

# Postgraduate Certificate Personal Brand Strategy



## Postgraduate Certificate Personal Brand Strategy

- » 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/personal-brand-strategy](http://www.techtute.com/us/school-of-business/postgraduate-certificate/personal-brand-strategy)

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# 01 Welcome

Creating and implementing an effective personal branding strategy has become increasingly important in today's business world. Stand out in the job market, it is essential to differentiate oneself from the competition and build a strong personal identity. Therefore, professionals who master the implementation of a proper personal branding strategy can improve the visibility, reputation and credibility of any company. In this sense, this Postgraduate Certificate program is a unique opportunity for Marketing and Corporate Communication specialists to delve into the skills needed to develop a quality identity strategy. The format of this degree is 100% online, and thanks to the innovative Relearning methodology, the student will have absolute flexibility to organize academic resources and study in a practical and comfortable way.



Postgraduate Certificate in Personal Brand Strategy TECH University of  
Technology

“

*Improve your business leadership skills and become a change agent in your company through a valuable and up-to-date specialization"*

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

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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 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 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

Taking this Postgraduate Certificate program, students will acquire key skills and knowledge to build an effective personal brand in the business world. In this way, they will delve into the elements of personality that a company can have as useful tools to develop an effective personal brand and a tagline that defines it. In addition, you will be prepared to build personal brand archetypes using different methodologies. Likewise, they will master the different possibilities offered by public speaking and storytelling to communicate messages with confidence and effectiveness. In this way, you will be ready to develop unique and authentic personal identities.



“

*Master the necessary tools to carry out an Elevator Pitch that will leave no one indifferent"*

TECH makes the goals of their students their own goals too.  
Together they work to achieve them.

The Postgraduate Certificate in Personal Brand Strategy will teach the student to:

01

Consider the elements of personality as useful for developing a brand name and tagline that defines them

02

Build personal brand archetypes under different methodologies

03

Fundamental ways to project a verbal and nonverbal identity to reinforce message credibility







04

Analyze the different resources of personal narratives

05

Be inspired by personal storytelling success stories  
success stories

06

Discover the different possibilities that public  
speaking and storytelling offers us

05

# Structure and Content

This Postgraduate Certificate is designed by a highly specialized teaching team in the area, and consists of a high quality didactic module. The degree provides students with the knowledge and skills necessary to stand out in today's business environment, offering a comprehensive and updated vision of the most cutting-edge branding and communication concepts and tools. In addition, the Relearning teaching methodology and the 100% online format allow for personalized training adapted to the learning pace of each student.



“

*The most comprehensive and up-to-date vision of Personal Brand Strategy is found in this curriculum. Don't miss it"*

## Syllabus

The Postgraduate Certificate in Personal Brand Strategy seeks to provide students with the necessary skills to make effective decisions in the field of Corporate Communication. With a duration of 150 hours, the degree focuses on developing managerial competencies in changing environments, which allows for improved professional performance and excellence in business management.

The content of the program is innovative, strategic and global, and focuses on the latest trends in Branding. Students have the opportunity to work on practical cases, both individually and in teams, to experience real business situations. In addition, it is supported by the best educational methodology and a teaching team of exceptional quality.

The syllabus focuses on relevant topics such as verbal and non-verbal identity, Brand Voice, personality archetypes, the

Elevator Pitch and the keys to a natural and inspiring speech, among other topics. 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.

In summary, the Postgraduate Certificate in Personal Brand Strategy offers comprehensive training in personal branding techniques and management skills to improve professional performance in a constant change business environment. The program is delivered in a 100% online format 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 consists of 1 module:

### Module 1.

Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling.



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

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

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

**Module 1. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling.**

**1.1. Brand Persona I. Archetypes of Personal Branding. Examples:**

- 1.1.1. Jung's 12 archetypes. Examples:
- 1.1.2. The 16 archetypes of the 16 Personalities test
- 1.1.3. The archetypal mix. Impulse and fear in the management of archetypes

**1.2. Brand persona II. Personality**

- 1.2.1. Brand Voice. Tone of voice descriptors
- 1.2.2. Tone of voice projection
- 1.2.3. Examples of tone of voice usage

**1.3. Brand persona III. Naming & Tagline**

- 1.3.1. Use of mind maps to arrive at the tagline
- 1.3.2. Use of brainstorming to arrive at the tagline
- 1.3.3. The five formats of a memorable tagline

**1.4. Verbal and non-verbal identity**

- 1.4.1. Verbal identity. Written style and oral style
- 1.4.2. Non-verbal identity: What defines our "uniqueness"
- 1.4.3. Inspiring examples of verbal and non-verbal

**1.5. Visual identity, image and consistency with the message**

- 1.5.1. Neutral visual identity: Going unnoticed with the "no image". Visual Identity
- 1.5.2. Marked visual identity, pros and cons
- 1.5.3. Examples of visual identity

**1.6. Elevator Pitch. Examples:**

- 1.6.1. The Tony Reiss Method: *Wow, How, Now*
- 1.6.2. Personal presentation, sales pitch, investor attraction pitch
- 1.6.3. Adaptation to real life. Examples:

**1.7. Public speaking, keys to a natural and inspiring speech**

- 1.7.1. The skeleton of the speech and the solver
- 1.7.2. The good guy, the bad guy, the journey, the denouement
- 1.7.3. What the best stories have in common

**1.8. From data to story: The 5 types of personal storytelling**

- 1.8.1. Machine
- 1.8.1. Presentational and introspective storytelling
- 1.8.2. Value proposition story
- 1.8.3. Value story and barrier-breaking story

**1.9. Learning from the best: personal best stories**

- 1.9.1. Business story
- 1.9.2. Political or election-focused storytelling
- 1.9.3. Story adapted to any situation

**1.10. Personal Branding Canvas**

- 1.10.1. Competitors: audience, positioning, communication
- 1.10.2. Sector: skills, profession, reasons to believe
- 1.10.3. Investments and results



“

*This Postgraduate Certificate will make a difference in your professional journey, giving you the tools to reach the most ambitious professional heights”*

# 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.

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*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 at 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.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

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







“

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

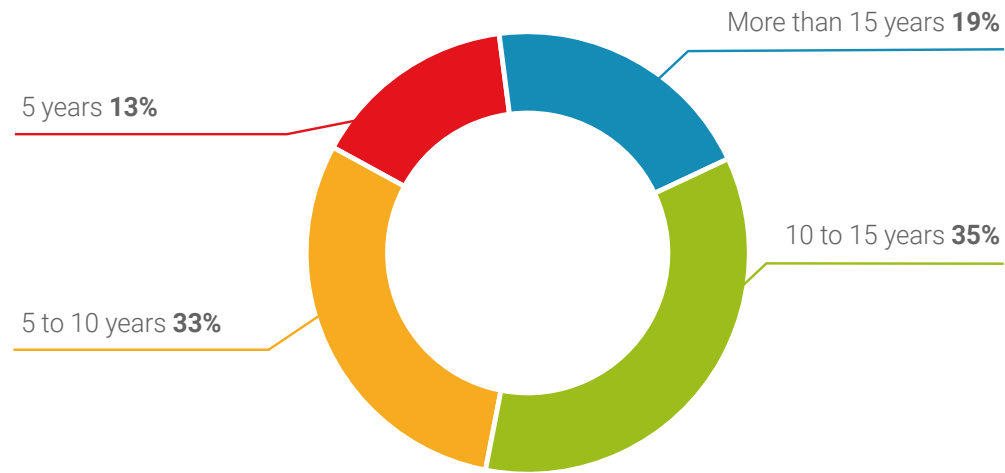
### Average Age

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

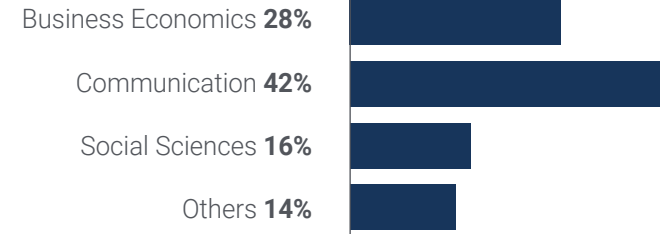
### Years of Experience

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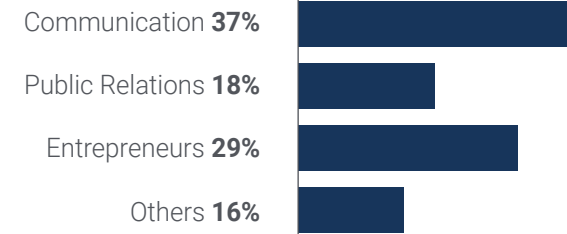
### Training

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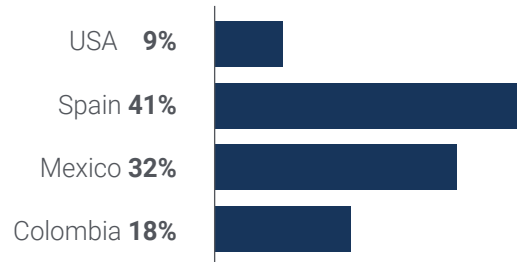
### Educational Profile

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## Geographical Distribution

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## Samuel Laghezza Ricci

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Strategic Director of Personal Branding

*"Before taking the Postgraduate Certificate in Personal Branding Strategy, I felt lost in my career and didn't know how to stand out in a saturated market. Thanks to this program, I learned how to develop an effective personal brand. I now feel much more confident and secure in my professional skills and have gained new job opportunities that seemed unattainable before. I would definitely recommend it to anyone looking to improve their professional career"*

08

# Course Management

The teaching team of the Postgraduate Certificate in Personal Brand Strategy is composed of renowned professionals in the field of Marketing, Communication and Digital Strategy, with extensive experience in companies from different sectors. All of them have solid academic training and up-to- in the sector practical with vast experience, which allows them to be up to date on the latest trends and tools in this ever-growing field. In addition, they are characterized by offering personalized teaching and constant accompaniment, to provide students with the necessary tools to achieve their professional goals in the field of personal branding.



A black and white photograph showing three people in profile, looking down at a screen. The image is partially obscured by a dark blue diagonal shape on the right side of the page.

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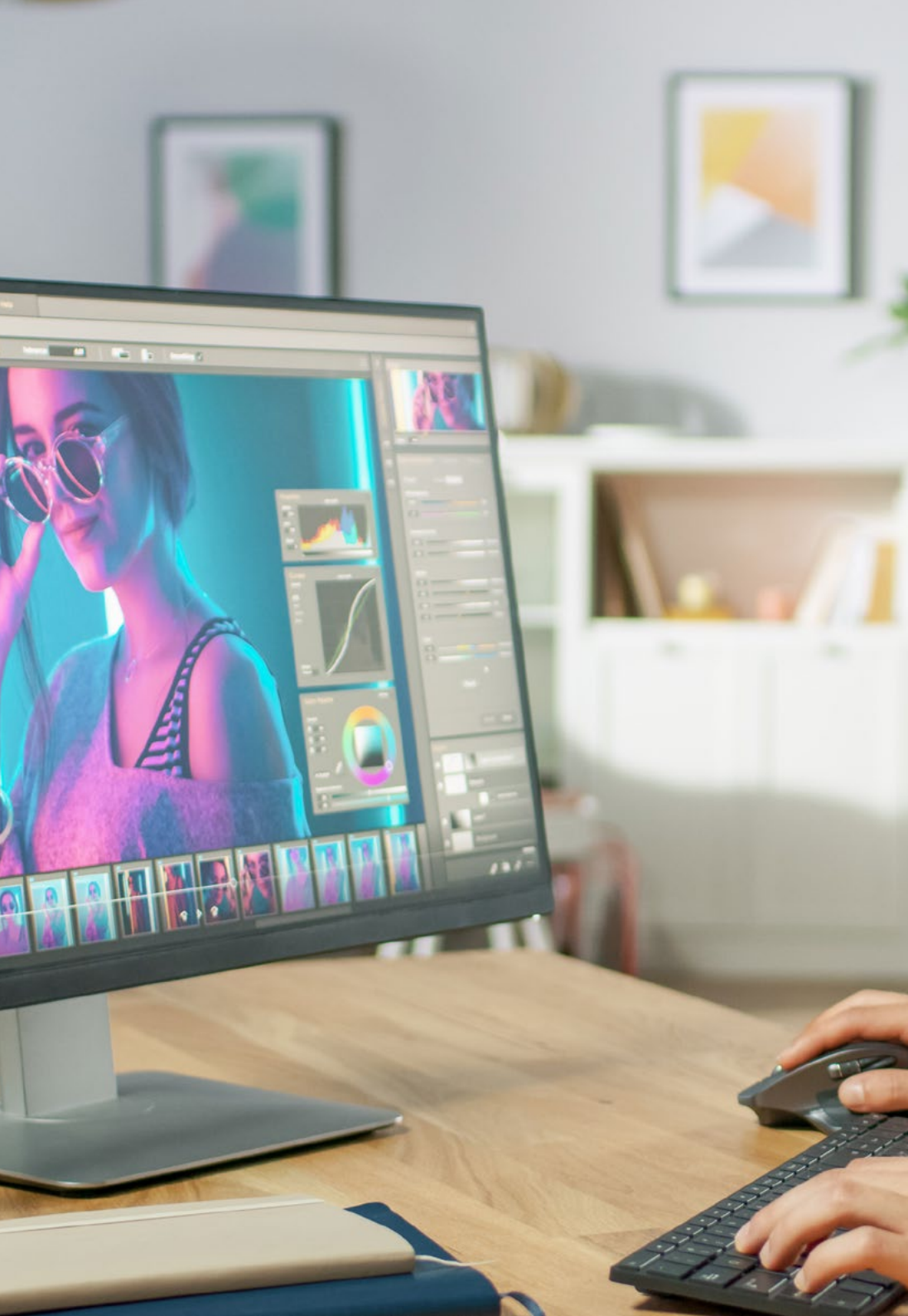
*Let Personal Branding and Communication experts and Communication experts catapult you to success”*

## 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

### 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 Manager at Altraforma
- ◆ Deputy Director and New Business Director at Saatchi & Saatchi Advertising
- ◆ Lecturer in Political Personal Branding at the Univesritat Ramon Llul
- ◆ Lecturer of Personal Branding at Universitat Pompeu Fabra
- ◆ Master in Marketing ESMA
- ◆ Publicist by the Colegio del Marketing y Comunicación de Cataluña (Marketing and Communication College of Catalonia)
- ◆ Graduate in Humanities UOC by Universitat Oberta de Catalunya

09

# Impact on Your Career

Taking this Postgraduate Certificate program can have a major impact on the careers of industry specialists. By acquiring skills and tools to create and manage an effective personal brand, they can significantly improve the visibility and recognition of the companies they work for which translates into an increased ability to attract job and business opportunities. In addition, management skills training in changing environments contributes to more effective performance in business management, which is reflected in improved performance and excellence in the workplace.







“

*Transforming your desired career path requires a total of 450 hours”*

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

The Postgraduate Certificate in Personal Brand Strategy 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. However, the goal is to improve in your professional life and, to do so, it is necessary to fight.

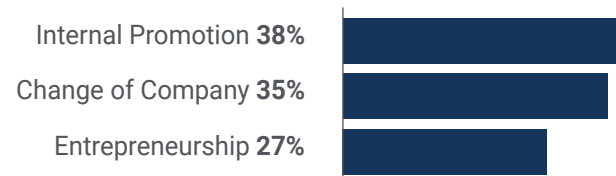
*Boost your economic position thanks to the most advanced strategies in Personal Branding.*

*Take the opportunity to advance to the top of your professional field with 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 specialists who have completed the Postgraduate Certificate in Personal Brand Strategy have a significant competitive advantage in today's marketplace. These professionals can apply their knowledge and skills to build and manage a strong personal brand, allowing them to stand out in their field of expertise and, in turn, improve the performance of the company as a whole.





“

*Develops all the keys to strategic processes oriented to the construction of a solid personal identity"*

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.

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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 Personal Brand Strategy 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 Strategy** 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 Innovation in Personal Brand Strategy**

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

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