

Postgraduate Certificate  
Digital Identity and Digital  
Branding in Teaching

**brand**

l'bran l



**marketing**

character · cl

**idea**

cast · special · variety · new · business

category of products that are all made by a particular company and all have a particular name

kind or type of something

into the skin of an animal (such as a cow) to show who owns the animal



## Postgraduate Certificate Digital Identity and Digital Branding in Teaching

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

Website: [www.techtitute.com/pk/education/postgraduate-certificate/digital-identity-digital-branding-teaching](http://www.techtitute.com/pk/education/postgraduate-certificate/digital-identity-digital-branding-teaching)

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01

# Introduction

With the introduction of ICT, teachers and educators have had to enter fully into a new way of teaching and adapt quickly to this ever-growing technology that is here to stay.



“

*This Postgraduate Certificate in Digital Branding and Digital Branding in Teaching will generate a sense of confidence in the performance of your profession, which will help you to grow personally and professionally"*

Nowadays, teachers are required to prepare content, write blogs or interact with their students online and all of this is based on having a digital identity.

Teachers need to have a digital identity and know how to manage it appropriately. Their image, reputation and online safety depends on it.

Digital Branding is the image of the educator, which leaves its mark, albeit unconsciously, which is why it is necessary to acquire sufficient knowledge to know how to manage it properly.

Nowadays, educators face a great challenge because they have to be ahead of their students, those who are born with the Internet, and they have to acquire knowledge about communication tools because the current form of communication is networked.

It is essential to have knowledge of ICT as a communication tool, but also of evaluation with ICT, a system that can be enriching for all students.

This **Postgraduate Certificate in Digital Identity and Digital Branding in Teaching** contains the most complete and up-to-date scientific program on the market.

The most important features include:

- ♦ More than 75 practical cases presented by experts in Digital Identity and Digital Branding in Teaching
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Latest information on Digital Identity and Digital Branding in Teaching
- ♦ Practical exercises where the self-evaluation process can be carried out to improve learning
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Special emphasis on evidence-based methodologies in Digital Identity and Digital Branding in Teaching
- ♦ All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Update your knowledge through this Postgraduate Certificate in Digital Identity and Digital Branding in Teaching”*

**“** *This Postgraduate Certificate may be the best investment you can make when selecting a refresher program, for two reasons: in addition to updating your knowledge in Digital Identity and Digital Branding in Teaching, you will obtain a qualification from TECH Technological University”*

The teaching staff includes teaching professionals from the field of Digital Identity and Digital Branding in Teaching, who contribute the experience of their work to this program, as well as renowned specialists belonging to leading societies and prestigious universities.

The multimedia content developed with the latest educational technology will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive academic experience programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system developed by recognized experts in the field of Digital Identity and Digital Branding in Teaching with extensive teaching experience.

*Increase your decision-making confidence by updating your knowledge through this Postgraduate Certificate.*

*Make the most of the opportunity to learn about the latest advances in Digital Identity and Digital Branding in Teaching, and improve the education of your students.*



02

# Objectives

The Postgraduate Certificate in Digital Identity and Digital Branding in Teaching is aimed at facilitating the performance of teaching professionals who wish to obtain knowledge of digital identity and brand image.

Online





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*This Postgraduate Certificate is organized so that you can update your knowledge in Digital Identity and Digital Branding in Teaching, with the use of the latest educational technology, to contribute with quality and confidence to decision making and the monitoring of these students”*



## General Objectives

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- ♦ Acquire fundamental knowledge and skills to be able to carry out the job of a teacher, learning everything you need to know about ICT and digital branding in teaching
- ♦ Know how to transmit and take care of their image on the network when creating content, publishing or interacting with students, parents and the school itself
- ♦ Be able to teach students the importance of digital identity when interacting online and the risks entailed in ignorance





## Specific Objectives

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- Classify the defining characteristics of e-learning
- Explain the advantages and disadvantages of e-learning over traditional teaching
- Describe the new trends in digital communication
- Define the new perspectives in teaching, training and labor within the digital framework



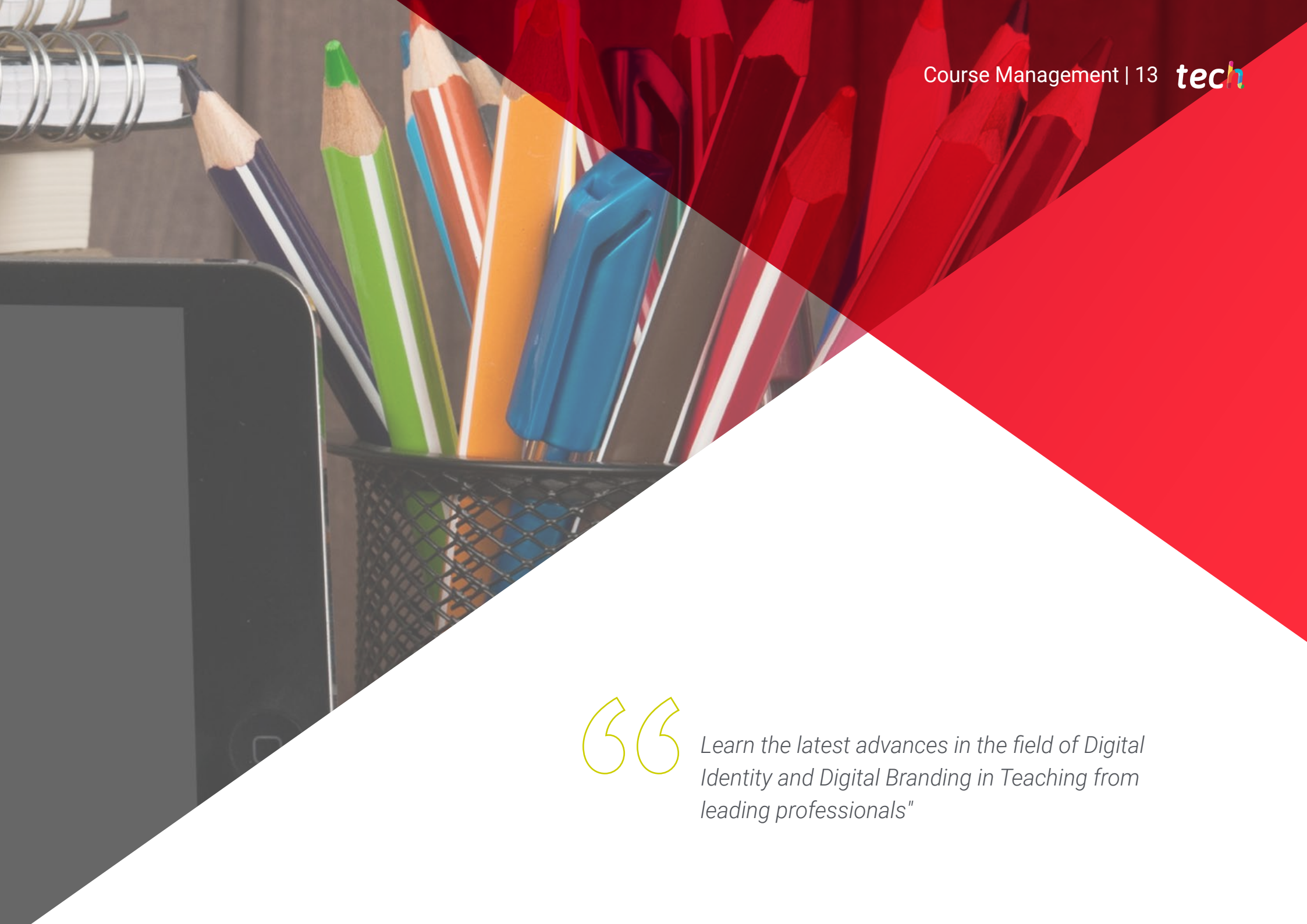
*Make the most of this opportunity and take the step to get up to date on the latest developments in Digital Identity and Digital Branding in Teaching”*

03

# Course Management

The program's teaching staff includes leading experts in Digital Identity and Digital Branding in Teaching who contribute the experience of their work to this program. In addition, other experts of renowned prestige participate in its design and planning completing the program in an interdisciplinary manner.





“

*Learn the latest advances in the field of Digital Identity and Digital Branding in Teaching from leading professionals"*

## Management



### Mr. Cabezuelo Doblaré, Álvaro

- ♦ Psychologist
- ♦ Diploma in Digital Identity and Master's Degree in Communication
- ♦ Digital Marketing and Social Media
- ♦ Digital Identity Teacher
- ♦ Social Media Manager at a Communication Agency
- ♦ Teacher at Aula Salud

## Professors

### Dr. De la Serna, Juan Moisés

- ♦ PhD in Psychology and Professional Master's Degree in Neurosciences and Behavioral Biology
- ♦ Author of the Cátedra Abierta de Psicología y Neurociencias and scientific disseminator

### Mr. Gris Ramos, Alejandro

- ♦ Technical Engineer in Computer Management
- ♦ Master's Degree in E-Commerce and Specialist in the Latest Technologies
- ♦ Digital Marketing, Web Application Development and Internet Business

### Mr. Albiol Martín, Antonio

- ♦ Master's Degree in Education and Information and Communication Technologies from the UOC
- ♦ Master's Degree in Literary Studies
- ♦ Graduate in Philosophy and Literature
- ♦ Head of CuriosiTIC: JABY School's ICT Integration Program in the classroom

**B** **L** **O** **G**



# 04

# Structure and Content

The structure of the contents has been designed by a team of professionals from the best educational centers and universities in the national territory, who are aware of the relevance of current training to be able to intervene in the preparation and support of high achieving students, and who are committed to quality teaching through new educational technologies.





# DIGITAL MARKETING

PREDICTIVE EMPLOYEE BUSINESS  
BUSINESS ANALYTICS ADVERTISING  
PRODUCT RISK VALUE HOLISTIC  
GLOBAL PLAN VECT

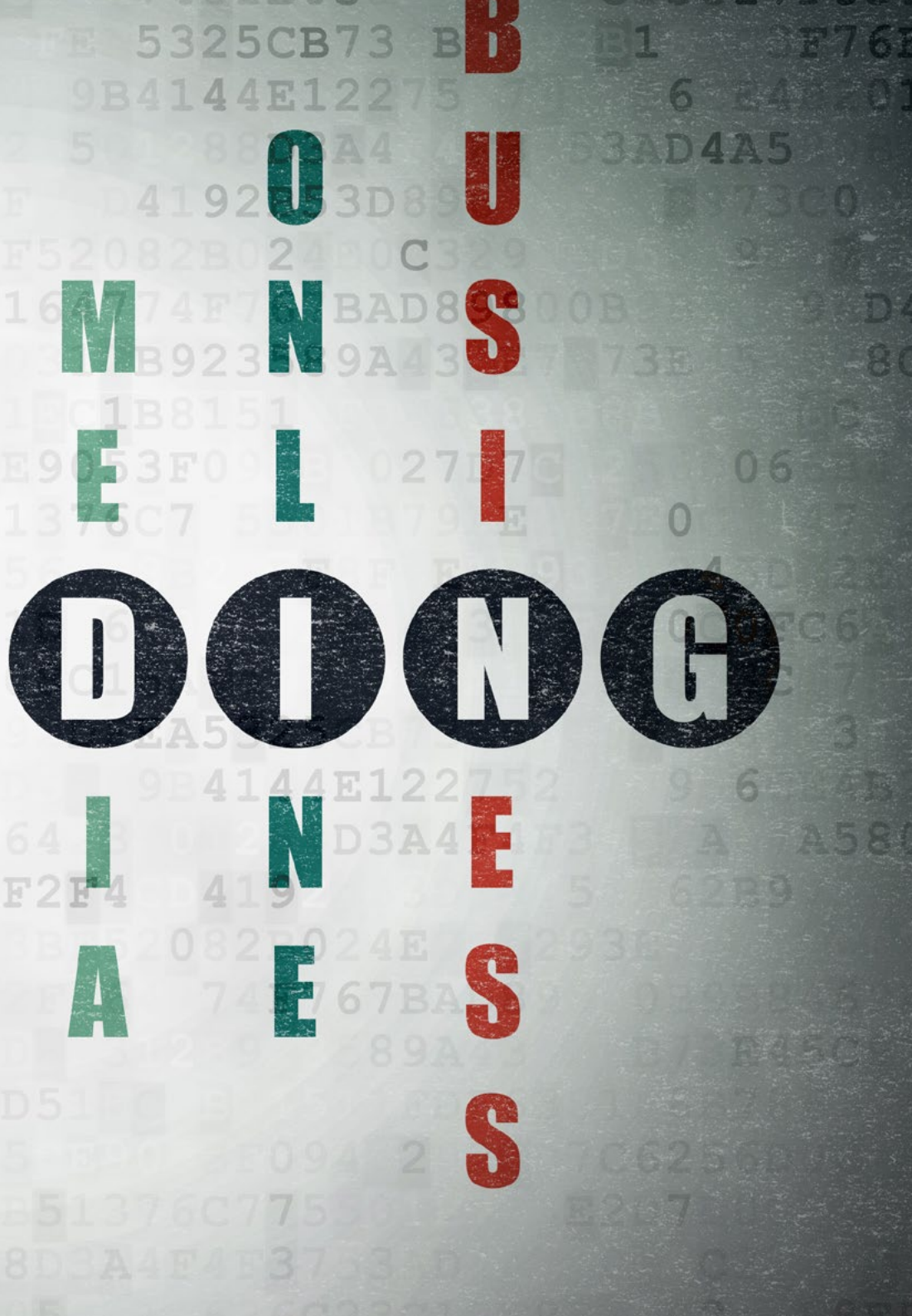
“

*This Postgraduate Certificate in Digital Identity and Digital Branding in Teaching contains the most complete and up-to-date scientific program on the market”*

## Module 1. Digital Identity and Digital Branding

- 1.1. Digital Identity
  - 1.1.1. Definition of Digital Identity
  - 1.1.2. Managing Digital Identity in Teaching
  - 1.1.3. Areas of Application of Digital Identity
  - 1.1.4. Summary
- 1.2. Blogs
  - 1.2.1. Introduction to Blogging in Teaching
  - 1.2.2. Blogs and Digital Identity
  - 1.2.3. Summary
- 1.3. Roles in Digital Identity
  - 1.6.1. Digital Identity of the Student Body
  - 1.6.2. Digital Identity of Teachers
  - 1.6.3. Summary
- 1.4. Branding
  - 1.4.1. What is Digital Branding?
  - 1.4.2. How to Work on Digital Branding?
  - 1.4.3. Summary
- 1.5. How to Position Yourself in Digital Teaching
  - 1.5.1. Introduction to SEO
  - 1.5.2. Positioning a Blog
  - 1.5.3. Introduction to Personal Branding
  - 1.5.4. Successful Cases of Teaching Branding
  - 1.5.5. Typical Uses
  - 1.5.6. Summary
- 1.6. Online Reputation
  - 1.6.1. Online Reputation vs. Physical Reputation
  - 1.6.2. Online Reputation in Teaching
  - 1.6.3. Online Reputation Crisis Management
  - 1.6.4. Summary





- 1.7. Digital Communication
  - 1.7.1. Digital Communication
  - 1.7.2. Personal Communication and Digital Identity
  - 1.7.3. Corporate Communication and Digital Identity
  - 1.7.4. Teacher Communication Tools
  - 1.7.5. Teacher Communication Protocols
  - 1.7.6. Summary
- 1.8. Communication Tools
  - 1.8.1. Communication Plan
  - 1.8.2. Instant Messaging Managers
  - 1.8.3. Email
  - 1.8.4. The Digital Agenda on the New Platforms
  - 1.8.5. Video Conferences
  - 1.8.6. Summary
- 1.9. Evaluation with ICT
  - 1.9.1. Assessment Systems with ICT
  - 1.9.2. e-Portfolio
  - 1.9.3. Self-Assessment, Peer Assessment, and Feedback
  - 1.9.4. Summary
- 1.10. Material Management Resources
  - 1.10.1. Storage and Retrieval of Resources, Materials, and Tools
  - 1.10.2. Updating Resources, Materials, and Tools
  - 1.10.3. Summary



*A unique, key, and decisive experience to boost your professional development”*

05

# Methodology

This training program offers 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.





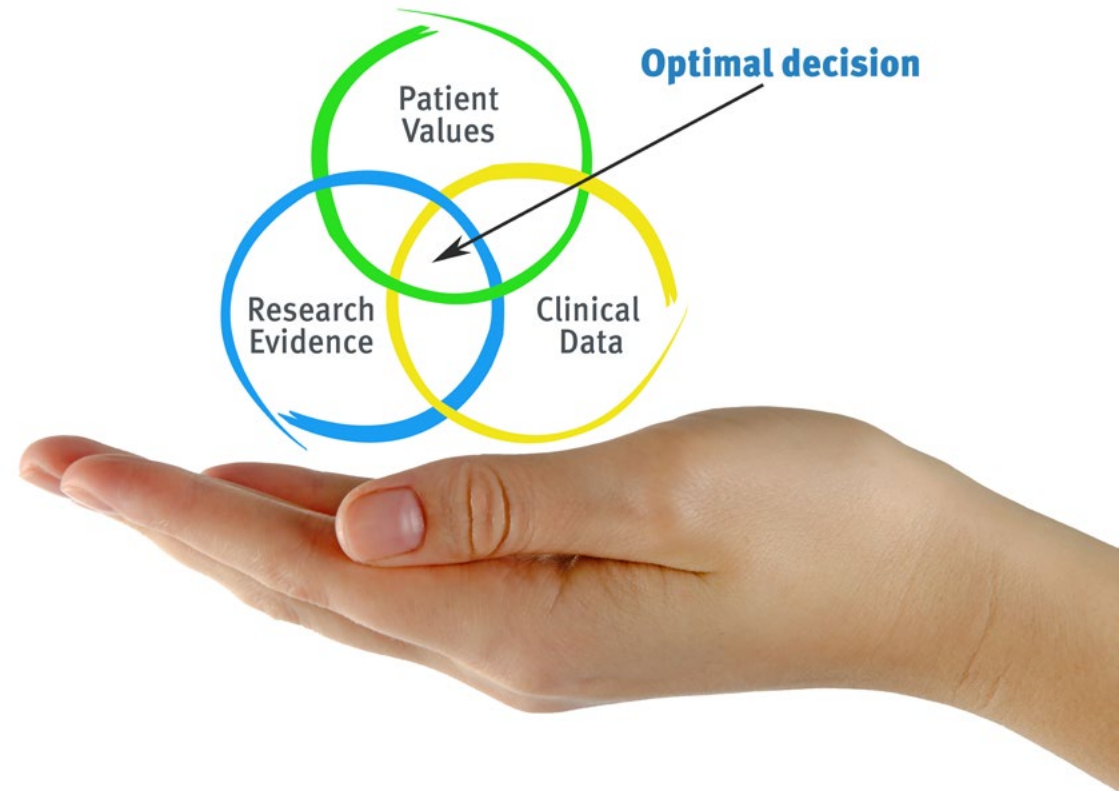
“

*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"*

## At TECH Education School we use the Case Method

In a given situation, what should a professional do? Throughout the program students will be presented with multiple simulated cases based on real situations, where they will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method.

*With TECH, educators can experience a learning methodology that is shaking the foundations of traditional universities around the world.*



*It is a technique that develops critical skills and prepares educators to make decisions, defend their arguments, and contrast opinions.*

“

*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Educators who follow this method not only grasp concepts, but also develop their mental capacity, by evaluating real situations and applying their knowledge.
2. The learning process is solidly focused on practical skills that allow educators to better integrate the knowledge into daily practice.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life teaching.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

Our University is the first in the world to combine case studies with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, which represent a real revolution with respect to simply studying and analyzing cases.



*Educators will learn through real cases and by solving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology we have trained more than 85,000 educators with unprecedented success in all specialties. 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.*

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.

The overall score obtained by our learning system is 8.01, according to the highest international standards.



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



### Study Material

All teaching material is produced by the specialist educators who teach the course, specifically for the course, so that the teaching content is really 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.



### Educational Techniques and Procedures on Video

TECH introduces students to the latest techniques, with the latest educational advances, and to the forefront of Education. All this, first-hand, with the maximum rigor, explained and detailed for your assimilation and understanding. And best of all, you can watch them as many times as you want.



### 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 multimedia content presentation training Exclusive system was awarded by Microsoft as a "European Success Story".



### 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.





**Expert-Led Case Studies and Case Analysis**

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



**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 your goals.



**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.



**Quick Action Guides**

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in Digital Identity and Digital Branding in Teaching guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Digital Identity and Digital Branding in Teaching** contains the most complete and up-to-date scientific program on the market.

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

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

Title: **Postgraduate Certificate in Digital Identity and Digital Branding in Teaching**  
Official N° of Hours: **150 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom

**tech** technological  
university

**Postgraduate Certificate**  
Digital Identity and Digital  
Branding in Teaching

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

# Postgraduate Certificate

## Digital Identity and Digital Branding in Teaching

2016 objectives:  
- up to 40 ROI  
- 54 growing

# ONLINE MARKETING

**tech** technological  
university