

Postgraduate Diploma Copywriting





Postgraduate Diploma Copywriting

- » Modality: online
- » Duration: 6 months
- » 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, Communication, Administrative and Business Sciences

Website: www.techtute.com/in/school-of-business/postgraduate-diploma/postgraduate-diploma-copywriting

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 20

06

Methodology

p. 28

07

Our Students' Profiles

p. 36

08

Course Management

p. 40

09

Impact on Your Career

p. 44

10

Benefits for Your Company

p. 48

11

Certificate

p. 52

01 Welcome

The goal of every company is to achieve good sales results. However, taking this goal into digital environments requires a strategy based on the use of a specific language that emphasizes brand values and product benefits. This is a scenario where Copywriting has become powerful in customer acquisition and purchasing actions through persuasive and creative content. Faced with this reality, TECH has created this certification that empowers professionals to acquire the precise techniques for crafting captivating messages, building brand stories, and advancing their career as copywriters in top-tier communication agencies or as freelancers. All in a 100% online academic format with a syllabus taught by the best experts.



Postgraduate Diploma in Copywriting.
TECH Technological University

“

This Postgraduate Diploma provides you with the most current and advanced knowledge about Copywriting”

02

Why Study at TECH?

TECH is the world's largest 100% online school of business. It is an elite school of business, with a model based on the highest academic standards. A world-class centre for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects.

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

This university certification will provide students with the necessary knowledge about the role of a copywriter, the persuasive writing techniques used for content and social media marketing, as well as the creation of a verbal identity manual. A combination of subjects that the graduate will master after the 6-month duration of this program, under the guidance of excellent specialists in this field.



“

Generate persuasive content on your social media using the most effective formulas in Copywriting”

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

This **Postgraduate Diploma in Copywriting** will enable students to:

01

Identify the principles of persuasion

02

Learn more than 12 different Copywriting formulas

03

Effective headline writing

04

Understand the purpose and creation of storytelling



05

Learn how to professionally curate content

06

Understand what a Verbal Identity Manual is and its purpose

07

Explore Jung's 12 archetypes

08

Learn what should be included in a Verbal Identity Manual



09

Decode a brand's personality

12

Learn the keys to writing a brand story

10

Know what a Brand Manifesto is and its purpose

13

Know what Content Marketing is and how to apply Copywriting in its Strategies

11

Manage a brand's verbal universe

14

Learn the specifics of major social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn, Pinterest, Twitter) and how to write messages on them most effectively

15

Describe the specificities of video scripts and podcasts and write them effectively

18

Understand what keywords are and how they are used

16

Learn to write blog articles

19

Create a content calendar

17

Manage and draft all messages involved in the customer's online experience

20

Delve into the result measurement

05

Structure and Content

This Postgraduate Diploma condenses the most current knowledge about the daily work of a copywriter into four modules, covering their work techniques, content creation for social media, and brand generation. The syllabus is designed by top-tier specialists in the field, who will propel the students' professional journey in this domain and enable them to successfully lead sales strategies in digital environments.



“

The multimedia modules, specialized readings, and case studies will be at your disposal 24 hours a day"

Syllabus

Students enrolled in this university certificate will embark on a 6-month academic journey of intensive learning, leading them to fulfill their utmost aspirations in the field of Copywriting.

This is an advanced program that will lead you to learn the particularities of the work performed by the copywriter, various techniques used for persuasive content writing, generational marketing, and neurocopywriting. A deepening that will make it much more attractive thanks to the video summaries of each topic, the videos in detail, the essential readings or the success stories shown.

A wide range of educational resources will enable them to effectively craft a brand's verbal identity or tailor content for the leading social media platforms of the moment. All of this will be under the guidance of a teaching team with extensive expertise in the field.

In this way, professionals will be able to undertake sales initiatives in digital environments that benefit their businesses or those they offer their services to as freelancers.

TECH offers an excellent opportunity for advancement through this Postgraduate Diploma, which is unique in the academic landscape. It stands out for its flexibility, with no in-person requirements or fixed class schedules, making it ideal for balancing daily responsibilities with quality education.

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

Module 1

Copywriting techniques

Module 2

Manual of Verbal Identity and Brand Story

Module 3

Copywriting for Content Marketing and Social Media



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Copywriting completely online. Throughout the 6 months of specialization, they will be able to access all the contents of the program at any time, allowing 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. Copywriting techniques

1.1. Principles of persuasion

- 1.1.1. The 6 Principles of Cialdini's Persuasion
- 1.1.2. Reciprocity
- 1.1.3. Scarcity
- 1.1.4. Authority
- 1.1.5. Consistency
- 1.1.6. Sympathy
- 1.1.7. Consensus

1.2. The Most Popular Formulas for Copywriting

- 1.2.1. AIDA Formula
- 1.2.2. The 4 P's Formula
- 1.2.3. PAS
- 1.2.4. The 4 U's Formula
- 1.2.5. The FAB Formula

1.3. Less Common Formulas in copy

- 1.3.1. The Sugarman Formula
- 1.3.2. The ADP Formula
- 1.3.3. The PASTOR Formula
- 1.3.4. Aforest
- 1.3.5. The BUCLE Formula
- 1.3.6. The STONE Formula

1.4. Other Formulas That Do not Seem Like It

- 1.4.1. The 3 Whys Formula
- 1.4.2. 1-2-3-4 Copywriting Formula
- 1.4.3. Formula, So What?
- 1.4.4. The 9-Point Formula
- 1.4.5. The AICPBSAWN Formula

1.5. Headlines

- 1.5.1. The Importance of a Good Headline
- 1.5.2. Types of Headlines
- 1.5.3. Research to Identify Good Headlines
- 1.5.4. The Role of Subheadings

1.6. Create Headlines

- 1.6.1. Tools for Creating Headlines
- 1.6.2. Formulas for Creating Headlines
- 1.6.3. Techniques and Tricks
- 1.6.4. Examples of Headlines

1.7. The Wonderful World of Storytelling

- 1.7.1. The Most Important Factors
- 1.7.2. The Types of Existing Stories
- 1.7.3. What is History for?
- 1.7.4. Where Storytelling Can Be Applied

1.8. How to Create Good Stories

- 1.8.1. Storytelling Formulas
- 1.8.2. Hero's Journey
- 1.8.3. Elements for Creating Good Stories
- 1.8.4. Examples of Stories with Various Objectives

1.9. Do not Leave Without a Call to Action (CTA)

- 1.9.1. Calls to Action is a click
- 1.9.2. How to Create a CTA or Call to Action
- 1.9.3. Types of Calls to Action
- 1.9.4. Analysis of CTA Examples

1.10. Content Management

- 1.10.1. What is Content Curation?
- 1.10.2. What a Content Curator Does
- 1.10.3. The 10 Steps
- 1.10.4. 4 S Methodology
- 1.10.5. Various Content Curation Techniques
- 1.10.6. Content Curation Tools

Module 2. Manual of Verbal Identity and Brand Story

2.1. What is brand verbal identity

- 2.1.1. Why have a verbal identity manual
- 2.1.2. Recognize the brand personality
- 2.1.3. The name or names
- 2.1.4. The tagline or slogan

2.2. Brand archetypes

- 2.2.1. What they are and how to identify them
- 2.2.2. The Innocent
- 2.2.3. The Regular Guy
- 2.2.4. The Explorer
- 2.2.5. The Sage
- 2.2.6. The Hero

- 2.2.7. The Outlaw
- 2.2.8. The Magician
- 2.2.9. The Lover
- 2.2.10. The Jester
- 2.2.11. The Caregiver
- 2.2.12. The Creator
- 2.2.13. The Ruler
- 2.2.14. The Villain

2.3. Mission, Vision, and Values

- 2.3.1. Discover the mission
- 2.3.2. Think about the vision
- 2.3.3. Define the values
- 2.3.4. Have a clear brand purpose

2.4. Empowering the brand

- 2.4.1. What voice it has
- 2.4.2. The tones
- 2.4.3. The message matrix
- 2.4.4. Purchase option

2.5. The brand manifesto

- 2.5.1. What is a manifesto and what is it for
- 2.5.2. Information Sources
- 2.5.3. The due diligence process
- 2.5.4. The report

2.6. The Empathy Map

- 2.6.1. What is an empathy map
- 2.6.2. What Is It For?
- 2.6.3. How to create it
- 2.6.4. Several examples to see it in practice

2.7. The verbal universe

- 2.7.1. Key Words
- 2.7.2. What the brand says and what it does not say
- 2.7.3. What it does not say
- 2.7.4. Topics ideation
- 2.7.5. SEO Tools

2.8. The brand story or storybrand

- 2.8.1. What is a brand story and what is it for
- 2.8.2. How to Create a brand story
- 2.8.3. Donald Miller's system
- 2.8.4. Examples of successful brand story creation

2.9. Brand hashtags

- 2.9.1. What they are and how to use them
- 2.9.2. Advice
- 2.9.3. How to create a hashtag for a brand
- 2.9.4. How it works on different social media platforms

2.10. Aspects to consider in a company's verbal identity manuals

- 2.10.1. Inclusive Language
- 2.10.2. Language and ideas that denote environmental involvement
- 2.10.3. Language and ideas that denote sensitivity to social causes
- 2.10.4. Other aspects of the language to be respected

Module 3. Copywriting for Content Marketing and Social Media

3.1. Understanding the New Way of Selling

- 3.1.1. What is Content Marketing?
- 3.1.2. Types of Content We Can Create
- 3.1.3. Articles
- 3.1.4. Interviews

- 3.1.5. Lists
- 3.1.6. News
- 3.1.7. Videos
- 3.1.8. Stories (Storytelling)
- 3.1.9. Success Stories
- 3.1.10. Guest Articles
- 3.1.11. Infographics, Statistics, or Graphics

3.2. Tools for Generating Content Ideas

- 3.2.1. Specific Online Tools
- 3.2.2. GPT Chat
- 3.2.3. Recycling Topics
- 3.2.4. Content Curation
- 3.2.5. From FAQs (Frequently Asked Questions)

3.3. Social Media: Great Allies of Copywriting

- 3.3.1. Copywriting for Social Media
- 3.3.2. Identify the Competition
- 3.3.3. Get to Know Followers
- 3.3.4. Seek Opinions

3.4. Specifics of Each Social Media Platform

- 3.4.1. Copy for Facebook
- 3.4.2. Copy for Instagram
- 3.4.3. Copy for Pinterest
- 3.4.4. Copy for TikTok

3.5. Copywriting for LinkedIn

- 3.5.1. The Copy in the Banner
- 3.5.2. The Copy in the Profile
- 3.5.3. The Copy in the "About" Section
- 3.5.4. Types of Content to Post
- 3.5.5. Other Aspects of the Professional Network

3.6. Copywriting for Audio and Video Scripts

- 3.6.1. Audio or Video
- 3.6.2. Videopodcasts: The Best of Both Worlds
- 3.6.3. How to Make Videos for YouTube

- 3.6.4. The Importance of Creating a Script for Podcasts
- 3.6.5. How to Create a Podcast Script Step by Step
- 3.6.6. Measure and Convert with a Podcast Strategy

3.7. Copywriting for Blogs

- 3.7.1. Get to Know the Audience: What Would You Want to Read?
- 3.7.2. Which words to choose
- 3.7.3. How to Structure the Article
- 3.7.4. Which images to choose
- 3.7.5. How to improve SEO

3.8. Keywords for an SEO Strategy

- 3.8.1. Sources of Keywords
- 3.8.2. Tools for Keyword Research
- 3.8.3. Organize Your Keyword Research
- 3.8.4. Search Intent
- 3.8.5. Buyer journey
- 3.8.6. Analyze the SERP

3.9. The Contingency Plan

- 3.9.1. Analysis of the Situation
- 3.9.2. Definition of Objectives and KPIs
- 3.9.3. Target Audience
- 3.9.4. Content Strategy Definition
- 3.9.5. Channel Definition
- 3.9.6. Editorial Calendar
- 3.9.7. Results Measurement

3.10. Copy for Merchandising, Packaging, and Other Physical Formats

- 3.10.1. The Benefits of Copy in Physical Formats
- 3.10.2. Wrappers and Labels
- 3.10.3. Advertising and Signage
- 3.10.4. Documentation and Invoices
- 3.10.5. Store, Office, or Physical Location



“

Launch digital projects with confidence thanks to the SEO strategies provided by this program"

06 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



This program prepares you to face business challenges in uncertain environments and achieve business success.



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

A learning method that is different and innovative

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

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

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

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

Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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



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



Study Material

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

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



Classes

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

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



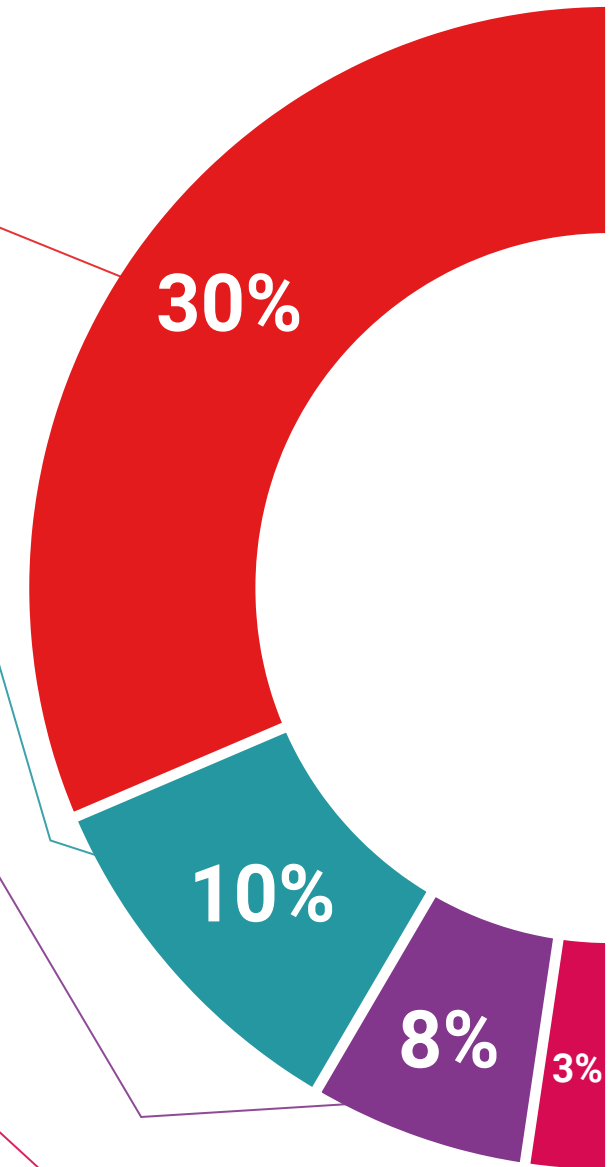
Management Skills Exercises

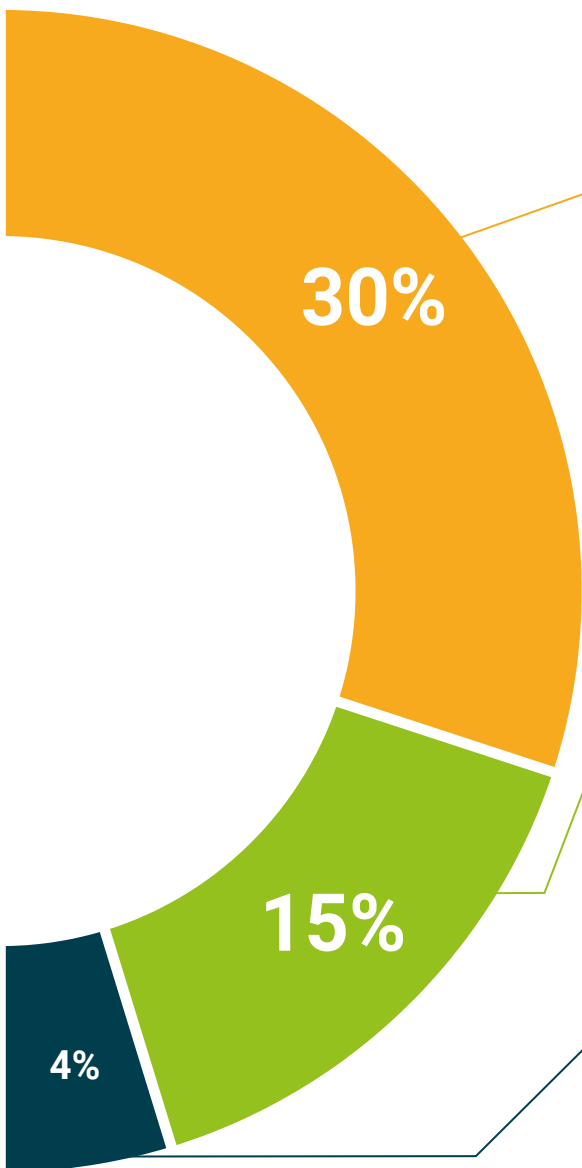
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

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



**Case Studies**

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

**Interactive Summaries**

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

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

**Testing & Retesting**

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



07

Our Students' Profiles

The Postgraduate Diploma is aimed at Graduates who have previously completed any of the following degrees in the field of Social, Communication and Legal Sciences, Administration and Corporate.

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

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



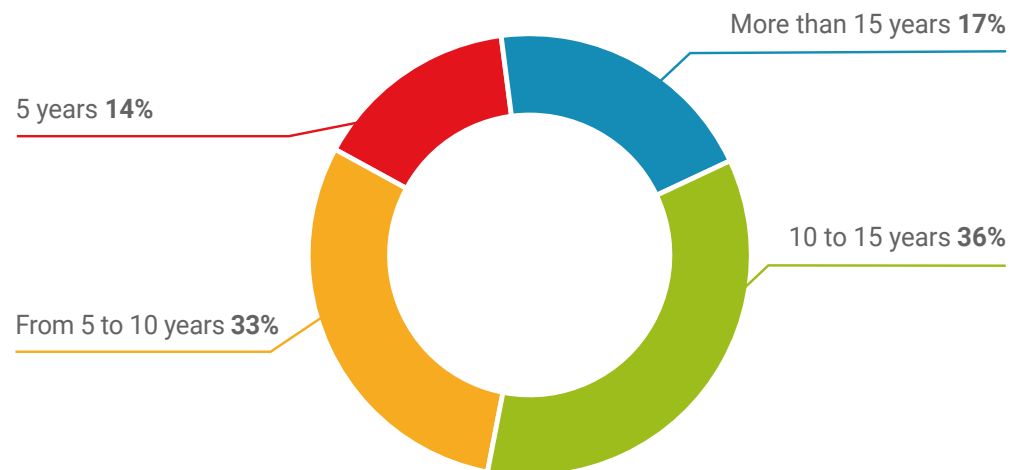
“

Grow in the Copywriting field with a flexible Postgraduate Diploma that you can take wherever and whenever you want"

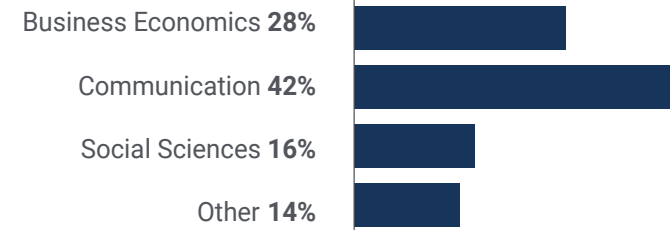
Average Age

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

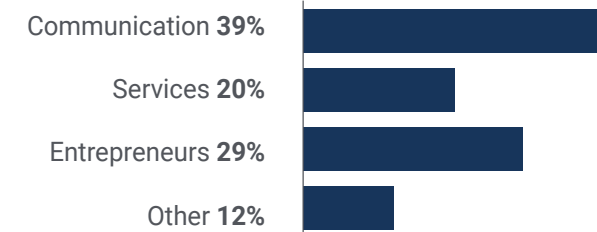
Years of Experience



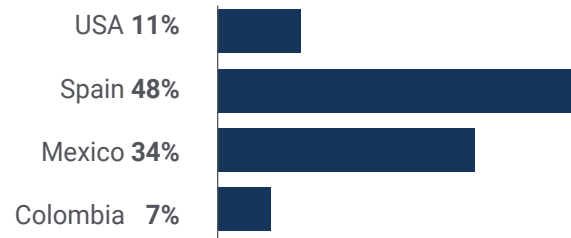
Training



Educational Profile



Geographical Distribution



Eva Zúñiga

Copywriting Manager at a communication agency

"This Postgraduate Diploma helped me to grow professionally in a field where this specialized profile is increasingly in demand. It was a program that helped me improve my copywriting skills and apply them from day one in my projects. It was a great success, both for my career and for my clients' careers"

08

Course Management

One of the fundamental pillars of all education is its faculty. For this reason, TECH undergoes rigorous selection process for all its educators who are part of their certificates. This way, students in this program will have the support of a team composed of genuine experts in Copywriting, industry insiders, and individuals with extensive experience as freelancers and advertisers in communication agencies.



“

In this Postgraduate Diploma, you will encounter highly esteemed professionals in the field of Copywriting. Bring out your full potential with the best specialists"

Management



D. Berenguer Falcó, José

- ♦ Head Editor at PCcomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz.
- ♦ Social Media and Copywriter at Cacahuete Comunicación.
- ♦ Head Editor at Diego Coquillat.com
- ♦ Head Editor at 10 Restaurantes. He is
- ♦ a Layout and Editor at Difussion Media
- ♦ SEO Writer for various communication agencies
- ♦ Communication Director at Eco Expansion
- ♦ Press and Communication Manager at the Illustrious Bar Association of Elche.
- ♦ Head of the Communication Department at the European Center for Innovative Companies in Elche
- ♦ Graduate in Journalism



Professors

Ms. Mas Valle, Alba

- ◆ Content writer for communication agencies
- ◆ Teacher at the Sorolla Group
- ◆ Coordinator and facilitator of multidisciplinary activities at the Miguel Hernández University
- ◆ Degree in Sociosanitary Sciences
- ◆ Secondary Education Training Master's degree
- ◆ Postgraduate diploma in team management skills and talent management
- ◆ Higher Cycle in Gender Equality Promotion
- ◆ AWAI's Accelerated Program for Six-Figure Copywriting program

D. Guillén, Juan José

- ◆ Project Manager at Wetoget
- ◆ Project Manager JR at 3DIDS - Strategic Consulting
- ◆ Project Manager JR at Bookmeetings
- ◆ Strategic Director at E-consulting: AB and Gest
- ◆ Double Degree in Tourism and Business Administration
- ◆ Master of Business Administration (MBA)

D. Egea, Adrián

- ◆ Social Media Manager and Online Communication at Cacahuete Comunicación
- ◆ Copywriter for PcComponentes
- ◆ Copywriter for Unancor
- ◆ Journalist at TeleElx
- ◆ Graduate in Journalism from Miguel Hernández University

09

Impact on Your Career

This Postgraduate Diploma is designed to advance the professional growth of the students in a booming sector that drives the work of Copywriting specialists, both in businesses that apply their techniques. Therefore, this program is focused on practical utility from day one, with a direct approach tailored to the real needs of a graduate aspiring to progress in this sector.



“

*Your projects will generate the return
you want by applying the most advanced
techniques in content marketing"*

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

The TECHS Postgraduate Diploma in Copywriting is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. 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.

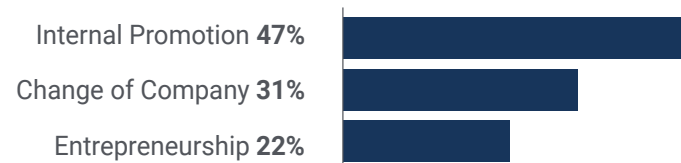
*Take on the challenge
and train for 6 months
to become a Copywriting
specialist.*

*Create a compelling
brand story and take
your business project to
new heights with TECH.*

Time of Change



Type of Change



Salary Increase

This program represents a salary increase of more than **23.14%** for our students



10

Benefits for Your Company

The professional who completes this university program will grow professionally and make a significant contribution to the companies where they apply their knowledge of Copywriting. This is a great success for organizations that aim to bring specialized personnel on board or entrust this area to external experts with a strong command of the various processes and tools for creating persuasive content.



“

*Bring the best strategy to your company
to make an impact and generate profits
through social media"*

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 Diploma in Copywriting 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 Copywriting** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in Copywriting**

Official N° of Hours: **450 h.**



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



Postgraduate Diploma Copywriting

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

Postgraduate Diploma Copywriting

