

# Postgraduate Certificate Branded Content: Brands as Publishers





## Postgraduate Certificate

### Branded Content: Brands as Publishers

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/branded-content-brands-publishers](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/branded-content-brands-publishers)

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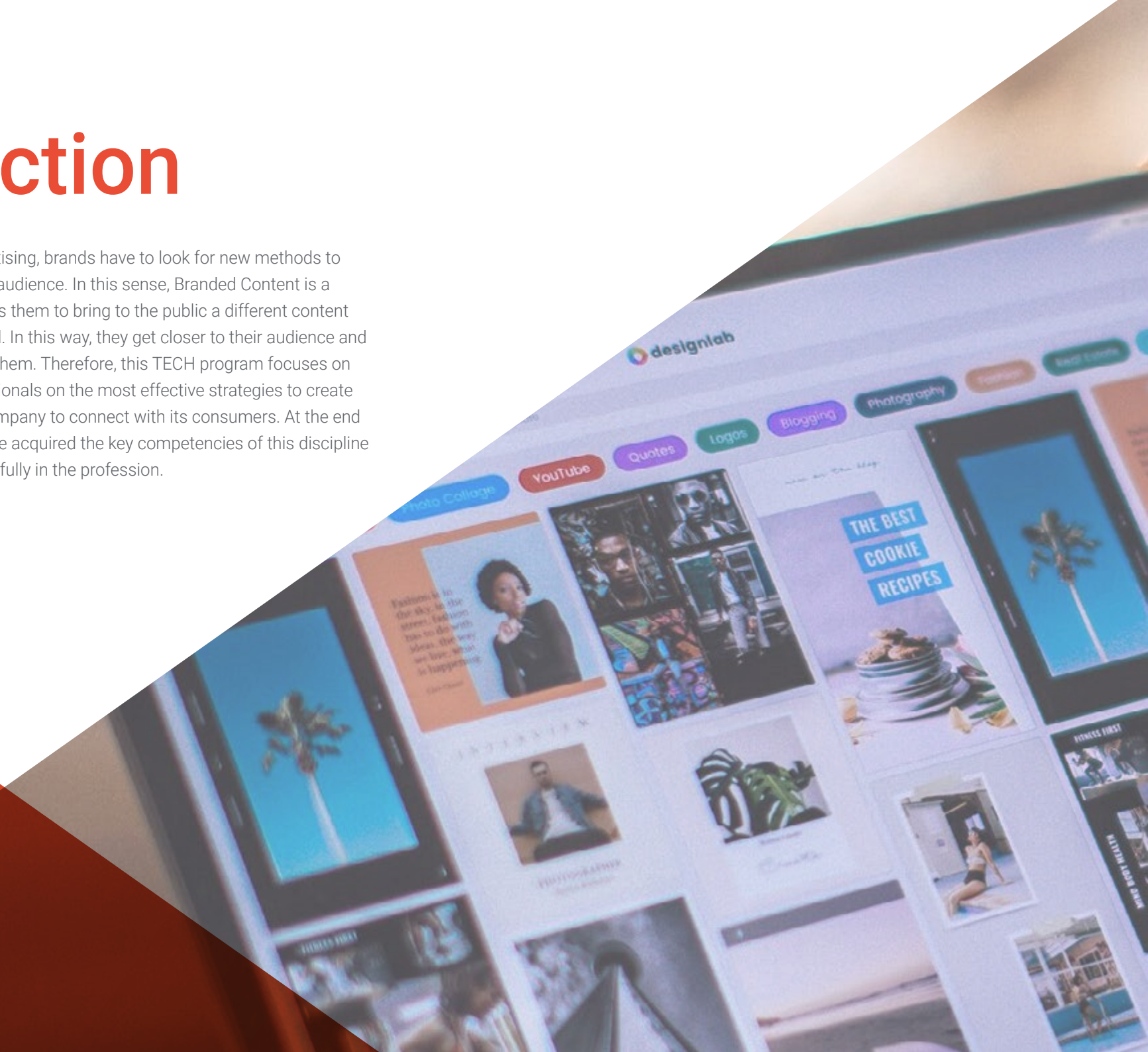
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# 01

# Introduction

In a society oversaturated by advertising, brands have to look for new methods to deliver messages to their potential audience. In this sense, Branded Content is a great ally for companies, as it allows them to bring to the public a different content that is not perceived as commercial. In this way, they get closer to their audience and generate a better relationship with them. Therefore, this TECH program focuses on instructing communication professionals on the most effective strategies to create branded content that allows the company to connect with its consumers. At the end of the program, the student will have acquired the key competencies of this discipline and will be able to perform successfully in the profession.





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*Create powerful messages linked to brand values and become an indispensable asset for the organization by taking this complete Postgraduate Certificate"*

What we know as Branded Content has undoubtedly become a very effective way to reach potential audiences in a market oversaturated by advertising. In this way, and thanks to communicative pieces that define the brand values, generate conversation with the public and show the added value of the product or service, companies manage to change the audience's perception of them, ceasing to be seen as a mere commercial entity and generating a connection with people.

Understanding the importance of Branded Content, TECH has designed this program in which in just 6 weeks, the student will be able to make a deep approach to this complex discipline. During the course, topics ranging from the analysis of the traditional advertising method to Branded Content in the marketing mix strategy, as well as the most effective methods to reproduce branded content will be addressed.

As a result, at the end of the Postgraduate Certificate, the student will have acquired the skills to work as responsible for Branded Content in large companies or in their own professional project, achieving great results. All this without leaving home, 100% online and with the convenience of being able to study where, how and when you want.

This **Postgraduate Certificate in Brand Content: Brands as Publishers** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Communication
- ♦ Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- ♦ New developments in Branded Content
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies in transmedia communication
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Access to content from any fixed or portable device with an Internet connection



*Learn how to apply Branded Content in different formats and broadcast channels and you will position yourself as a complete and highly sought-after professional"*



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*Thanks to this Postgraduate Certificate you will understand how Branded Content is integrated into the marketing and communication strategy of a brand"*

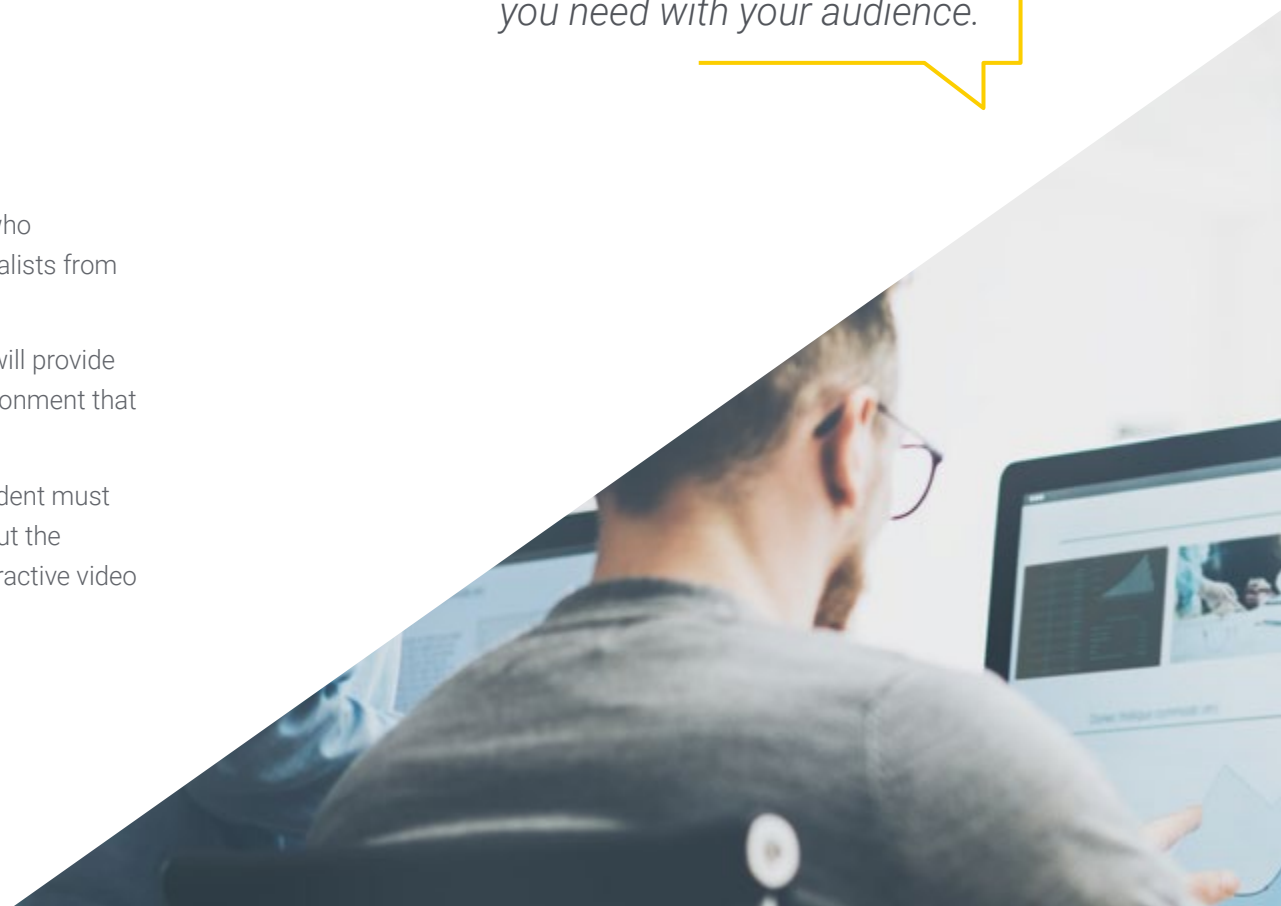
Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Study at TECH and grow your professional career with the most awarded online teaching methodology in the market.*

*You will learn how to create powerful messages and generate the connection you need with your audience.*



# 02

# Objectives

Understanding that the term Branded Content is relatively new, and that many communication professionals are not yet familiar with the discipline, TECH has designed this program that aims to lay the foundations that define Branded Content, its most effective methods of action and how to measure its results. A unique opportunity to learn everything about a booming area and position yourself at the forefront of the industry.







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*Do you want to learn how to design unique messages and improve the perception of your brand? By studying at TECH, you will be able to achieve it”*



## General Objective

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- ♦ Gain knowledge about what Branded Content is and how it works and its integration within the business strategy

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*You will deepen your knowledge of the different formats, genres and communication channels of Branded Content and become a much more competent professional"*





## Specific Objectives

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- ♦ Delve into branded content within the communication mix in a context of advertising oversaturation
- ♦ Conduct an in-depth analysis of the differences between advertising and Branded Content and the scope of the latter (creation, formats, measurement)



03

# Course Management

For this Postgraduate Certificate, TECH has assembled a team of top professionals who will teach students everything related to branded content. Experts in Business, Communication and Marketing who will be able to provide students with an up-to-date and completely new vision of the discipline's fields of action. Therefore, at the end of the Postgraduate Certificate, the graduate will have acquired the necessary tools to perform successfully in this area.





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*Learning from the experience of the best experts in the industry is a guarantee of long-term success. This is only possible by studying at TECH”*

## International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.



## Dra. Romanska, Magda

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- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Regueira, Javier

- ♦ VP and founder of the Spanish Association of Branded Content
- ♦ Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- ♦ Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- ♦ Former Marketing Executive at BDF Nivea and Imperial Tobacco
- ♦ Autor, blogger y TEDx Speaker
- ♦ Doctor in Branded Content
- ♦ Graduate in Economics and Business Administration European ICADE E4
- ♦ Master's Degree in Marketing

## Professors

### Ms. Ugidos, Susana

- ♦ Extensive professional experience in content strategy
- ♦ Bachelor's Degree in Commercial Management and Marketing
- ♦ Postgraduate courses in Management Development, Branded Content and Transmedia, and Digital Marketing and Design Thinking

### Dr. Montoya Rubio, Alba

- ♦ Expert in networks and communication, A'Punt (Valencian Media Corporation)
- ♦ UOC Collaborating Professor
- ♦ PhD in Music and Film from the University of Barcelona
- ♦ Degree in Audiovisual Communication from Pompeu Fabra University, of Barcelona
- ♦ Master's Degree in Music as Interdisciplinary Art, University of Barcelona





# 04

## Structure and Content

The contents of this Postgraduate Certificate have been designed to be delivered in a 100% online format and in 6 weeks of study. From them, the role of brands as Publishers and the different formats, methods and promotion channels that make Branded Content a highly effective option to build audience loyalty with the brand will be discussed in depth. A unique opportunity to learn everything you need to work successfully as a Branded Content Manager.





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*You will study at your own pace, without having to travel, and you will become a better professional thanks to TECH”*



## Module 1. Branded Content: Brands as Publishers

- 1.1. The Traditional Advertising Model: Push
  - 1.1.1. Key Aspects of Push Communication Strategies
  - 1.1.2. Origins and Evolution
  - 1.1.3. The Future of Push Strategies
- 1.2. The New Pull Model
  - 1.2.1. Key Aspects of Pull Communication Strategies
  - 1.2.2. Origins and Current Context
  - 1.2.3. Keys to Success
- 1.3. Branded Content
  - 1.3.1. Branded Content, Content Marketing and Native Advertising
  - 1.3.2. How to Identify Branded Content
- 1.4. Brands like Publishers: Implications
  - 1.4.1. The New Value Chain
  - 1.4.2. Implications
  - 1.4.3. Models
- 1.5. Branded Content and its Role in the Communication Mix
  - 1.5.1. Current Context
  - 1.5.2. Branded Content and Brand Purpose
  - 1.5.3. Inspiring Case Studies
- 1.6. The Coexistence of Content and Advertising
  - 1.6.1. Differences
  - 1.6.2. Contribution to Brand Equity
  - 1.6.3. Examples of Coexistence
- 1.7. Branded Content: Formats and Genres
  - 1.7.1. Genre
  - 1.7.2. Other Approaches, Other Genres
  - 1.7.3. Formats







- 1.8. Creation Methodology of Branded Content
  - 1.8.1. Strategy
  - 1.8.2. Ideation
  - 1.8.3. Production
- 1.9. The Importance of Promotion in Branded Content
  - 1.9.1. Methodology
  - 1.9.2. Phases
  - 1.9.3. Formats
- 1.10. Measuring the Effectiveness of Branded Content
  - 1.10.1. How to Measure a BC Project?
  - 1.10.2. Qualitative and Quantitative Measurement
  - 1.10.3. Metrics and KPIs

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*Offer a unique communication experience to viewers thanks to your superior knowledge of transmedia storytelling”*

05

# 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.





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*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"*

### 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

*The student 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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.

This methodology has 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, and financial markets and 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.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 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.



06

# Certificate

The Postgraduate Certificate in Branded Content: Brands as Publishers guarantees you, in addition to the most rigorous and updated training, access to a Executive Master's Degree 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 Certificate in Branded Content: Brands as Publishers** 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 Certificate in Branded Content: Brands as Publishers**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

development language

virtual classroom

**tech** global  
university

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