

# Postgraduate Diploma

## Personal Brand and Digital Identity



## Postgraduate Diploma Personal Brand and Digital Identity

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Administration, Marketing and Corporate Communications

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-personal-brand-digital-identity](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-personal-brand-digital-identity)

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# 01 Welcome

Nowadays, Personal Brand and Digital Identity are key aspects for the success of any company, taking into account the highly competitive and connected market in which organizations move. Building a solid and coherent image that reflects the values and objectives of the company is essential to stand out in this environment. That is why this Postgraduate Diploma program is a must-have tool for any professional who wants to build a solid and attractive presence in the digital environment. The degree offers complete and updated instruction in these areas, with an innovative pedagogical methodology such as Relearning, which promotes active and participatory learning. In addition, thanks to its 100% online 100% online format, students can organize academic resources according to their needs.



Postgraduate Diploma in Personal Brand and Digital Identity.  
TECH Global University



“

*A 100% online program with which to master the key elements to effectively develop and manage a personal brand”*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.



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



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

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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

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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 Global University community.

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

# 04 Objectives

By taking this Postgraduate Diploma program, the professional will acquire the knowledge and skills necessary to develop the personal brand and improve the digital identity of a company in an effective and strategic way. In addition, they will deepen their knowledge of the operation of social networks and other digital tools to optimize their online presence and improve their online presence and improve the reputation of companies in the digital environment. In this way, the specialist will master the techniques to create and manage quality content and establish a communication strategy.



“

*A Postgraduate Diploma designed to help graduates achieve their own goals through a once-in-a-lifetime academic experience”*

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

The **Postgraduate Diploma in Personal Brand and Digital Identity** will enable students to:

01

Develop the design of a digital identity strategy to help project an image consistent with brand values

02

Identify the journey of the personal brand in order to have a global vision of all its phases

03

Managing Reputational Crises in Networking and Public Relations





04

Interpret the data obtained from the metrics to evaluate the Networking and Public Relations strategy and its impact on the personal brand

05

Identify the types of content that have the greatest impact on the LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputations

06

Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn

05

# Structure and Content

The Postgraduate Diploma in Personal Brand and Digital Identity has a complete and detailed structure that covers from the fundamental theoretical aspects to the most advanced techniques of online branding and digital reputation management. The program is composed of several modules designed by a teaching team of recognized prestige and experience in the sector, and is available in 100% online format, which offers great flexibility to the student. In addition, the Relearning pedagogical methodology guarantees personalized instruction, with no time or place restrictions, and with the constant support of experts in the field. Therefore, this degree is the best academic option for professionals seeking to stand out in the digital market.



“

*By using the Relearning methodology in the development of the program content, you will be able to optimize your study time without sacrificing academic quality at any time"*

## Syllabus

The Postgraduate Diploma in Personal Brand and Digital Identity of TECH Global University is an intensive program that prepares students to make business decisions in the field of Corporate Communication. The content is designed to develop managerial competencies and improve decision-making in uncertain environments.

During the 450 hours of training, students analyze numerous case studies individually and in teams, allowing them to immerse themselves in real business situations. The program focuses on topics such as Corporate Reputation, Personal Branding on LinkedIn, visibility and engagement strategies, Networking as a contribution to personal branding and Public Relations strategies.

The objective of the Postgraduate Diploma in Personal Brand and Digital Identity is to train students to understand Branding from a strategic, innovative and international perspective. The plan is focused on professional improvement and prepares students to achieve excellence in business direction and management.

The innovative content of the program is based on the latest trends and is supported by the best educational methodology and an exceptional faculty.

Therefore, the Postgraduate Diploma in Personal Brand and Digital Identity offers a curriculum that is tailored to the needs of students and their companies. It provides solid training in personal branding techniques and allows students to acquire skills to solve critical situations creatively and efficiently. It is delivered in a 100% online format and uses the Relearning methodology to offer students the necessary flexibility. In this way, they will be able to organize academic resources in a personalized way.

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

<b>Module 1</b>	Personal Brand Construction. Personal Branding, Digital Identity and Corporate Reputation
<b>Module 2</b>	Networking for personal brand building. Networking, events and PR strategies as levers for growth
<b>Module 3</b>	Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn



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

TECH offers the possibility of studying this Postgraduate Diploma in Digital Personal Brand and completely online. Throughout the 6 months of the program, you will be able to access all its contents of at any time, allowing you to manage your study time.

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

**Module 1. Personal Brand Construction. Personal Branding, Digital Identity and Corporate Reputation**

**1.1. Personal Branding**

- 1.1.1. Personal Branding Key Aspects
- 1.1.2. Benefits of managing a Personal Brand
- 1.1.3. Personal Branding in the market

**1.2. Personal branding journey**

- 1.2.1. Self-awareness phase
- 1.2.2. Purpose phase
- 1.2.3. Positioning and visibility phase
- 1.2.4. Result phase: keys to be the chosen option

**1.3. Digital Identity and Netiquette**

- 1.3.1. Digital Identity
- 1.3.2. Netiquette and its impact on personal branding
- 1.3.3. Application of Netiquette in the different platforms

**1.4. Positioning in the network**

- 1.4.1. How to know, control and manage online reputation
- 1.4.2. The importance of personal branding in the digital era
- 1.4.3. Keyword research for personal branding

**1.5. Key skills for building a personal brand**

- 1.5.1. Effective Communication
- 1.5.2. Leadership and Team Management
- 1.5.3. Critical thinking and problem solving

**1.6. Corporate reputation of the personal brand**

- 1.6.1. Strong corporate reputation
- 1.6.2. Online reputation management
- 1.6.3. Corporate reputation and ethics

**1.7. Monetization of the personal brand**

- 1.7.1. Niche market research
- 1.7.2. Business model and diversification of income sources
- 1.7.3. Development of proposals and terms and conditions

**1.8. Innovation in personal branding**

- 1.8.1. Identification of new opportunities and trends
- 1.8.2. Experimentation with new forms and approaches
- 1.8.3. Design thinking applied to personal branding

**1.9. Prevention and management of offline and online crisis for personal brands**

- 1.9.1. Strengthening the personal brand for crisis prevention
- 1.9.2. Offline and online reputation crisis management and online
- 1.9.3. Implementation of post-crisis measures after the crisis

**1.10. Maintaining and updating the personal brand**

- 1.10.1. The continuous improvement plan
- 1.10.2. Competency map
- 1.10.3. Review of the action plan

**Module 2. Networking for personal brand building. Networking, events and PR strategies as levers for growth**

**2.1. Networking Fundamentals and Relevance**

- 2.1.1. Types of Networking
- 2.1.2. Creation of a support and collaboration network
- 2.1.3. Implementation of a Networking plan

**2.2. Building a network of contacts to strengthen personal branding**

- 2.2.1. Identification of key stakeholders
- 2.2.2. Selection of opinion leaders
- 2.2.3. How to expand and leverage the network of contacts

**2.3. Events as a Networking strategy**

- 2.3.1. The power of online and offline Networking events
- 2.3.2. Types of networking events
- 2.3.3. The organization of an event as a strategy to improve your personal branding

**2.4. Public Relations and personal branding**

- 2.4.1. Importance of Public Relations
- 2.4.2. Types of Public Relations strategies
- 2.4.3. Use of PR to increase visibility and authority

**2.5. Effective communication strategies for Newtorking**

- 2.5.1. Effective communication techniques in face-to-face actions or events
- 2.5.2. Effective communication techniques in the use of e-mail
- 2.5.3. Effective communication techniques in the use of social networks

**2.6. Effective offline networking to strengthen personal branding**

- 2.6.1. Networking in communities, conferences, seminars, and business events
- 2.6.2. Networking in local interest groups
- 2.6.3. Maintaining contact to seek opportunities for collaboration

**2.7. Effective online networking to strengthen personal branding**

- 2.7.1. Digital tools and platforms for networking
- 2.7.2. Participation in online networking events
- 2.7.3. Maintaining online networking relationships

**2.8. Other useful PR actions to increase personal branding**

- 2.8.1. Media Relations
- 2.8.2. Relations with influential people
- 2.8.3. Publication of a book as a Public Relations strategy
- 2.8.4. Creation of a multimedia content as a Public Relations strategy

**2.9. Crisis management in Networking and Public Relations**

- 2.9.1. The importance of ethics and accountability in crisis management
- 2.9.2. Designing a crisis communication crisis communication strategy
- 2.9.3. Effective networking for crisis management in Public Relations

**2.10. Measuring the success of a Public Relations strategy**

- 2.10.1. Monitoring social networks
- 2.10.2. Qualitative and quantitative evaluation of events
- 2.10.3. Visibility in the media

**Module 3. Personal branding on LinkedIn. Visibility and engagement strategies for building a Personal Brand on LinkedIn.**

**3.1. Strengthening the User Profile LinkedIn User Profile**

- 3.1.1. Analysis of a LinkedIn user profile
- 3.1.2. Clarification of the objectives of using of LinkedIn
- 3.1.3. Identification of areas for improvement in the LinkedIn profile

**3.2. Constructing the audience of followers on LinkedIn**

- 3.2.1. Definition of the LinkedIn audience
- 3.2.2. Tailoring the message to the audience on LinkedIn
- 3.2.3. Building an audience from LinkedIn from LinkedIn posts

**3.3. Community of reference on LinkedIn**

- 3.3.1. Finding content leaders on LinkedIn
- 3.3.2. Identifying other community members on LinkedIn
- 3.3.3. Interacting and collaborating with other community members on LinkedIn

**3.4. Connecting with active users on LinkedIn**

- 3.4.1. Importance of finding active users on LinkedIn
- 3.4.2. Writing an invitation to connect on LinkedIn
- 3.4.3. Interacting with new contacts on LinkedIn

**3.5. Developing a solid content strategy through thematic pillars**

- 3.5.1. Identification and positioning of the thematic pillars
- 3.5.2. Identification of the thematic pillars in the strategy
- 3.5.3. Development and maintenance of the thematic pillars over time

**3.6. Linking the thematic pillars to the personal story. The importance of emotion**

- 3.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
- 3.6.2. How to tell effective stories on LinkedIn
- 3.6.3. How to connect personal stories with key messages on LinkedIn
- 3.6.4. Creating a personal story for a first post on LinkedIn

**3.7. Generating impactful content on LinkedIn. Importance of inspiring and teaching**

- 3.7.1. Use of technical or scientific data related to thematic pillars to create educational content
- 3.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
- 3.7.3. Translating analysis into practice

**3.8. Preparing Posts for LinkedIn**

- 3.8.1. Selecting the content and format with the greatest potential for posts on LinkedIn
- 3.8.2. Creating a variety of formats and styles for posts on LinkedIn
- 3.8.3. Publication and follow-up of the first posts on LinkedIn

**3.9. Growing your LinkedIn account: followers and engagement**

- 3.9.1. Importance of LinkedIn follower monitoring
- 3.9.2. Monitoring follower growth on LinkedIn
- 3.9.3. Using follower data on LinkedIn

**3.10. Evaluation and adjustment of the editorial strategy**

- 3.10.1. Identifying trends and patterns in audience behavior
- 3.10.2. Reinforcement of strengths and weaknesses to improve the editorial strategy
- 3.10.3. Digital tools for advanced use of LinkedIn
- 3.10.4. Optimal use of LinkedIn as an instrument to strengthen the digital personal brand

# 06

# Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



## A learning method that is different and innovative

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

“

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



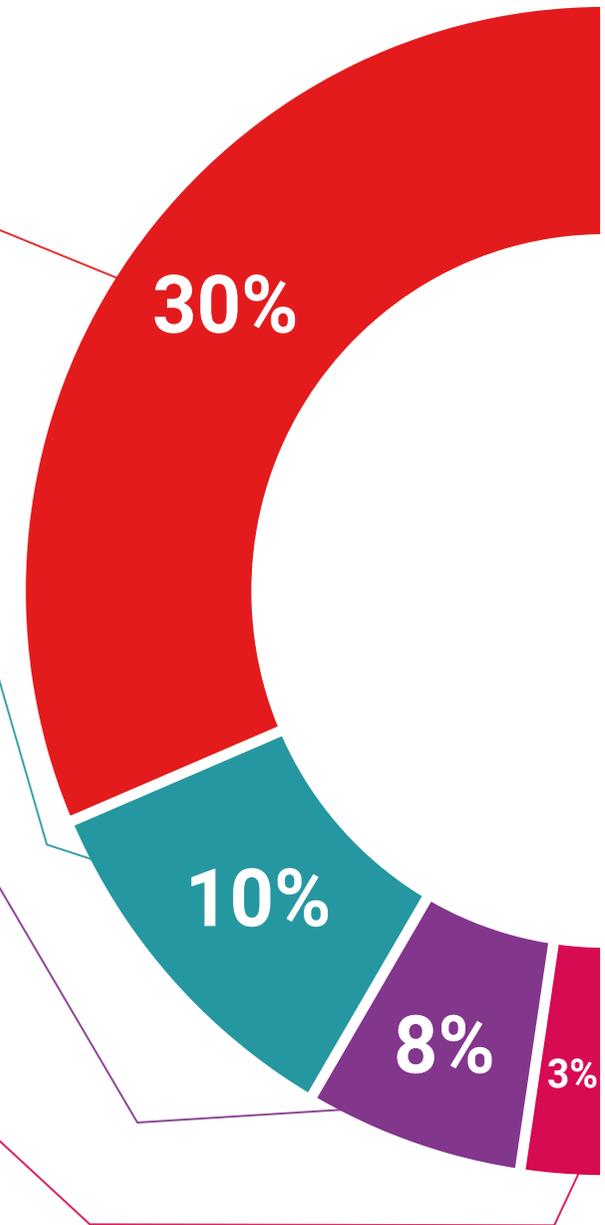
### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

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

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 Digital Marketing





*This Postgraduate Diploma is designed to be accessible to students with different academic profiles but who share an interest in leading the Digital Reputation sector"*

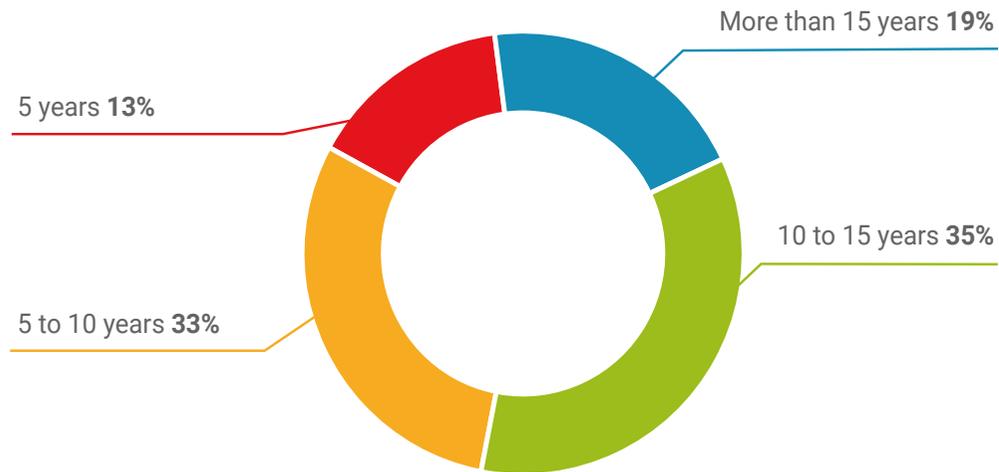
### Average Age

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

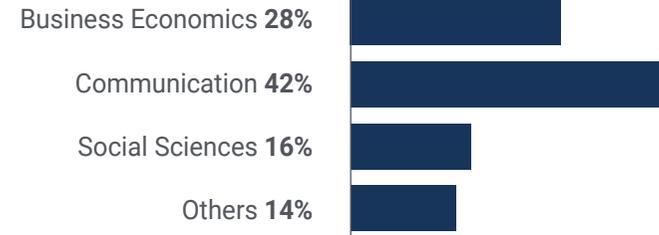
### Years of Experience

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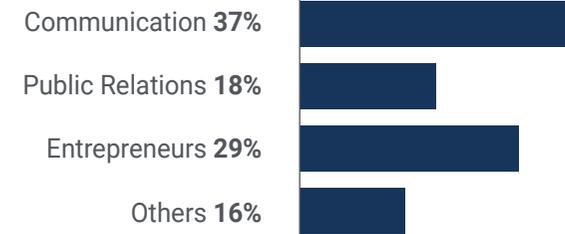
### Training

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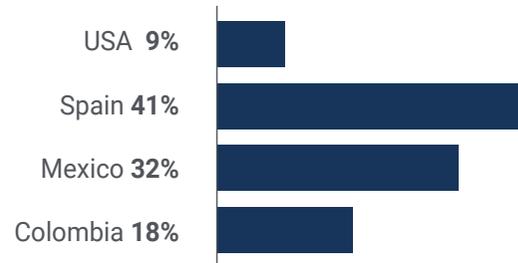
### Educational Profile

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## Geographical Distribution

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## Ana Delia Ricci Díaz

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Head of Online Communication

*"I have loved taking the Postgraduate Diploma in Personal Brand and Digital Identity at TECH. Thanks to this program, I have acquired the necessary skills to build personal brands in the digital environment, and I have learned to manage the online reputation of my business effectively. In addition, the teaching team is exceptional and the program content is up-to-date and in line with the latest trends. I recommend it without a doubt"*

08

# Course Management

TECH has carefully selected a teaching team composed of professionals of recognized prestige and experience in the field of Personal Branding and Digital Identity. All of them have worked in the best companies in the sector and are active, which adds value to the student by sharing knowledge and practical day-to-day experiences. Thanks to their proven professional background, the cast offers an updated and quality instruction, based on the latest market trends and strategies.



“

*TECH has selected a prestigious teaching team to guide you and provide you with their own experience”*

## Management



### **Ms. Vázquez Viaño, Laura María**

- ◆ Director of Marketing and Digital Strategy at Torres y Carrera
- ◆ Client Services Director and Chief Marketing Officer at Roi Scroll
- ◆ Head of Social Media and Digital PR at Havas
- ◆ Senior Communications and Social Media Consultant at Best Relations
- ◆ Junior Account Executive Advertising and PR - Noa Nogueira
- ◆ Lecturer at Universidad Europea Miguel de Cervantes
- ◆ Lecturer at Escuela Internacional de Marketing
- ◆ Teacher in Miguel de Cervantes European University
- ◆ Lecturer at IEBS
- ◆ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ◆ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Ms. García Sanz, Nagore

- ◆ Communications Consultant
- ◆ Head of Communication at the Youth Department of the Provincial Council of Gipuzkoa
- ◆ Head of communications for the launching of the Kühne Business School
- ◆ Degree Information Sciences from the University of the Basque Country
- ◆ Master's Degree in Digital Marketing and Community Management from Escuela Marketing and Web
- ◆ Expert in Information Service and Citizen Attention by the University of Salamanca
- ◆ Webmaster. Graphic design, web programming and digital marketing by Escuela de Diseño Área
- ◆ Document Management and Archive Administration by Eusko Ikaskuntza & Asmoz Foundation
- ◆ Expert in Economics, Management and Technology of Public Innovation by the School of Economics, Business and Tourism of the University of Alcalá

### Ms. Luque Díaz, Daniela

- ◆ Personal Brand Consultant on LinkedIn
- ◆ Marketing Strategy Coordinator at KIND APP in Sweden
- ◆ Arts Program Coordinator in the Department of Arts and Humanities at New York University
- ◆ Managed the marketing strategy for the fashion accessories collection of the AITA brand
- ◆ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ◆ Operations Coordinator for Eurofragance in Dubai
- ◆ Business Development Manager at Intercom Group in Barcelona
- ◆ Degree in Film & TV Production at the National University of Colombia
- ◆ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University C
- ◆ Master's Degree in Public Relations & Protocol from ESERP Business School
- ◆ Master's Degree in Retail Management from the Autonomous University of Barcelona

09

# Impact on Your Career

The completion of the Postgraduate Diploma in Personal Brand and Digital Identity has a significant impact on the career of professionals specialized in Corporate Reputation. Through this degree, the student acquires the necessary skills to develop the personal brand of any organization and contribute to the improvement of its online presence. Therefore, the knowledge achieved in the management of digital reputation makes it a valuable asset for any company seeking to consolidate its image in an increasingly competitive market. The mastery of Personal Branding techniques, together with the ability to implement visibility and engagement strategies, make the professional a valuable asset for any company seeking to consolidate its image in an increasingly competitive market.



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*If your career needs a boost, this Postgraduate Diploma is the perfect opportunity to qualify for it and achieve even your most ambitious goals"*

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

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

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

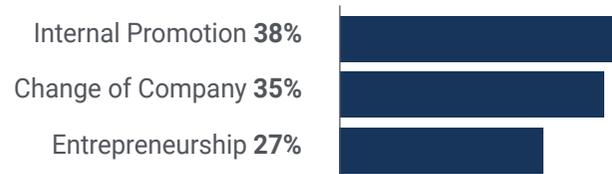
*A degree that will give you the opportunity to achieve the salary increase you have long desired, thanks to the improvement of your skills and professional quality.*

*You will master the procedures to organize events that contribute to the improvement of your company's personal brand.*

### Time of change



### Type of change



### Salary increase

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This program represents a salary increase of more than **23%** for our students.



10

# Benefits for Your Company

Having professionals who have completed the Postgraduate Diploma in Personal Brand and Digital Identity is an added value for companies, as these specialists are trained to improve the corporate and personal reputation of the organization. With skills to lead communication strategies in digital environments, they become a key piece in the management of the company's brand and online identity, generating greater visibility and engagement with the target audience. In addition, their knowledge in networking and Public Relations techniques allows them to establish connections and business opportunities for the company.





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*The impacts that this degree will generate in your company will be measurable and will be reflected in a significant improvement in your profitability"*

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 Personal Brand and Digital Identity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Personal Brand and Digital Identity** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

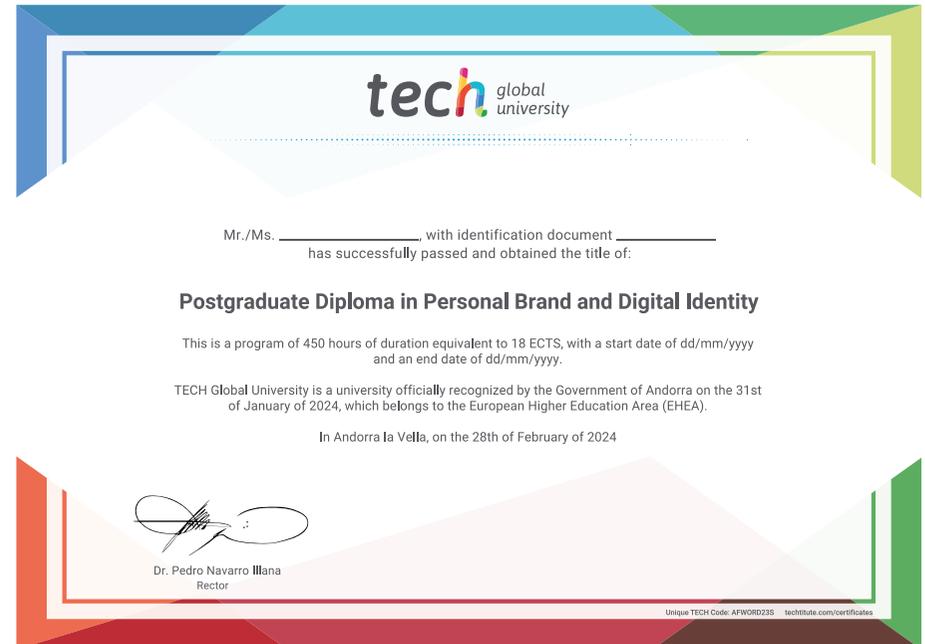
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Personal Brand and Digital Identity**

Modality: **online**

Duration: **6 months**

Credits: **18 ECTS**



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



## Postgraduate Diploma Personal Brand and Digital Identity

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma

## Personal Brand and Digital Identity