Postgraduate Certificate
Content Creation: The Message

tech *global university*

Postgraduate Certificate
Content Creation: The Message

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

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

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01

Introduction

Communication is extremely important in all sectors, but if there is one where it plays a fundamental role, it is fashion. In this sense, knowing how to create the right messages and content that resonate in the consumer's mind is crucial because it allows companies in the sector to position themselves and achieve greater audience engagement. Therefore, this educational program will focus on providing participants with the skills that allow them to create valuable content for different platforms, based on messages that seek to persuade the audience and, therefore, drive the need to purchase. In this way, the professional will become a very important asset for fashion companies and, therefore, will obtain a great professional growth.

Learn everything you need to know about creating content for the fashion, beauty and luxury industry and become a top-notch professional"

The contents of this Postgraduate Certificate are directed by professionals in the areas of communication who work in companies in the fashion and beauty sector. This teaching team pours into this program their experience and, therefore, their realistic and close vision of the professional reality, in a conscious and proactive way.

Throughout the syllabus, all the aspects that directly influence the creation of messages for companies in the fashion, beauty and luxury sector will be discussed and analyzed. In this sense, the student will learn the strategic ways to create communicative pieces, correctly adapted to the company's guidelines and that provide excellent results.

A journey that will take students to learn in depth the most effective and efficient techniques when creating social content for companies in this field and its proper planning using content managers as a medium. All this, without neglecting the importance of the organization of the communicative pieces based on a strategic plan.

Another key to the success of this program is the possibility of being the one who decides how to organize your learning: from the time, to the place and intensity of study. This ensures that this program is fully compatible with your personal and professional life. So that you never lose motivation.

In this sense, the program is 100% online, although you will be able to download the contents, to continue offline if you wish.

You will also have access to illustrative videos, review audios, an online library with complementary material and the help and support of your tutor throughout the process.

This **Postgraduate Certificate in Content Creation: The Message** contains the most complete and up-to-date program on the market. The most important features include:

- Practical cases presented by experts in fashion journalism, beauty and luxury
- 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.
- News on fashion, beauty and luxury journalism
- Practical exercises where self-assessment can be used to improve learning.
- With special emphasis on innovative methodologies in journalism and communication in fashion, beauty and luxury
- Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- 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

This program will allow you to enhance your skills and become a successful communication journalist"

"Learn with this Postgraduate Certificate to create successful content and messages that deeply penetrate the consumer's mind and, therefore, obtain better results"

TECH offers you the best program on the market in journalism and communication in fashion, beauty and luxury. All you have to do is put the will to study.

This program is not only designed for working journalists, but also for those who work in the press offices of companies in the sector who want to update and enhance their knowledge.

The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and 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 program designed 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. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of fashion, beauty and luxury journalism.

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Objectives

This Postgraduate Certificate will provide you with the knowledge and techniques necessary to efficiently manage the communication area in companies in the fashion industry, either as part of a media or as a collaborator in a press office. A program that will enable you to lead and manage projects of lesser or greater intensity and complexity, with the ability to intervene and plan smoothly and to develop successfully in all areas in which this action is performed. Therefore, after the completion of this program, you will know all the aspects that influence communication and content creation in the fashion industry and, therefore, you will be a much more competent professional.

A program that will allow you to fully introduce you to all the aspects that make it possible to create successful content for the fashion, beauty and luxury sector"

General Objective

- Have a comprehensive and professional vision of the communication environment in the areas of fashion, luxury and beauty, identifying the particularities of the sector, as well as its impact and repercussion on the business fabric as a whole.

- Acquire basic and advanced knowledge to be able to generate new communication ecosystems in relation to fashion

- Enhance your management, analysis, creativity and leadership skills as the main skills to grow within the industry

- Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal.

- Obtain the necessary ethical responsibility

- Develop critical thinking skills

- Generate a competitive communication strategy within the industry with an in-depth knowledge of the dynamics of communication, the fashion business and the determining components

- Identify opportunities and be able to evolve personally through scrutinizing your own work

- Generate a social impact and direct public opinion with ethical and professional responsibility

- Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports

- Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective

Specific Objectives

- Enable students to have a deep understanding of the nature of the message and its basic components.

- Know the main automated communication tools that are currently used in the fashion industry

- Know how to identify the style of messages, images and contents that are elaborated in the industry, being possible for the student to replicate and organize them in time

The goal is to push you towards the highest competence, through real and constant support, and with the flexibility of self-managed learning"

03
Course Management

The design of this program has been created by a team of journalism professionals with years of professional and teaching experience. All of them, aware of the current need for a quality program in the journalism and communication sector, have joined their knowledge to provide you with the most complete information on the market, which will allow you to develop successfully in the field of Fashion Journalism, achieving first class professional skills and becoming a much more reputable professional in the sector.

"

Learn, from the best professionals in the industry, the latest developments in content management and message creation for companies in the fashion, beauty and luxury sector"

Management

Dr. García Barriga, María

- Graduate in Information Sciences,UCM
- Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies
- MBA in ISEM Fashion Business School
- More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- She has worked in major media outlets such as RTVE and Telemadrid

Professors

Ms. Villamil Navarro, Camila
- Social communicator and journalist graduated from La Sabana University
- Fashion and trends Write EL TIEMPO newspaper.
- Professor of Fashion Journalism and Personal Branding at the Faculty of Communication at La Sabana University and coordinator of the Diploma in Communication and Fashion Journalism

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Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, marketing, fashion and communication who, aware of the relevance of current events in this field as a means to deepen the area of knowledge, have designed a complete syllabus specially designed to prepare professionals in the information sciences on the peculiarities and characteristics of the fashion world and the most appropriate content for this sector. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.

We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success"

Module 1. Content Creation: The Message

1.1.   Elements of Communication: The Sender, the Receiver and the Message - Slogan
    1.1.1.   The Communication Process and the Components Involved.
    1.1.2.   Cognitive, Emotional and Social Messages in the Fashion Ecosystem
    1.1.3.   Evolution of the Advertising Slogan in the Beauty Market
1.2.   Traditional Methods of Information Transmission in the Fashion Industry: Advertising
    1.2.1.   Advertisements as Sources of Value Transmission
    1.2.2.   The Formation of the Stereotype from the Prototype
    1.2.3.   The Structure and Composition of an Advertising Cartoon
1.3.   New Tools for Digital Content Creation: Ads
    1.3.1 Google Ads Algorithm
    1.3.2.   Matching Levels and Key Metrics
    1.3.3.   Creating an Ad for the Digital Environment
1.4.   Channels for the Diffusion of Content in Fashion, Luxury & Beauty
    1.4.1.   Fashion Consumer Preferences
    1.4.2.   The Off and Online Media and Their Complementarity
    1.4.3.   Trends in the Dissemination of Information in the Luxury Market
1.5.   Personalization of Contents in the Luxury Sector
    1.5.1.   The Style of Fashion Language and Its Technicalities
    1.5.2.   Happiness, Quality and Functionality versus Cheap, Free and Urgent
    1.5.3.   Omnidirectional Communication between Brand and User
1.6.   Implementing Content Automation in CRM
    1.6.1.   What Is CRM and What Is It For?
    1.6.2.   Types of Messages According to Customer Segmentation
    1.6.3.   *Salesforce* Structure and Usability
1.7.   Design and Layout of the Fashion, Beauty and Luxury Newsletter

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.

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.

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

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%
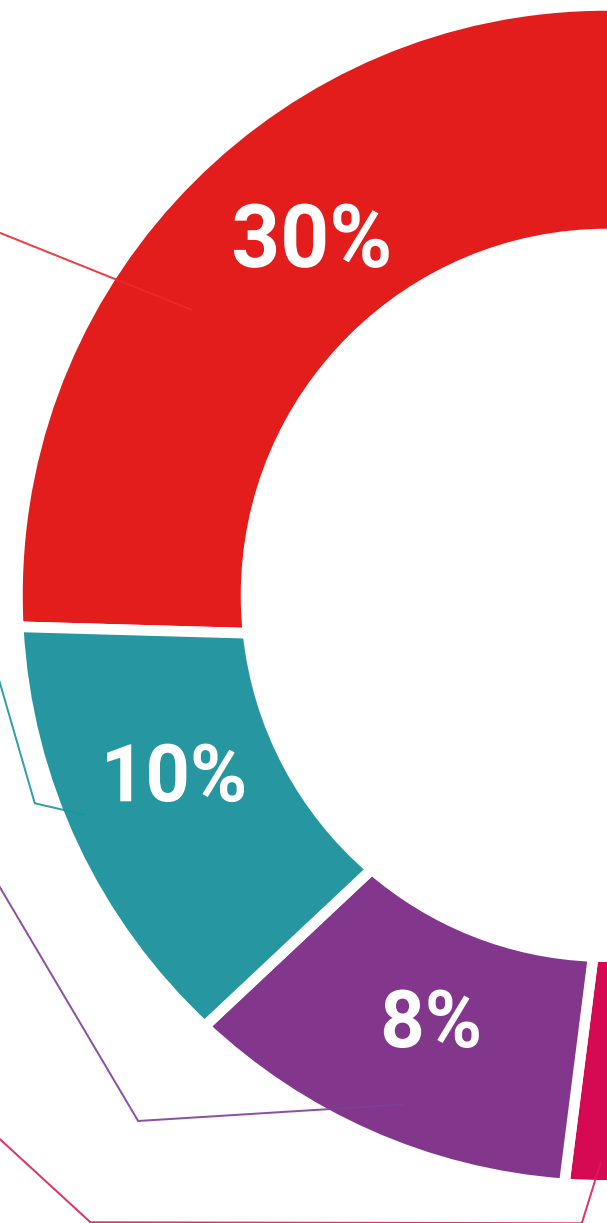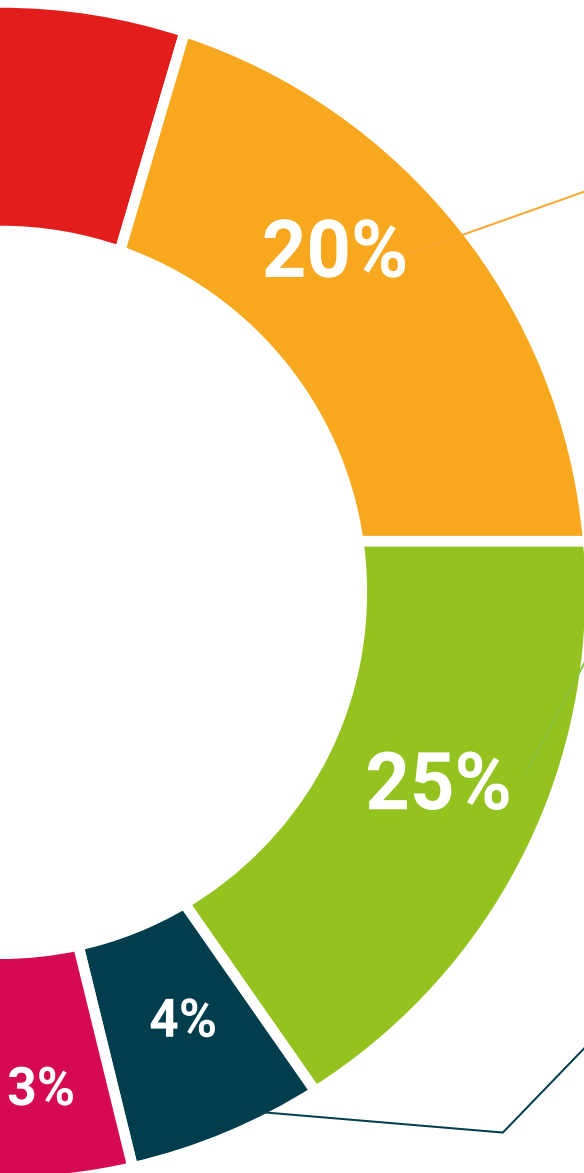
Case Studies

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.

20%

25%

4%

3%

06

Certificate

This Postgraduate Certificate in Content Creation: The Message guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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 Content Creation: The Message** 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 Content Creation: The Message**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Content Creation: The Message

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

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

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