

# Postgraduate Diploma Freelance Copywriting



## Postgraduate Diploma Freelance 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.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-freelance-copywriting](http://www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-freelance-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 internet has led to the emergence of new professional profiles, including the copywriter. Their ability to create persuasive digital content and drive sales in competitive environments has led both small and large companies to include them in their negotiation strategies. However, pursuing a career as a freelancer requires the necessary tools and resources to present an attractive portfolio of services, effectively manage clients, and create budgets that align with the offered services. Following this line, TECH has developed a 100% online program that will enable students to successfully develop their careers in the field of Copywriting with the guidance of true experts.



Postgraduate Diploma in Freelance Copywriting.  
TECH Technological University



“

*Launch yourself into the world of Freelance Copywriting with confidence through this 100% online Postgraduate Diploma”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning 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

TECH has designed this Postgraduate Diploma with the main objective of boosting the professional careers of students in the freelance Copywriting world. To achieve this objective, it provides the most advanced pedagogical tools that will allow students to create their own business plan and acquire the technical skills and competencies of every *copywriter*.



“

*Thanks to this Postgraduate Diploma,  
you will be able to develop all the skills  
that an excellent copywriter should have”*

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

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

01

Know what Copywriting is

02

Know what a copywriter does

03

Learn techniques for researching the brand  
and its competition

04

Define the ideal customer





05

Identify universal purchase motivators

06

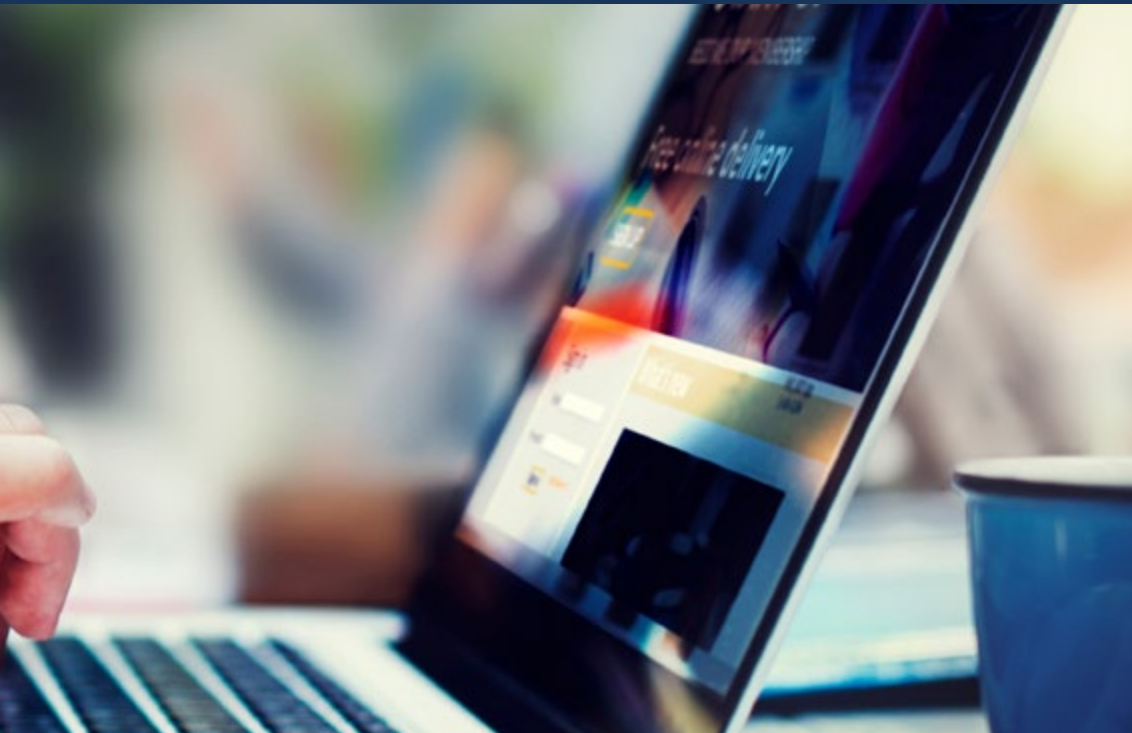
Know about psychology, neuromarketing, generational marketing, and neuroCopywriting

07

Discover what transcreation is and how it is done

08

Identify the principles of persuasion



09

Learn more than 12 different Copywriting formulas

10

Understand the purpose and creation of storytelling

11

Learn how to professionally curate content

12

Learn how to operate as a Freelance Copywriter from day one of working with a customer

13

Know how to initiate a relationship with a customer

14

Design a service catalog

15

Delve into budget presentation to increase its acceptance rate

18

Work with a project quality control system

16

Learn how to create invoices

19

Learn to present projects convincingly

17

Know how to collect customer testimonials

20

Know how to manage metrics in Copywriting

05

# Structure and Content

This Postgraduate Diploma has been designed to answer two main questions: what is Copywriting, and what does a copywriter do. After solving these questions, students will have a much clearer idea of their role as freelancers. This last point is of great importance in the syllabus, which devotes one of its modules to all the resources that graduates need to grow professionally in this field.



“

*You will become a true specialist in storytelling creation thanks to the techniques presented in this 100% online university program”*

## Syllabus

This program is designed to provide the most current and relevant information for launching the students' professional career as a Freelance Copywriter in just 6 months.

It is a syllabus that will take graduates from day one to understand the daily activities of this profile, the various service possibilities they can offer to businesses, persuasive writing techniques, and the latest advancements in neuroCopywriting. To make this learning even more straightforward and appealing, TECH offers numerous educational resources, including video summaries for each topic, in-depth videos, essential readings, and case studies.

Furthermore, this Postgraduate Diploma focuses on creating a personal business plan to successfully perform the role of a Freelance Copywriter. Therefore, this qualification provides all the necessary resources to be able to generate networking, present budgets, use invoicing tools, and achieve excellent productivity.

Additionally, with the system of Relearning, content review throughout the academic journey prevents students from spending a significant amount of study hours.

This program is undoubtedly designed to promote professional development in one of the most demanded sectors today. It offers an ideal opportunity to progress through a flexible university qualification, with no fixed schedule classes, allowing graduates to self-manage their time and balance high-quality education with their daily activities.

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

<b>Module 1</b>	The Copywriting: what it is, how to learn it, and what possibilities it offers
<b>Module 2</b>	Copywriting techniques
<b>Module 3</b>	The Freelance Copywriter



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

TECH offers the possibility of developing this Postgraduate Diploma in Freelance Copywriting completely online. Throughout the 6 months of specialization, they will be able to access all the contents on 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.** The Copywriting: what it is, how to learn it, and what possibilities it offers

**1.1. Discovering Copywriting**

- 1.1.1. What is and What is Not Copywriting
- 1.1.2. The current copywriter profession
- 1.1.3. Where Copywriting can be applied
- 1.1.4. What Copywriting does for a brand

**1.2. Learning to write**

- 1.2.1. Oral language vs. Written language
- 1.2.2. Grammar recommendations
- 1.2.3. Expressive resources
- 1.2.4. Orthographic aspects

**1.3. Training yourself to write**

- 1.3.1. 10 different ways to tell a story
- 1.3.2. Text construction
- 1.3.3. Exercises to get your brain in word mode
- 1.3.4. Idea triggers
- 1.3.5. Forced associations
- 1.3.6. Transitions

**1.4. The Research Stage**

- 1.4.1. Why research will be your best ally
- 1.4.2. Different tools to obtain information
- 1.4.3. The art of creating questionnaires
- 1.4.4. Conducting your own research
- 1.4.5. How to organize gathered information

**1.5. Defining the ideal customer**

- 1.5.1. Is the ideal customer everyone?
- 1.5.2. Main Characteristics
- 1.5.3. Types of ideal customers
- 1.5.4. Learn to sell by value, not by price
- 1.5.5. Levels of customer awareness

**1.6. Universal Buying Triggers**

- 1.6.1. What they are and their role in Copywriting
- 1.6.2. Love, attraction, beauty
- 1.6.3. Money, status, lifestyle
- 1.6.4. Moments, personality, health
- 1.6.5. Security, trend, time

**1.7. Copywriting and Psychology**

- 1.7.1. What do Copywriting and psychology have in common?
- 1.7.2. Is the copy a psychologist?
- 1.7.3. Developing empathy
- 1.7.4. Systematize findings
- 1.7.5. Use active language

**1.8. Neuromarketing and Neurocopywriting**

- 1.8.1. What is neuromarketing?
- 1.8.2. What neuromarketing teaches
- 1.8.3. How brands use neuromarketing
- 1.8.4. Neurocopywriting

**1.9. Understanding Generational Marketing**

- 1.9.1. What generational marketing is and how it influences Copywriting
- 1.9.2. The Silent Generation
- 1.9.3. Baby Boomers
- 1.9.4. Millennials
- 1.9.5. Generation Z
- 1.9.6. Digital Natives

**1.10. Tools**

- 1.10.1. For creating your website
- 1.10.2. For creating your portfolio
- 1.10.3. For creating project proposals
- 1.10.4. For client communication
- 1.10.5. For image and design
- 1.10.6. For customer management
- 1.10.7. For text editing
- 1.10.8. For social media
- 1.10.9. For content



**Module 2. Copywriting techniques****2.1. Principles of persuasion**

- 2.1.1. The 6 Principles of Cialdini's Persuasion
- 2.1.2. Reciprocity
- 2.1.3. Scarcity
- 2.1.4. Authority
- 2.1.5. Consistency
- 2.1.6. Sympathy
- 2.1.7. Consensus

**2.2. The Most Popular Formulas for Copywriting**

- 2.2.1. AIDA Formula
- 2.2.2. The 4 P's Formula
- 2.2.3. PAS
- 2.2.4. The 4 U's Formula
- 2.2.5. The FAB Formula

**2.3. Less Common Formulas in copy**

- 2.3.1. The Sugarman Formula
- 2.3.2. The ADP Formula
- 2.3.3. The PASTOR Formula
- 2.3.4. Aforest
- 2.3.5. The BUCLE Formula
- 2.3.6. The STONE Formula

**2.4. Other Formulas That Do not Seem Like It**

- 2.4.1. The 3 Whys Formula
- 2.4.2. 1-2-3-4 Copywriting Formula
- 2.4.3. Formula, So What?
- 2.4.4. The 9-Point Formula
- 2.4.5. The AICPBSAWN Formula

**2.5. Headlines**

- 2.5.1. The Importance of a Good Headline
- 2.5.2. Types of Headlines
- 2.5.3. Research to Identify Good Headlines
- 2.5.4. The Role of Subheadings

**2.6. Create Headlines**

- 2.6.1. Tools for Creating Headlines
- 2.6.2. Formulas for Creating Headlines
- 2.6.3. Techniques and Tricks
- 2.6.4. Examples of Headlines

**2.7. The Wonderful World of Storytelling**

- 2.7.1. The Most Important Factors
- 2.7.2. The Types of Existing Stories
- 2.7.3. What History for?
- 2.7.4. Where Storytelling Can Be Applied

**2.8. How to Create Good Stories**

- 2.8.1. Storytelling Formulas
- 2.8.2. Hero's Journey
- 2.8.3. Elements for Creating Good Stories
- 2.8.4. Examples of Stories with Various Objectives

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

- 2.9.1. Calls to Action is a click
- 2.9.2. How to Create a CTA or Call to Action
- 2.9.3. Types of Calls to Action
- 2.9.4. Analysis of CTA Examples

**2.10. Content Management**

- 2.10.1. What is Content Curation?
- 2.10.2. What a Content Curator Does
- 2.10.3. The 10 Steps
- 2.10.4. 4 S Methodology
- 2.10.5. Various Content Curation Techniques
- 2.10.6. Content Curation Tools

Module 3. The Freelance Copywriter

**3.1. The Most Important Aspects for Becoming a Freelance Copywriter**

- 3.1.1. Where to Start
- 3.1.2. Legal Matters: The Contract
- 3.1.3. Minimum Viable Business Considerations
- 3.1.4. Channels to Make Yourself Known
- 3.1.5. How to Find Work
- 3.1.6. The Importance of Networking

**3.2. How To Initiate A Relationship With A Costumer**

- 3.2.1. Capture form: what is it
- 3.2.2. Questions to Include in Capture Forms
- 3.2.3. Contact Forms
- 3.2.4. Examples of Different Capture Forms

**3.3. Service Catalog**

- 3.3.1. Most In-Demand Services
- 3.3.2. Copywriting Audit
- 3.3.3. Copywriting Consultancy
- 3.3.4. Web Services
- 3.3.5. Specific Services
- 3.3.6. General Pricing Ideas

**3.4. How to Present Budgets to Close a High Acceptance Rates**

- 3.4.1. How to avoid being told "no" or disappearing
- 3.4.2. Leave the Stone on Your Roof
- 3.4.3. Do not rush
- 3.4.4. Listen and Understand the Customer Well
- 3.4.5. Personalize Emphasizing Benefits
- 3.4.6. Detailing What is Included and What is Not
- 3.4.7. Set a Deadline

**3.5. Invoices**

- 3.5.1. Essentials in an Invoice
- 3.5.2. Sequence of Follow-Up Emails and Collection Claims
- 3.5.3. Rustic Floor
- 3.5.4. Useful Invoicing and Collection Tools

**3.6. Testimonials**

- 3.6.1. Benefits and Risks of Publishing a Testimonial
- 3.6.2. How to Quickly Gather Testimonials
- 3.6.3. How and Where to Use Social Proof
- 3.6.4. Testimonials as a Success Strategy in Some Campaigns

**3.7. Transcreation: Somewhere Between Copy and Translation**

- 3.7.1. What Is Transcreation?
- 3.7.2. The Origin of Transcreation
- 3.7.3. The Transcreation Process
- 3.7.4. Applications of Transcreation
- 3.7.5. Smiles and Tears (Successful and Failed Application Cases)

**3.8. Quality Control Guide**

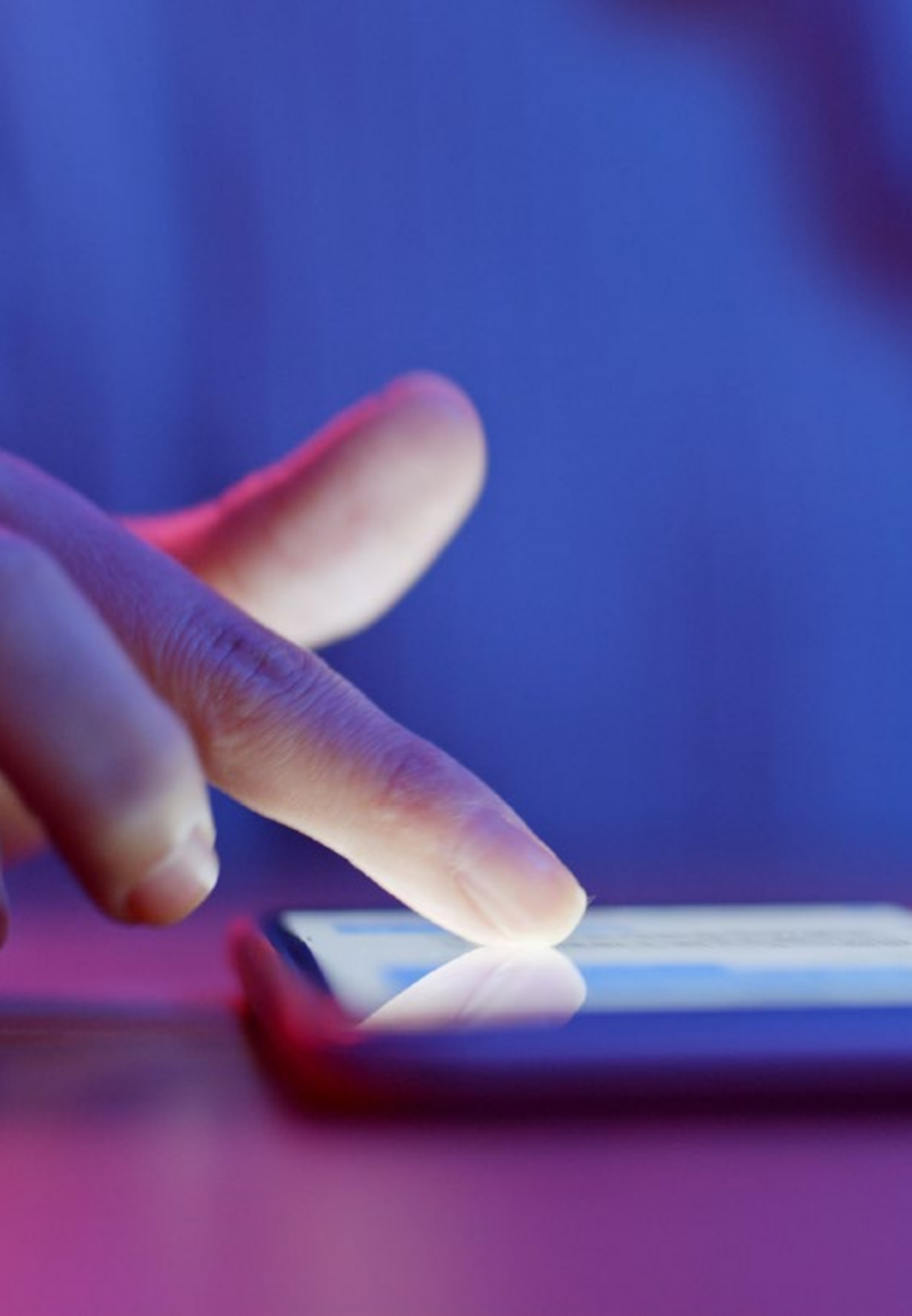
- 3.8.1. Elements to Examine Before Delivering a Project
- 3.8.2. A Check on Attention
- 3.8.3. Mathematical Filters for a Text
- 3.8.4. Grammar and Style

**3.9. Project Delivery**

- 3.9.1. How and Why Not to Deliver Texts in Word
- 3.9.2. The Structure of a Good Project Delivery Document
- 3.9.3. The Presentation Session
- 3.9.4. Presenting Copy in Wireframes
- 3.9.5. What to Do If the Client Says No

**3.10. Metrics for Copywriters**

- 3.10.1. Why Measurement Is Important
- 3.10.2. KPI in Copywriting
- 3.10.3. Tools
- 3.10.4. How to Convince the Customer



“

*You will close a high percentage of the budgets you present with the techniques you will learn in this university 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.



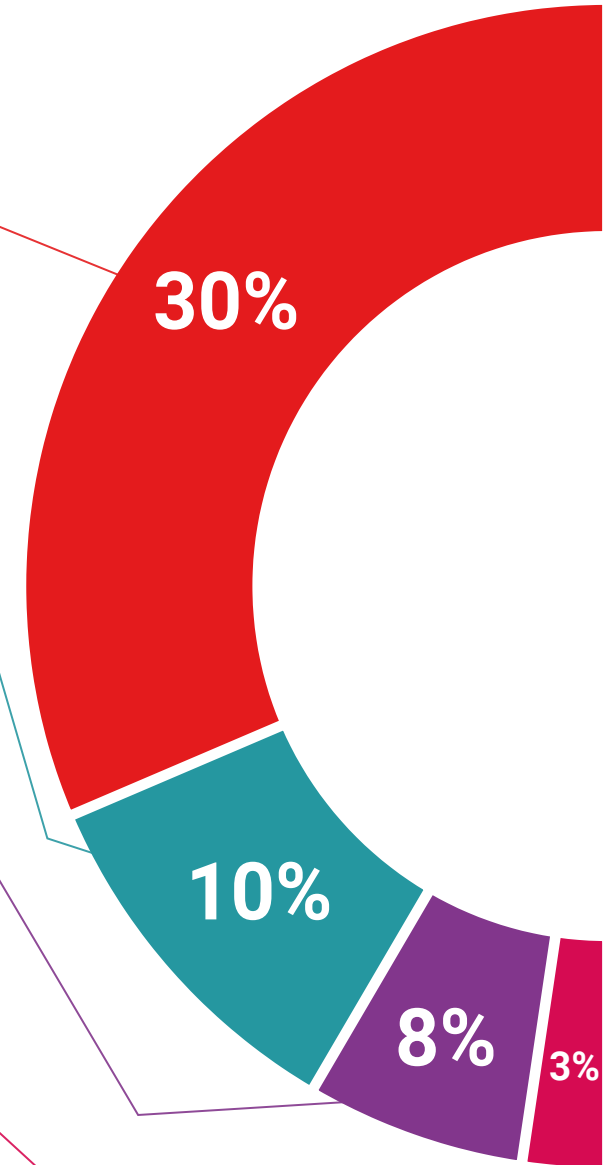
### Management Skills Exercises

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

Individuals who hold a university degree in the field of Social Sciences, Communication and Legal Sciences, Administrative, and Business studies and have previously completed any of the following qualifications are eligible to enroll in this Postgraduate Diploma.

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

In addition, this program is also open to professionals who, despite having a university degree in any field, possess work experience in the field of Online Marketing.





“

*In just 6 months, you will enhance your professional growth opportunities as a Freelance Copywriter”*

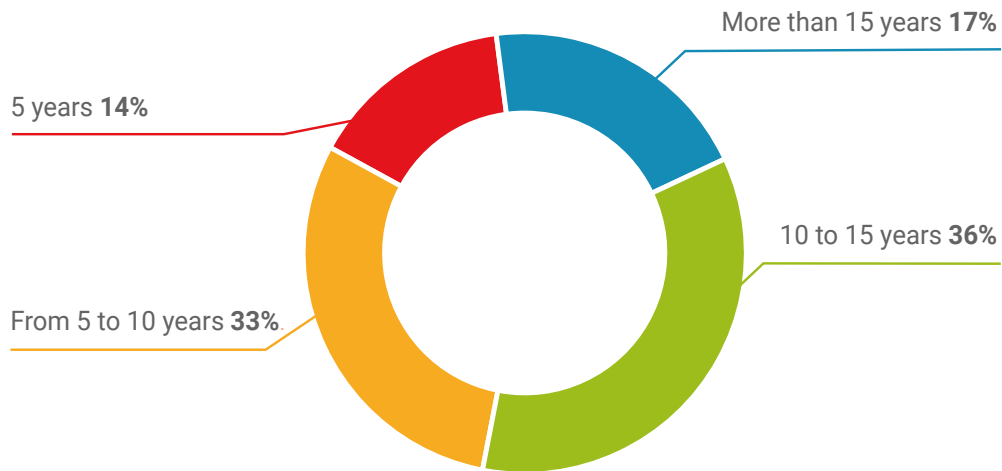
### Average Age

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

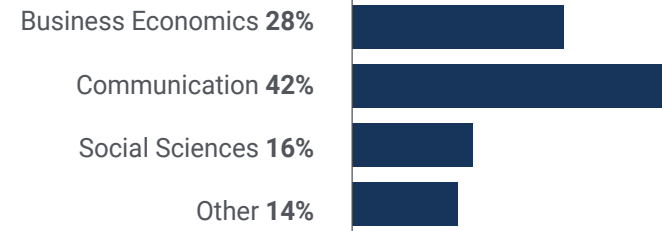
### Years of Experience

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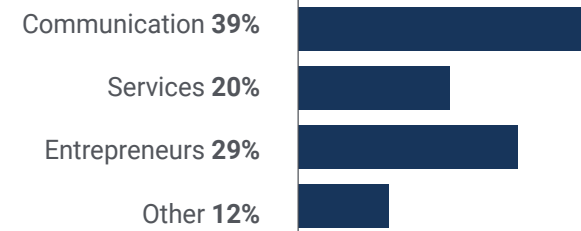
### Training

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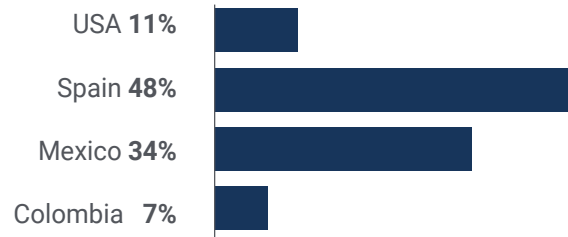
### Educational Profile

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## Geographical Distribution

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## Paula Luz

### Freelance Copywriter

*"You cannot go towards success without the right guidance on the path to follow. Perhaps this was the idea upon which I based the creation of my professional career plan as a Freelance Copywriter. Therefore, completing this Postgraduate Diploma provided me with the keys I needed to embark on my journey successfully. Undoubtedly, a wise choice"*

08

# Course Management

In order to become a top level Freelance Copywriter, it is essential that the learning is delivered by genuine professionals in the field. Therefore, TECH has assembled an exceptional teaching staff and faculty in this field. This way, the graduate will receive highly valuable instruction from specialists who have already taken the step to start their own businesses in the field of Copywriting.





A black and white photograph showing three people from a side profile, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that covers the top right and bottom right portions of the page.

“

*In this program, you will be guided by genuine experts in Copywriting. A team of female entrepreneurs with extensive experience in persuasive communication”*

## Management



### Mr. Berenguer Falcó, José

- ♦ Head Editor at PCcomponents 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

“

*TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

09

# Impact on Your Career

The professional who completes this academic program undoubtedly has an unparalleled opportunity to possess all the tools and techniques needed to thrive in the Copywriting Freelance sector. A program that encourages students to generate new service ideas, develop them creatively, and offer their *copywriting* services with the utmost professionalism



“

*Become a true professional in Copywriting thanks to the numerous examples of success you will find in this program”*

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

The TECHS Postgraduate Diploma in Freelance 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.

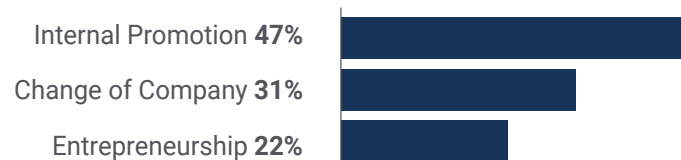
*You will acquire a much more professional role as a copywriter by following the guidelines of this program.*

*Achieve your aspirations for advancement in an increasingly thriving field of Copywriting.*

#### Time of Change



#### Type of change



### Salary increase

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



10

# Benefits for Your Company

In the current landscape, many companies outsource their marketing services, website creation, or social media management. In this scenario, students who complete this qualification bring an additional level of knowledge to the current economic market regarding the proper execution of strategic online sales campaigns, persuasive message creation, and the most effective neuromarketing techniques to attract buyers. Undoubtedly, this specialization offers significant benefits to businesses.





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*Increase the sales of the businesses you assist with your professional services as a Freelance Copywriter”*

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 Diploma in Freelance 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 Freelance 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 diploma 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 Freelance Copywriting**

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 Freelance Copywriting

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

# Postgraduate Diploma Freelance Copywriting

