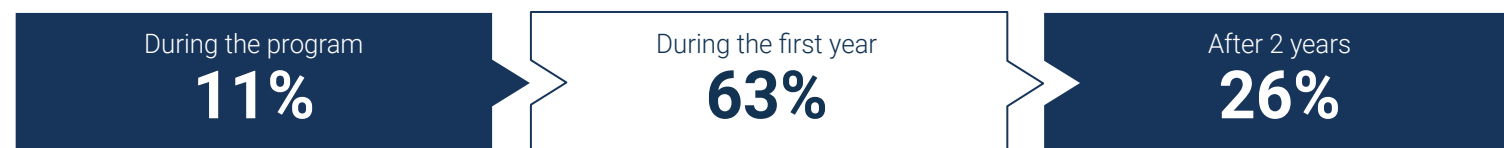
TECH's Postgraduate Certificate in Personal Brand Planning is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field. The main objective is to promote your personal and professional growth. Helping them achieve success.

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.

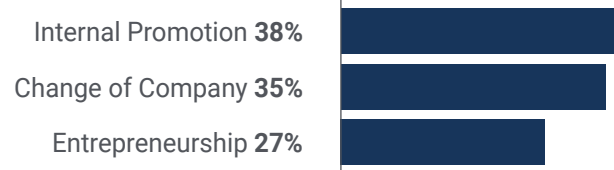
Your professional skills and competencies will be significantly enhanced, leading to greater opportunities for advancement and a significant salary increase in your career.

A Postgraduate Certificate that will become the key that will open the door to a promising future.

Time of Change



Type of change



Salary increase

The completion of this program represents a salary increase of more than **23%** for our students.



10

Benefits for Your Company

Having professionals who have completed the Postgraduate Certificate in Personal Brand Planning can be very beneficial for companies. These specialists are able to develop and manage their own personal brand effectively, which translates into greater visibility and reputation for the company. In addition, they can apply the knowledge acquired in the creation and management of the company's brand, thereby improving its image and positioning in the market. They are also able to establish stronger and more lasting connections with clients and partners through an international networking network, which can help the organization expand its reach and increase its client base.



“

Become a confident and tenacious leader in planning and managing a personal brand with TECH"

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 Personal Brand Planning 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 Personal Brand Planning** 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 certificate 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 Personal Brand Planning**

Modality: **online**

Duration: **6 weeks**



*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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