

Postgraduate Diploma Branded Content





Postgraduate Diploma Branded Content

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

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-branded-content

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01 Welcome

Today's advertisements look like true works of art. This is largely due to brands' commitment to create innovative multimedia content to reach their audience more effectively. Therefore, more and more companies have decided to bet on marketing tools such as Branded Content to create innovative and attractive campaigns that really attract the public. Thus, TECH has decided to bet on high-quality programs, aimed specifically for business professionals, so that they are able to design those successful advertisements or manage the most renowned teams in the market. Undoubtedly, a unique opportunity to relaunch your career and enter a booming sector.



Postgraduate Diploma in Branded Content
TECH Technological University



“

Start your own advertising agency and apply Branded Content techniques to make your brands stand out in the market"

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 centre for intensive managerial skills training.



“

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 combines 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.

100,000+
executives trained 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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 studies in the academic community"

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 training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

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 participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

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

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

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 areas 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

Be part of an exclusive community

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

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

Branded content is fundamental to create an image recognized by the audience. As a result, more and more business professionals want to enter this field with programs that add value to their résumés. Thanks to this Postgraduate Diploma, students will be able to specialize in Branded Content, achieving that level of qualification that will allow them to direct and manage high-level advertising agencies, which stand out in the market for the quality of their campaigns.

“

If your goal is to start your own advertising agency, this program will provide you with the tools to achieve it"

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

The **Postgraduate Diploma in Branded Content** qualifies students to:

01

Manage and know conceptually the field of transmedia
Storytelling and understand its relevance in different
professional fields (advertising, marketing, journalism,
entertainment)

02

Acquire the fundamentals of transmedia creation,
from narrative to production, dynamization in social
communities and economic monetization

03

Place the entire syllabus in a changing sociological and
media landscape, where technology and the fragmentation
of the audiovisual offer open up enormous opportunities
for business and professional development





04

Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content

05

Further develop branded content within the communication mix, in a context of advertising oversaturation

06

Conduct an in-depth analysis of the differences between advertising and Branded Content and the scope of the latter (creation, formats, measurement)

05

Structure and Content

Traditional advertising has given way to endless possibilities. Therefore, guided by the network's advantages, a larger audience can be reached immediately. However, in order to achieve this, agencies need to have professionals with specialized knowledge to apply all these available tools to create attractive messages. This program provides students with all the information they need to know about Branded Content to more effectively reach a specialized and demanding audience.



“

Thanks to this program, you will learn how to manage virtual communities that are essential to improve the promotion of your brand"

Syllabus

Today's consumers have much more information than they did decades ago. They are able to choose what they want to consume before they even see it in physical stores and have everything they need at their fingertips at the click of a button. Advertising campaigns must therefore be able to attract an increasingly demanding public and build loyalty.

This Postgraduate Diploma in Branded Content offers students the opportunity to specialize in an essential sector to create a brand image that is recognized and accepted by the audience, in which the characteristics of their products are shown, but above all, their own values. In this way, students will be able, through different media, to create stories that will resonate with people and incite them to a certain action. However, they will also be able to create digital communities that focus on a specific brand, being able to manage them in order to achieve a better reputation.

All this, through entirely new content, distributed in 10 modules in which students will learn from the new communication paradigms, to the management of these communities or the use of the brands themselves as content editors. A program that adapts to students' needs and, therefore, is offered in a 100% online format, which will undoubtedly be a unique opportunity to improve their skills and capabilities.

This Postgraduate Diploma is developed over 6 months and is divided into 3 modules:

- Module 1** / A New Communication Paradigm
- Module 2** / Creation and Management of Digital Communities
- Module 3** / Branded Content: Brands like Publishers



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Branded Content completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. A New Communication Paradigm

1.1. Media Transformation and Audience Fragmentation

- 1.1.1. The New Role of the Media
- 1.1.2. The Citizen Facing the Digital Revolution
- 1.1.3. Consumption and Infocination

1.2. Media Convergence

- 1.2.1. Technological Convergence
- 1.2.2. Socio-Cultural Convergence
- 1.2.3. Corporate Convergence

1.3. Internet 2.0: from Monologue to Dialogue

- 1.3.1. The Fragmentation Process
- 1.3.2. The Effect of Technology
- 1.3.3. The Questioning of Traditional Media

1.4. Long Tail

- 1.4.1. Long Tail Business Models
- 1.4.2. Elements of a Long Tail Model

1.5. The New Prosumer

- 1.5.1. The Third Wave
- 1.5.2. Spectators vs. Influencers

1.6. Internet 2.0

- 1.6.1. Penetration and Usage Data
- 1.6.2. From Monologue to Dialogue
- 1.6.3. The Internet of Things

1.7. Participatory Culture

- 1.7.1. Features
- 1.7.2. Internet and Public Opinion
- 1.7.3. Co-Creation

1.8. The Ephemeral Attention

- 1.8.1. Multimediality
- 1.8.2. Multi-Tasking
- 1.8.3. The Collapse of Care

1.9. Hardware: from the Black Box to the Hyperconnected Home

- 1.9.1. The Black Box
- 1.9.2. New Devices
- 1.9.3. Breaking Down the Digital Divide

1.10. Towards a New Television

- 1.10.1. Premises of the New TV
- 1.10.2. Self-Programming
- 1.10.3. Social Television

Module 2. Creation and Management of Digital Communities

2.1. A Virtual Community and Where We Can Create Them

- 2.1.1. Types of User
- 2.1.2. Spaces Where Virtual Communities Can Be Created
- 2.1.3. Particularities of these Spaces

2.2. Facebook and Instagram Community Management

- 2.2.1. Community Creation and Management Tools
- 2.2.2. Possibilities and Limits

2.3. Twitter Community Management

- 2.3.1. Community Creation and Management Tools
- 2.3.2. Possibilities and Limits

2.4. YouTube Community Management

- 2.4.1. Community Creation and Management Tools
- 2.4.2. Possibilities and Limits

2.5. Twitch Community Management

- 2.5.1. Community Creation and Management Tools
- 2.5.2. Possibilities and Limits

2.6. Management of Future Communities in Emerging Spaces. Your Keys

- 2.6.1. Keys to Be Taken into Account in the Analysis of the Commented Networks
- 2.6.2. What Steps to Take When New Social Networks are Launched?
- 2.6.3. Speeches and Dialogues

2.7. How to Trigger Content Generation by Users?

- 2.7.1. Prosumer after COVID
- 2.7.2. Contests, Sweepstakes and Campaigns
- 2.7.3. Connection with Social Networks and Transmedia

2.8. Content Planning and Measurement I

- 2.8.1. Types of Content and Writing
- 2.8.2. Content Structuring

2.9. Content Planning and Measurement II

- 2.9.1. Measurement of Actions in Social Networks
- 2.9.2. Impact on Google
- 2.9.3. Decision-Making

2.10. Development of Contents in Blogs and their Movement through Networks

- 2.10.1. The Importance of Blogging Today
- 2.10.2. Techniques for Content Movement through Networks
- 2.10.3. Crisis Resolution

Module 3. Branded Content: Brands like Publishers

<p>3.1. The Traditional Advertising Model: Push</p> <p>3.1.1. Key Aspects of Push Communication Strategies 3.1.2. Origins and Evolution 3.1.3. The Future of Strategies Push</p>	<p>3.2. The New Model Pull</p> <p>3.2.1. Key Aspects of Pull Communication Strategies 3.2.2. Origins and Current Context 3.2.3. Keys to Success</p>	<p>3.3. Branded Content</p> <p>3.3.1. Branded Content, Content Marketing and Native Advertising 3.3.2. How to Identify Branded Content?</p>	<p>3.4. Brands like Publishers: Implications</p> <p>3.4.1. The New Value Chain 3.4.2. Implications 3.4.3. Models</p>
<p>3.5. Branded Content and its Role in the Communication Mix</p> <p>3.5.1. Current Context 3.5.2. Branded Content and Brand Purpose 3.5.3. Inspiring Case Studies</p>	<p>3.6. The Coexistence of Content and Advertising</p> <p>3.6.1. Differences 3.6.2. Contribution to Brand Equity 3.6.3. Examples of Coexistence</p>	<p>3.7. Branded Content: Formats and Genres</p> <p>3.7.1. Genre 3.7.2. Other Approaches, Other Genres 3.7.3. Formats</p>	<p>3.8. Creation Methodology of Branded Content</p> <p>3.8.1. Strategy 3.8.2. Ideation 3.8.3. Production</p>
<p>3.9. The Importance of Promotion in Branded Content</p> <p>3.9.1. Methodology 3.9.2. Phases 3.9.3. Formats</p>	<p>3.10. Measuring the Effectiveness of Branded Content</p> <p>3.10.1. How to Measure a BC Project? 3.10.2. Qualitative and Quantitative Measurement 3.10.3. Metrics and KPIs</p>		



Apply content marketing strategies in your projects and get your brand closer to your audience"

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.

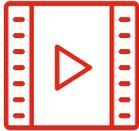
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



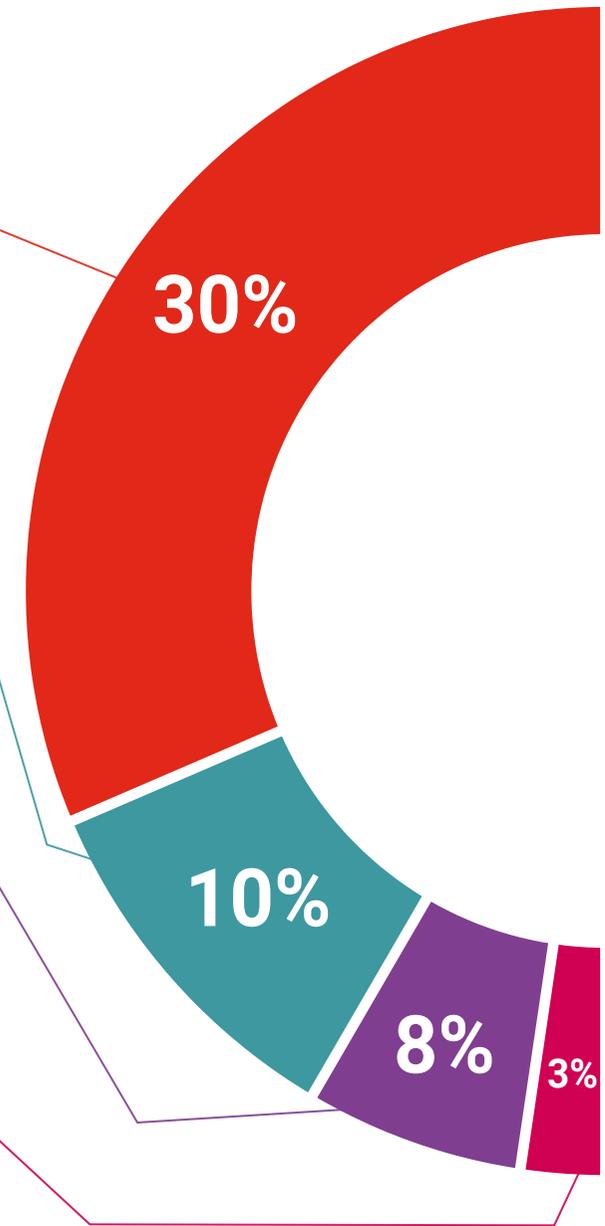
Management Skills Exercises

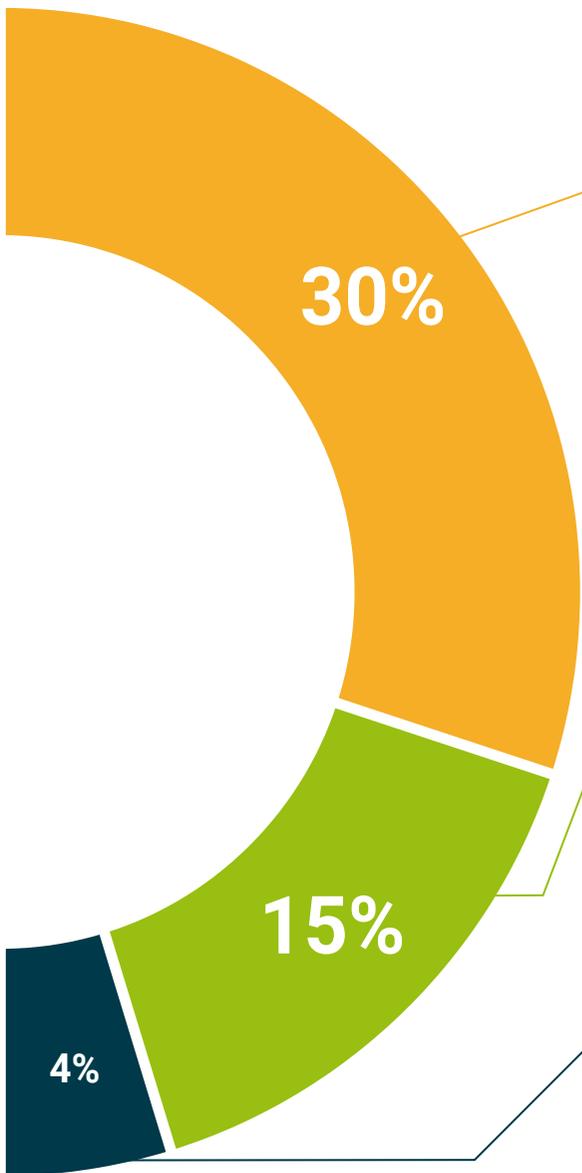
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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

Students who select this Postgraduate Diploma by TECH Technological University are professionals with extensive experience in the field of business, who are looking for an opportunity to give a boost to their careers. People who understand the importance of specializing in order to become the top references in their sector, and who want to access one of the most important sectors, currently, in the field of communication and advertising, such as Branded Content.





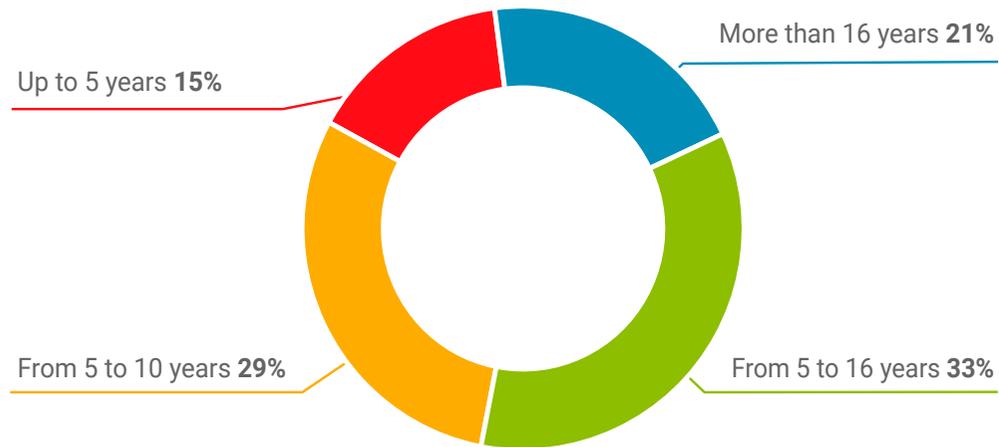
“

If you want to create your own advertising agency, with this program you will be one step closer to achieving it"

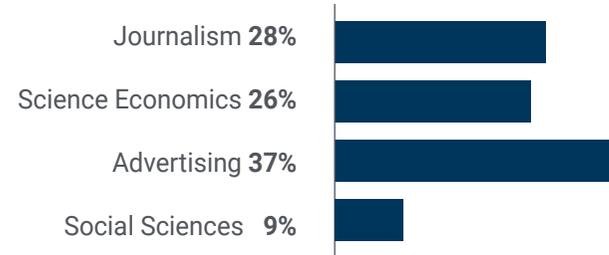
Average Age

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

Years of Experience



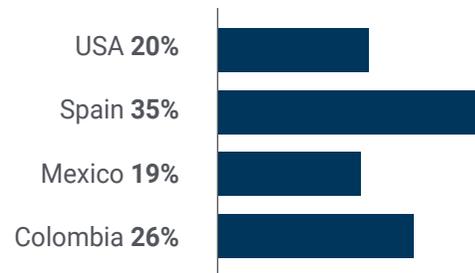
Training



Academic Profile



Geographical Distribution



Javier Maestre

Advertising Agency Director

"At my company, we focus on creating high-quality content to advertise our partner brands and those of our clients. For this reason, in recent years, we have been using transmediality and Branded Content as the main tools to create interesting campaigns for the public. Thanks to this TECH Technological University program, I have been able to increase my knowledge in these areas, providing quality to my daily work"

08

Course Management

The teachers of this Postgraduate Diploma by TECH Technological University are professionals with extensive experience in the creation of transmedia content, advertising and Branded Content. Teachers who understand the importance of continuous specialization to enter a sector in constant evolution and, therefore, offer the most relevant content on the subject. In this way, we are committed to quality education adapted to market needs.



“

A team specialized in Branded Content will teach you how to create campaigns that add quality to your brands"

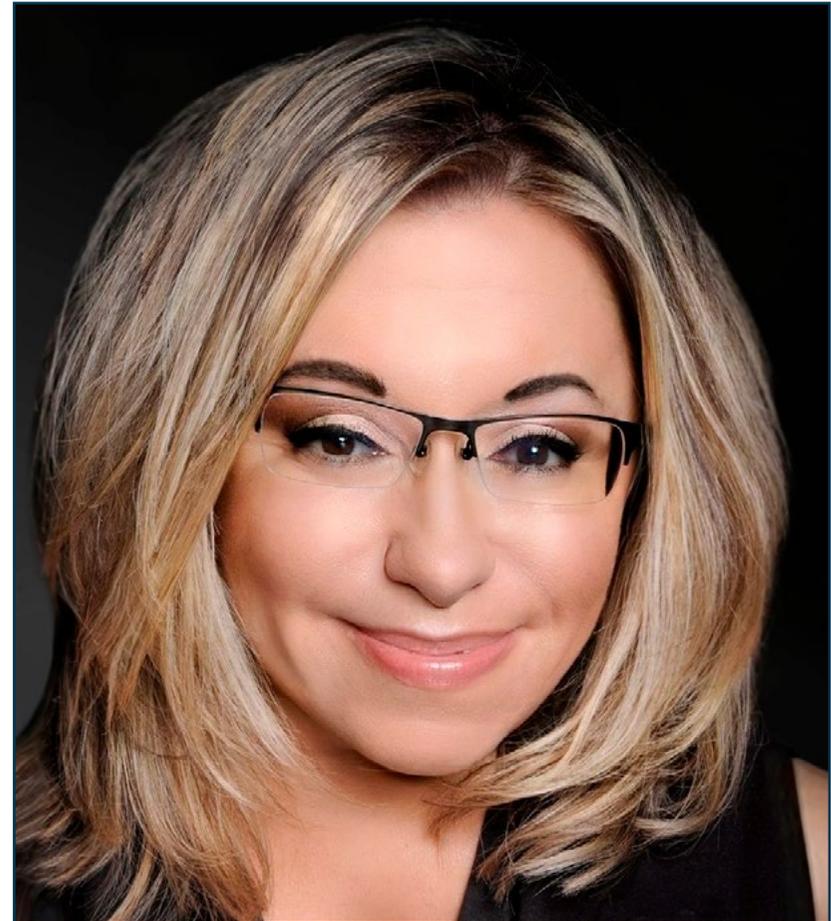
International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apollonia and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

Thanks to TECH, you will be able to learn with the best professionals in the world”

Management



Dr. Regueira, Javier

- ♦ VP and co-founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Universidad Pontificia Comillas, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctorate in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing



Professors

Dr. Suárez, Adrián

- ◆ Professor of multimedia projects, corporate image and usability at UNIR
- ◆ Professor at EBF Business School, Cesuga e IEBS
- ◆ Extensive experience as a content manager in the video game industry and in web content writing
- ◆ PhD in Digital Communication, Narrative and Video Games
- ◆ Architecture Degree
- ◆ Master's Degree in Marketing and Communication Management

Ms. Ugidos, Susana

- ◆ Extensive professional experience in content strategy
- ◆ Bachelor's Degree in Commercial Management and Marketing
- ◆ Postgraduate courses in Management Development, Branded Content and Transmedia, and Digital Marketing and Design Thinking

Dr. Montoya Rubio, Alba

- ◆ Expert in networks and communication, A'Punt (Corporación Valenciana de Medios de Comunicación)
- ◆ UOC Collaborating Professor
- ◆ PhD. in Music and Film from the University of Barcelona.
- ◆ Degree in Audiovisual Communication from Pompeu Fabra University, of Barcelona
- ◆ Master's Degree in Music as Interdisciplinary Art, University of Barcelona

09

Impact on Your Career

Business professionals who take this program do so because they wish to make a radical change in their careers, directing them towards a highly competitive sector like communication and advertising. In this way, thanks to this Postgraduate Diploma, they will acquire the necessary skills to become true specialists in the field, managing to start their own businesses until they become the most sought-after specialists by all the brands to carry out their campaigns.





*Achieve that professional improvement
you've been longing for by completing
this Branded Content creation program"*

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

TECH's Postgraduate Diploma in Branded Content is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

Thanks to this program, you will be able to create those messages that will resonate with the public, creating a highly reputable brand image.

Have you been looking for a professional improvement for a long time and still haven't achieved it? Enroll now in this program and give that much needed boost to your career.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **23.65%** for our students.



10

Benefits for Your Company

By completing this Postgraduate Diploma, students will be able to apply the main Marketing techniques related to Branded Content in their work. This will be essential to create a more reputable brand image that is recognized by the public, which will undoubtedly bring significant benefits to the company. Therefore, it is a great opportunity for companies that want their employees to specialize in this field.





“

Applying Branded Content techniques will be fundamental for a greater awareness of your brand”

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

01

Intellectual Capital and Talent Growth

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

Professionals 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 Postgraduate Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

11

Certificate

This Postgraduate Diploma in Branded Content guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in Branded Content** contains the most complete and up-to-date educational program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will express the qualification obtained in the Postgraduate Diploma, and will meet the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Diploma in Branded Content**

Official N° of Hours: **450 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.



Postgraduate Diploma Branded Content

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

Postgraduate Diploma Branded Content

