Postgraduate Certificate
Branded Content

tech technological university

Postgraduate Certificate
Branded Content

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedicated: **16 hours a week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/branded-content**

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01
Introduction

In a society characterized by advertising saturation, institutions find it difficult to reach consumers. Branded Content has become a tool for companies to offer products with differential values. This technique offers multiple advantages, including more engagement and greater customer loyalty. In this context, the challenge for communication professionals is to win over users by appealing to their emotions. For this reason, TECH has developed an innovative program for students to assimilate quality content and for consumers to associate brands with experiences. In addition, thanks to its 100% online format, the graduate will obtain flexible learning.

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You will be able to create viral campaigns and bring more notoriety to the brand with the disruptive contents of this 100% online Postgraduate Certificate"

Faced with the avalanche of advertising and commercials, companies need to capture the attention of the audience through innovative techniques. In this sense, Branded Content has established itself as an effective way to generate links between institutions and consumers. Through this technique, content capable of linking users with the values promoted by brands is developed. In this way, users assimilate that the organizations agree with their ideals and are willing to purchase the goods they offer.

For this reason, TECH has implemented an avant-garde program for graduates to be able to create innovative campaigns that attract consumers. To this end, the training defines content marketing and addresses techniques such as Storytelling in order to impact users. It also provides mechanisms aimed at fostering creativity throughout the organization process. It also delves into the guidelines for organizing an event, taking into account factors such as the scenario and budget.

In order to strengthen the mastery of its contents, this Postgraduate Certificate is based on the Relearning teaching model. In turn, this system encourages students to assimilate concepts through the repetition of knowledge. In this way, the graduates approach the contents while acquiring a full development of decision-making skills. It should be noted that the academic itinerary also includes audiovisual resources such as explanatory videos and infographics.

In addition, TECH has a virtual library for students to access publications that favor the acquisition of knowledge. On the other hand, the 100% online training helps students to take the program with ease. All they will need is a device with Internet access to expand their knowledge and become Branded Content specialists.

This **Postgraduate Certificate in Branded Content** contains the most complete and up-to-date educational program on the market. Its most outstanding features are

- The development of case studies presented by Branded Content experts
- The graphic, schematic and eminently practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies
- 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

Thanks to this program you will apply strategies to improve relations with the public"

The contents of this training will allow you to design virtual events to interact with users from different countries"

Thanks to this program you will create innovative publications and succeed in the main social networks.

With TECH you will master the advertising language and generate valuable content.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

Its 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 education programmed to learn in real situations.

This program's design focuses on Problem-Based Learning, through which the professional must try to solve the different professional practice situations that arise during the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

02
Objectives

The main objective of this Postgraduate Certificate is to provide students with the keys to successfully promote a brand. In this sense, through the program, graduates will develop effective techniques to create quality content that captures the interest of the public. To this end, they will be supported by a teaching staff with extensive professional experience in the field. In this way, students will be prepared to start their own advertising agencies or join the main companies in the sector.

"

Thanks to TECH, you will be able to detect the needs of consumers and you will be able to provide them with effective solutions"

General Objectives

- Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department

- Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication

- Show the vision of creativity as a collaborative agent in the development of communication

- Knowing the strategies of access to the labor market

- Develop creative communication skills to improve the relationship between the brand and the consumer

" *With TECH you will master transmedia storytelling and create engaging stories to win over audiences"*
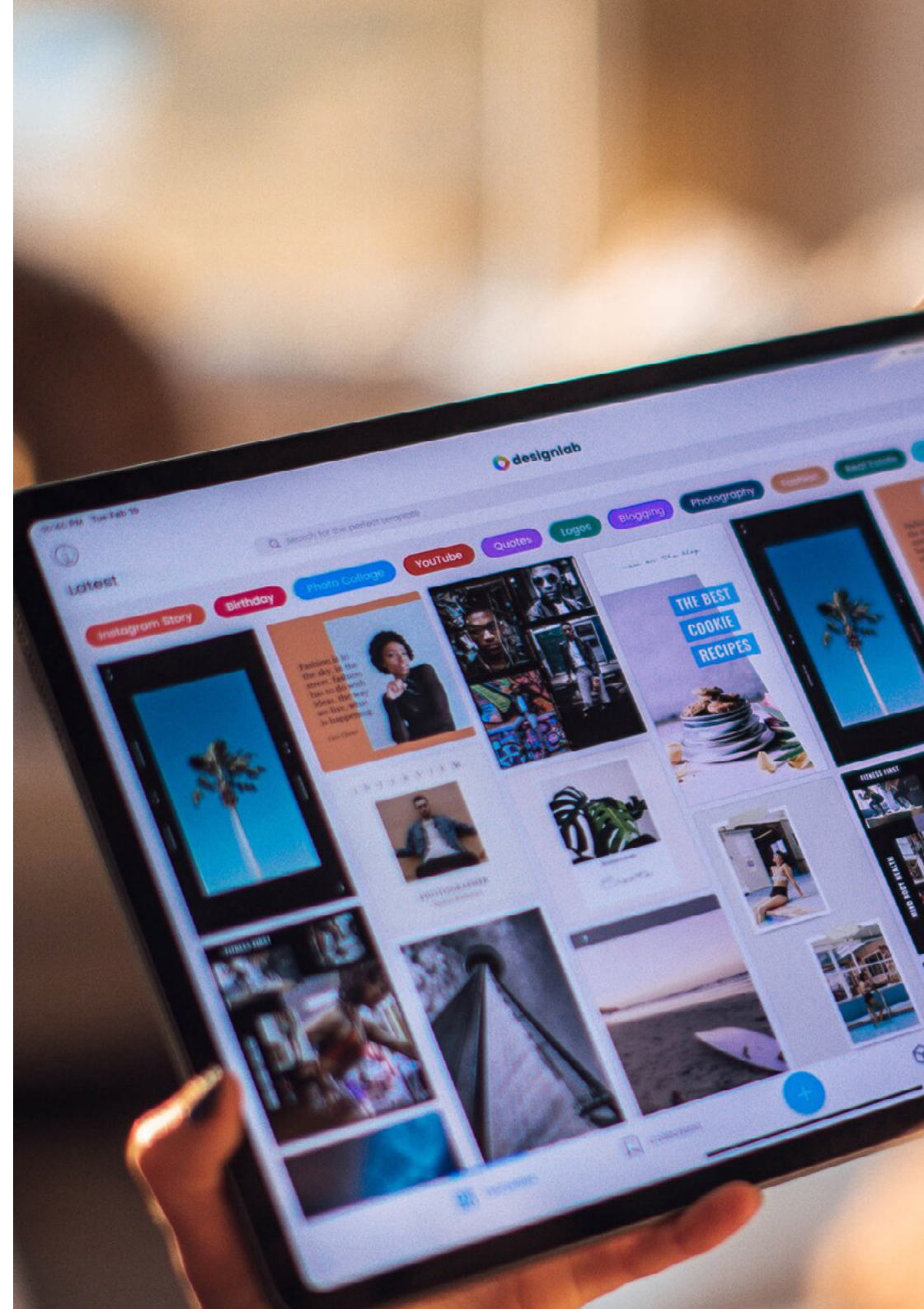
Specific Objectives

- Highlight the importance of branded content and its relationship with content marketing
- Explain what branded content is and its similarities with traditional advertising
- Detail the requirements for the creation of branded content
- Discuss the types of branded content that can succeed
- Point out the characteristics of viral videos and their utilities
- Present content marketing as an essential component of new communications
- Understanding storytelling and its distribution on multiple platforms and social networks
- Study the characteristics and differences of virtual events

Course Management

TECH's main premise is that students acquire solid competencies in Branded Content. in Branded Content. To this end, this Postgraduate Certificate has a highly qualified team with extensive professional experience in the advertising industry. Therefore, the teaching staff provides various theoretical and practical tools for graduates to enhance their skills. In addition, the academic itinerary offers the innovative Relearning system. Through this methodology, students will learn based on repetition. The materials will also be reinforced with audiovisual resources that will contribute to making the contents last longer in the student's memory.

A prestigious teaching staff will guarantee you advanced contents on Branded Content"

Management

Mr. Labarta Vélez, Fernando

- Creative Director at El Factor H
- Marketing Director at La Ibense
- Creative Director of Events at Beon Worldwide
- Branded Content Director at Atrium Digital and Mettre
- Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville
- Co-author of the book Cómo crear una marca. *Manual of use and management*

04
Structure and Content

This Postgraduate Certificate aims to provide students with the best Branded Content strategies, allowing them to attract the attention of the public in a natural way. To achieve this, the academic itinerary consists of resources designed by a teaching team with extensive experience in the advertising field. In this sense, the program delves into the most modern and creative strategies to connect with users. In this way, students will acquire the necessary skills for strategic content planning.

"You are just one click away from starting the most complete academic itinerary with a 100% online mode of study"

Module 1. Branded Content

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.

"*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.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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 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.

01
learning from evidence

02
relearning from evidence

03
testing

04
learning from an expert

05
neurocognitive context dependent learning

06
Von-Restorff effect

07
case based learning through storytelling

08
competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%

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 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 Branded Content** contains the most complete and up-to-date program on the market.

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

The diploma 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 Branded Content**

Official N° of Hours: **150 h.**

tech technological university

Awards the following

DIPLOMA

to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE

in

Branded Content

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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