

# Postgraduate Diploma Strategic Personal Brand Management





## Postgraduate Diploma Strategic Personal Brand Management

- » 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 , Administrative and Business Sciences.  
Marketing, and Corporate Communications

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

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# 01 Welcome

Strategically managing the personal brand of an individual or a company is an important procedure to achieve both professional and business success. Competition in the labor market is increasing, and differentiation is key to standing out in a highly ambitious environment. For this reason, personal branding makes it easier for company executives to establish a distinctive identity that allows them to stand out and be remembered. In this sense, even companies themselves have begun to value the importance of having employees with a strong personal brand, as this can help improve their image and build trust among customers and suppliers. For this reason, TECH has designed this 100% online degree that offers you a complete and updated training in this area, with a focus on the practical application of the most effective strategies and tools.



Postgraduate Diploma in Strategic Personal Brand Management.  
TECH Technological University



“

*Delve into the most cutting-edge techniques for building a personal brand and become a sought-after professional in the industry with this 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

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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* 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

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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 Technological University community.

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

# 04 Objectives

This Postgraduate Diploma contributes to specialists being able to develop an authentic and coherent image of the personal brand of high-level managers and executives. This is done by taking into account their strengths and skills, establishing meaningful connections with other professionals in the sector, improving their business and entrepreneurship opportunities, and building a solid reputation in their area of work. In addition, Personal Branding specialists will be able to improve the leadership skills of these experts leadership skills, which can have a positive impact on their productivity and business success.



“

*Master the tools necessary to prevent a reputation crisis and how to manage it should it occur. should it occur”*

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

The Postgraduate Diploma in Strategic Personal Brand Management will enable students to:

01

Identify, from the perspective of self-knowledge, the values that are the backbone of the personal brand

02

Evaluate the starting point and take advantage of the most advanced self-knowledge tools

03

Discover, at the brand core, how to identify the purpose, vision and values and see their practical usefulness

04

Work on brand positioning, identifying the audience, market and objectives, and study the value proposition as the core of the personal business model





05

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

06

Build personal brand archetypes under different methodologies

07

Analyze the different ways to monetize the personal brand

08

Being able to prevent a reputation crisis and how to manage it in the event it occurs



05

# Structure and Content

The Postgraduate Diploma in Strategic Personal Brand Management offers complete instruction in personal branding techniques, both for building personal brands in companies and organizations as well as for senior executives. The Postgraduate Diploma has different modules that cover from strategic aspects to the measurement of results, and it is taught in a 100% online format, which allows great flexibility for the student. In addition, it is designed based on the Relearning methodology, which means that the student will be able to study autonomously and personalized way, without time or place restrictions, and with the constant support of experts in the field.



“

*For 6 months you will have access to a high-level syllabus with the most updated information in the industry" For 6 months you will have access to a high-level syllabus with the most updated information in the industry"*

## Syllabus

The Postgraduate Diploma in strategic management of Personal Brands of TECH Technological University is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field.

The content of the Postgraduate Diploma in Social Media Branding is designed to promote the development of managerial skills that allow for more rigorous decision-making in uncertain environments.

Over the course of 600 hours, the student analyzes a plethora of practical cases through individual and team work. It is, therefore, an authentic immersion in real business situations.

This Postgraduate Diploma deals in depth with the development of a SWOT, the pillars of positioning such as Brand Core and Brand Positioning, the key elements of verbal and visual identity and the techniques, among copywriting

techniques, among other topics. In this way, it is designed to train professionals who understand Social Media Branding from a strategic, international and innovative perspective.

A plan designed for you, focused on improving your career and preparing you to achieve excellence in leadership and business management. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

### Module 1

Self-diagnosis for personal brand building Reputation in the market, SWOT, audit and Benchmarking

### Module 2

Personal Brand Planning. Factor Analysis Pillars of positioning: Brand Core and Brand Positioning

### Module 3

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

### Module 4

Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques



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

TECH offers the possibility of developing this Postgraduate Diploma in Strategic Personal Brand Management completely online. Throughout the 6 months of the educational program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

**Module 1. Self-diagnosis for personal brand building Reputation in the market, SWOT, audit and Benchmarking**

<p><b>1.1. Self-diagnosis for personal brand building</b></p> <p>1.1.1. Self-assessment and self-knowledge for personal brand building</p> <p>1.1.2. Self-knowledge: step one in personal brand management</p> <p>1.1.3. Key aspects during the personal branding process</p>	<p><b>1.2. Market Equilibrium An outward look</b></p> <p>1.2.1. Importance of brand perceptions and reputation of a brand</p> <p>1.2.2. Connection between what others perceive and the values of the personal brand</p> <p>1.2.3. Compilation of the data they perceive in the market as a personal brand</p>	<p><b>1.3. Personal SWOT applied to Personal Branding</b></p> <p>1.3.1. DAFO applied to personal branding</p> <p>1.3.2. Personal SWOT development strategy</p> <p>1.3.3. How to leverage and capitalize on strengths</p>	<p><b>1.4. Auditing, best practices and benchmarking</b></p> <p>1.4.1. Identification of the personal brands that are referents in the sector</p> <p>1.4.2. Identification of factors leading to success</p> <p>1.4.3. Positioning objective to be achieved as a personal brand</p>
<p><b>1.5. The Purpose: the polar star that guides the Personal Brand</b></p> <p>1.5.1. The purpose of life</p> <p>1.5.2. Identifying the Purpose: Powerful Questions</p> <p>1.5.3. Ikigai and other clarification tools</p> <p>1.5.4. Coherence and Identity. Connection between personal brand and life purpose</p>	<p><b>1.6. Objectives in personal branding</b></p> <p>1.6.1. Number one target identification strategy for personal branding</p> <p>1.6.2. Establishing IT Goals</p> <p>1.6.3. Reflection on Visibility or Sales</p>	<p><b>1.7. Reflection on target audience and value proposition</b></p> <p>1.7.1. Target audience: identification of the company interested in your strengths</p> <p>1.7.2. Determination of the value proposition</p> <p>1.7.3. Strategy to develop the value proposition</p>	<p><b>1.8. Impact of self-knowledge in the development of the personal brand</b></p> <p>1.8.1. Case Study: Process of identifying of brand values</p> <p>1.8.2. Case Study: Usefulness in influencing differentiation as a personal brand</p> <p>1.8.3. Case Study: The Impact in The Target Audience</p>
<p><b>1.9. Business Models</b></p> <p>1.9.1. Monetization feasibility study of a personal brand</p> <p>1.9.2. Identification of key players and other relevant aspects</p> <p>1.9.3. Setting up a personal branding business</p>	<p><b>1.10. Personal Branding Model Canvas in practice</b></p> <p>1.10.1. Presentation of Personal Branding Model Canvas</p> <p>1.10.2. Tool Use</p> <p>1.10.3. Practical Example</p>		

**Module 2.** Personal Brand Planning. Analysis of the differential factor of the personal brand objectives. Pillars of positioning: Brand Core and Brand Positioning

<p><b>2.1. The three pillars of brand positioning: "know yourself, develop yourself, show yourself"</b></p> <p>2.1.1. The iceberg methodology of personal branding</p> <p>2.1.2. Order: the key to success</p> <p>2.1.3. Change and dynamism. The need to re-evaluate</p>	<p><b>2.2. How to convert the personal SWOT into a strategic plan</b></p> <p>2.2.1. How to turn weaknesses into strengths</p> <p>2.2.2. How to turn threats into opportunities</p> <p>2.2.3. How to turn strengths into opportunities</p>	<p><b>2.3. Brand Core I. Purpose: Identification. Uses. Examples:</b></p> <p>2.3.1. If you have a what for you will solve the how and the what</p> <p>2.3.2. Methodologies to identify the purpose</p> <p>2.3.3. Inspiring examples of purpose</p>	<p><b>2.4. Brand Core II. Vision. Examples:</b></p> <p>2.4.1. Identification of Short, Medium and Long-Term Objectives. Setting objectives</p> <p>2.4.2. Why it pays to be ambitious in the vision</p> <p>2.4.3. Inspirational examples of vision and its usefulness in personal branding</p>
<p><b>2.5. Brand Core III. Values. Identification, Management and Projection. Examples:</b></p> <p>2.5.1. Tools to identify Values</p> <p>2.5.2. Values Management and Projection through of images or testimonials</p> <p>2.5.3. Examples of projection and use of values of values</p>	<p><b>2.6. Brand Positioning I. Audience, Customer segments</b></p> <p>2.6.1. Demographic profiles to identify audiences</p> <p>2.6.2. Psychological profiles. Fears and illusions</p> <p>2.6.3. Empathy: Understanding people's objections people's objections to working with you</p>	<p><b>2.7. Brand Core II. Market</b></p> <p>2.7.1. Understanding the market context of the audience</p> <p>2.7.2. Investigation to Measure the potential market</p> <p>2.7.3. Development of Positioning Maps</p>	<p><b>2.8. Brand Core III. Objectives</b></p> <p>2.8.1. Target per reference field</p> <p>2.8.2. Objective by specialty</p> <p>2.8.3. Objective by geographic area</p>
<p><b>2.9. Brand Core IV. Value Proposition Relevance and Difference. Examples:</b></p> <p>2.9.1. Personal Value Proposition Canvas The Customer</p> <p>2.9.2. Personal Value Proposition Canvas The relevant difference</p> <p>2.9.3. Inspirational examples of personal Value</p>	<p><b>2.10. Brand Positioning V. Business Model You, your business model</b></p> <p>2.10.1. The Business Model You canvas by Osterwalder, Pigneur, Clark</p> <p>2.10.2. Key Elements Customers, value provided, channels and roles</p> <p>2.10.2. Activities, resources, key partners, and economic model and economic model</p>		

**Module 3. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling**

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

- 3.1.1. Jung's 12 archetypes. Examples:
- 3.1.2. The 16 archetypes of the 16 Personalities test
- 3.1.3. The archetypal mix. Impulse and fear in the management of archetypes

**3.2. Brand persona II. Personality**

- 3.2.1. Brand Voice. Tone of voice descriptors
- 3.2.2. Tone of voice projection
- 3.2.3. Examples of tone of voice usage

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

- 3.3.1. Use of mind maps to arrive at the tagline
- 3.3.2. Use of brainstorming to arrive at the tagline
- 3.3.3. The five formats of a memorable tagline

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

- 3.4.1. Verbal identity. Written style and oral style
- 3.4.2. Non-verbal identity: What defines our "uniqueness"
- 3.4.3. Inspiring examples of verbal and non-verbal

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

- 3.5.1. Neutral visual identity: Going unnoticed with the "no image". Visual Identity
- 3.5.2. Marked visual identity, pros and cons
- 3.5.3. Examples of visual identity

**3.6. Elevator Pitch. Examples:**

- 3.6.1. The Tony Reiss Method: Wow, How, Now
- 3.6.2. Personal presentation, sales pitch, investor attraction pitch
- 3.6.3. Adaptation to real life. Examples:

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

- 3.7.1. The skeleton of the speech and the solver
- 3.7.2. The good guy, the bad guy, the journey, the denouement
- 3.7.3. What the best stories have in common

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

- 3.8.1. Presentational and introspective storytelling
- 3.8.2. Value proposition story
- 3.8.3. Value story and barrier-breaking story

**3.9. Learn from the best: personal best stories**

- 3.9.1. Business story
- 3.9.2. Political or election-focused storytelling
- 3.9.3. Story adapted to any situation

**3.10. Personal Branding Canvas**

- 3.10.1. Competitors: audience, positioning, communication
- 3.10.2. Sector: skills, profession, reasons to believe
- 3.10.3. Investments and results



**Module 4. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques**

<p><b>4.1. Personal communication canvas I. Audience, message and medium</b></p> <p>4.1.1. Audience Background, demographics, obstacles, common objections</p> <p>4.1.2. Message Value proposition, Pitch, RRSS bio, about me, LinkedIn, personal story</p> <p>4.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks</p>	<p><b>4.2. Communication Plan II. Ingredients and formats for a digital biography</b></p> <p>4.2.1. Choice of the personal brand name based on its uniqueness and strength</p> <p>4.2.2. Reformulation of a value proposition in a short title</p> <p>4.2.3. Definition of occupation, experience, hard skills and soft skills</p>	<p><b>4.3. Communication Plan III. The content plan: Creation</b></p> <p>4.3.1. Choice of sources, subscription models</p> <p>4.3.2. Establishment of categories and subcategories</p> <p>4.3.3. 800 words inspired by experiences and competencies</p>	<p><b>4.4. Communication Plan IV. The content plan: Curation</b></p> <p>4.4.1. Curation formats and content scheduling</p> <p>4.4.2. The moment of truth: publishing, commenting, interacting, connecting</p> <p>4.4.3. Control, iterate, test</p>
<p><b>4.5. Communication canvas V. Prescribers</b></p> <p>4.5.1. Satisfied customers, the best prescribers</p> <p>4.5.2. Family &amp; Friends: fellow students, colleagues at work</p> <p>4.5.3. Industry leaders, professional bodies, associations</p>	<p><b>4.6. Communication canvas VI. Investment in personal marketing, monetization</b></p> <p>4.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs</p> <p>4.6.2. Monetization: selling product, selling time (consulting, training, mentoring)</p> <p>4.6.3. Passive monetization: subscriptions, licenses, online courses, ebooks, affiliate sales</p>	<p><b>4.7. Copywriting strategies: From concept to text</b></p> <p>4.7.1. Benefits versus features</p> <p>4.7.2. Social proof and Bandwagon effect</p> <p>4.7.3. Titles, messages, metaphors, verbs, and pacing</p>	<p><b>4.8. Artificial intelligence strategies applied to content, copywriting and image</b></p> <p>4.8.1. AI does not supplement, it complements. Strategy AI usage strategy</p> <p>4.8.2. Prompts to expand content</p> <p>4.8.3. Prompts for copywriting and use of images</p>
<p><b>4.9. The crisis Keys for conflict prevention and management</b></p> <p>4.9.1. Monitoring online presence</p> <p>4.9.2. Creation of action plan protocols</p> <p>4.9.3. Crisis management: speed, transparency and honesty</p>	<p><b>4.10. Management reputation</b></p> <p>4.10.1. Integrity and ethics: Values pillars of reputation, sustainability and CSR of Reputation, Sustainability and CSR</p> <p>4.10.2. Effective communication: Assertiveness, empathy, recognition of mistakes, celebration of achievements</p> <p>4.10.3. Diagnosis and measurement of managerial reputation</p>		

# 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.



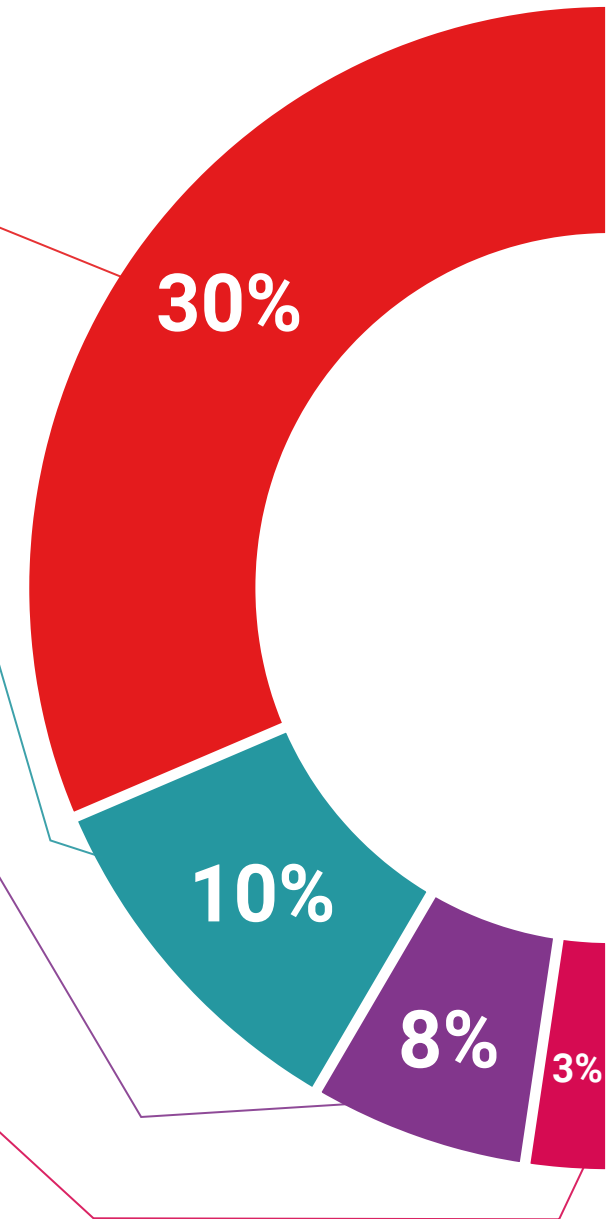
### Management Skills Exercises

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 University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

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

The Postgraduate 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.





“

*Thanks to this Postgraduate Diploma you will be able to create networking networks with professionals specialized in Personal Branding from all over the world the world. Seize the opportunity”*

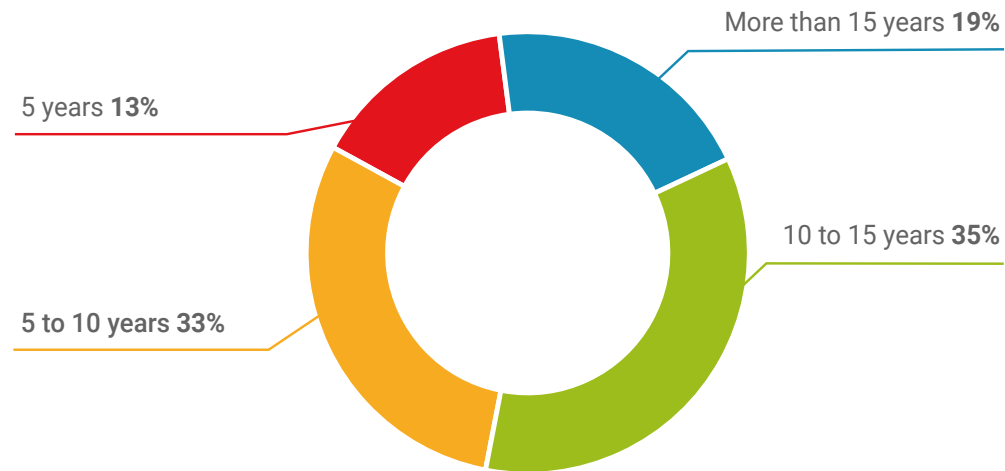
### Average Age

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

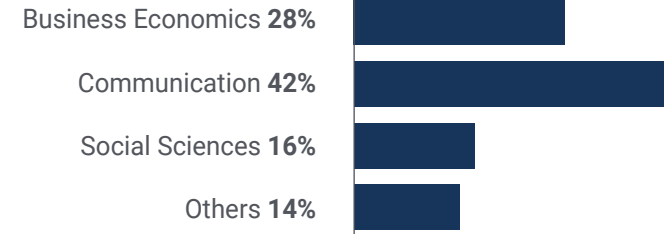
### Years of Experience

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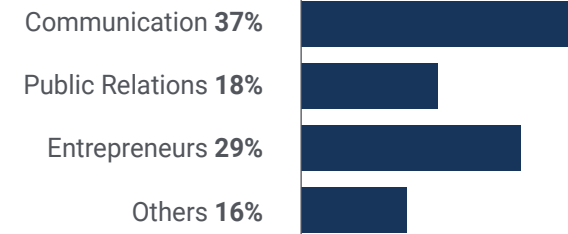
### Training

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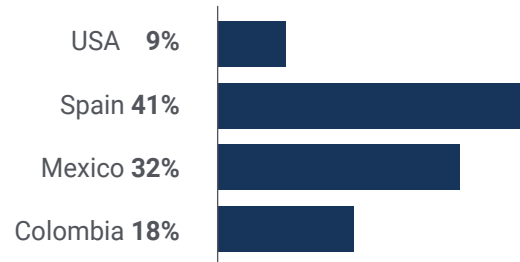
### Educational Profile

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## Geographical Distribution

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## Lucía Reyes Vila

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**Brand Consultant**

*"Thanks to the Postgraduate Diploma in Strategic Personal Brand Management, I have managed to boost my professional career and improve the visibility of my company. I have acquired competencies and skills that have allowed me to develop an effective personal branding strategy. I recommend this program to all those who are looking for a boost in their career and want to differentiate themselves in an increasingly competitive market"*

08

# Course Management

The teaching team of this Postgraduate Diploma is made up of experienced professionals who have managed the personal brands of top executives in prestigious companies around the world. In addition, they are active, which allows them to keep abreast of the latest trends and tools in the area. Thus, and thanks to their extensive experience in the business world, students will have access to a practical and realistic vision of how to apply the knowledge acquired in their careers.





“

*TECH has selected a teaching team of high prestige, distinguished in the sector for their work in large companies”*

## 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

### Dr. García Veiga, Mariam

- ◆ CEO RockNRebel
- ◆ Teaching staff the University of Santiago de Compostela
- ◆ Professor of Marketing and Market Research at the University Rey Juan Carlos I Degree in Political Science and From Administration Public from the University of Santiago de Compostela
- ◆ D. in Contemporary Political Processes from the University of Santiago de Compostela de Compostela
- ◆ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- ◆ Master's Degree in Statistical Techniques from the University of Santiago de Compostela
- ◆ Master's Degree in International Business/Trade/Commerce from Universidad Intercontinental de la Empresa of the Company
- ◆ Master in Web Analytics by Kschool

### D. Recolons Argenter, Guillem

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

09

# Impact on Your Career

Studying the Postgraduate Diploma in Strategic Management of Personal Branding has a significant impact for any professional who wishes to stand out in his or her sector. Through this program, the specialist will delve into the procedures to create, manage and position the personal brand of your company effectively, which will allow you to stand out in an increasingly competitive environment. In addition, the knowledge acquired with this degree can also be applied to the creation and management of the personal brand of executives and senior managers, which is a competitive advantage in today's job market. In this way, professionals will be better prepared to face the challenges of business management and excel in their careers.



“

*Add value to your company through the optimal development of strategies to improve your brand image and that of your executives”*

### Are you ready to take the leap?

#### Excellent professional development awaits you.

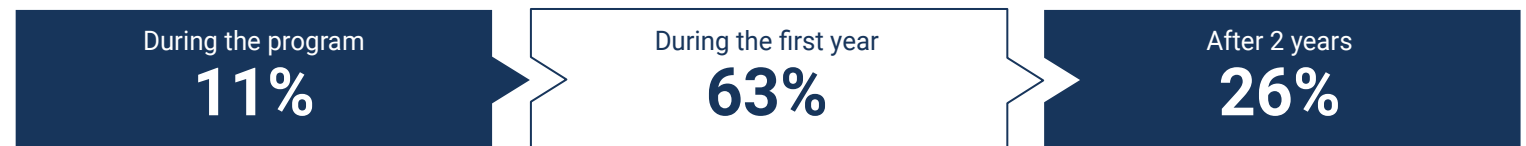
TECH's Postgraduate Diploma in Strategic Management of Personal Brands is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. The main objective is to promote your personal and professional growth. Helping you achieve success.

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.

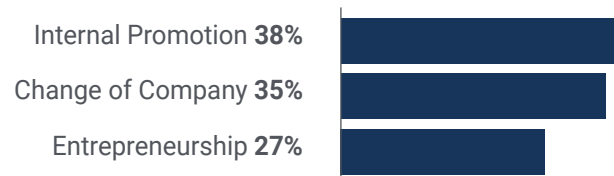
*TECH's Postgraduate Diploma in Strategic Personal Brand Management is an intensive program that prepares you to face challenges and business decisions in the field of Digital Marketing. Don't wait any longer and evolves.*

*A professional who can offer effective and efficient solutions is guaranteed job success, which will be reflected in a salary increase.*

#### 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 trained in Strategic Personal Brand Management is a competitive advantage for companies, since it allows them to develop and consolidate their image and reputation in the market. In addition, these specialists can help senior executives to enhance their social media presence and improve communication with customers. This leads to improved customer relations, increased visibility and awareness of the company, and, consequently, greater business opportunities.



“

*Bring new concepts, strategies and perspectives to the company that can bring about essential changes in the of their clients. That's how you'll guide them to success”*

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



“

*Complete successfully this program and receive your university degree without the hassle of travel or paperwork”*

This **Postgraduate Diploma in Strategic Purchasing Management** 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 Strategic Personal Brand Management**

Official N° of hours: **600 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 Strategic Personal Brand Management

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

# Postgraduate Diploma Strategic Personal Brand Management

