

Postgraduate Certificate

Copywriting for Brand Building



Postgraduate Certificate

Copywriting for Brand Building

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/copywriting-brand-building

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01

Introduction

Traditionally, businesses focused on enhancing their visual image. However, nowadays they also seek to integrate the verbal identity, which provides the basis from which the coherent communication of a brand that wants to position itself in the market and among its public. And it is precisely in this line, which is the focus of the program developed by TECH on brand building from *Copywriting*. An advanced syllabus with a 100% online methodology, which will lead the professional to master the main techniques used for the development of a complete verbal identity manual and its direct application to the creation of a company's brand story. All this from the hand of the best specialists in this field and with innovative didactic material.



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In only 6 weeks you will have the learning you need to successfully design a Brand Identity Manual”

A business is not only built from a good product or service, it is sustained by an adequate visual and verbal image. An identity that starts with the *naming*, voice, tone and style. Four elements that require harmony in the communication of the company towards its external and internal public.

In this way, the company obtains a complete construction of its brand through *Copywriting*.. In this context, it is essential that the communication professional who wishes to carry out the Brand Identity Manual has advanced knowledge about it. For this reason, TECH has focused all its efforts on offering students a first level Postgraduate Certificate, taught by real professionals in this field.

An advanced program that analyzes aspects such as brand archetypes, mission, vision, tone, values, brand purpose and positioning. All in a 100% online academic format of 150 teaching hours, where, in addition, the graduate will be able to delve into *naming* and *tagline*, as well as slogans and taglines.

n intensive academic itinerary, which will not involve a large number of hours of study and memorization, since, thanks to the *Relearning* system, students will be able to advance naturally through the syllabus and easily consolidate the most essential content.

In this way, this institution has created a flexible Postgraduate Certificate that can be accessed comfortably, whenever and wherever you want. The professional will only need an electronic device (cell phone, tablet or telephone) with an Internet connection to be able to view, at any time of the day, the content hosted on the virtual platform. In this way, students will have access to a university program that is at the academic forefront.

This **Postgraduate Certificate in Copywriting for Brand Building** contains the most complete and up-to-date program on the market. Its most notable features are:

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications.
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice.
- ♦ Practical exercises where self-assessment can be used 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



Improve your Copywriting services and include brand building thanks to this university program"

“

This academic option brings you closer to the main SEO tools so that you can master the verbal universe for Internet positioning”

The program’s teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from 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 immersive education 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 during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

You are in front of a 100% online university program that is flexible and compatible with the most demanding responsibilities.

Elevate your knowledge of storybranding with the advanced curriculum provided by this program.



02

Objectives

The objective of this Postgraduate Certificate is to provide the communication professional with the most current topics on Brand Building based on the techniques used in *Copywriting*. For this, TECH provides an advanced syllabus with a theoretical perspective, but at the same time practical thanks to the numerous examples and case studies that make up the library of teaching resources. This is a unique opportunity to grow in this sector with the help of the best specialists.





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*Get examples of successful
brand story building with
this academic option"*



General Objectives

- ♦ Offer a wide and deep learning of the *copywriting* profession in its different facets
- ♦ Show the different areas in which Copywriting can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and *neurocopywriting*
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct *Copywriting* experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct *copywriters* to be able to write ads for major social networks
- ♦ Train to work as a freelance *copywriter* from minute one, or to be able to work for third parties





Specific Objectives

- Know what a Brand Identity Manual is and what it is used for
- Discover Jung's 12 Archetypes
- Know what a Brand Identity Manual should include
- Decipher the personality of a brand
- Know what a Brand Manifesto is and what it is for
- Know what an empathy map is and create one
- Manage the verbal universe of a brand
- Learn the keys to writing a brand story



You will be able to enhance your creative and linguistic skills for the elaboration of an effective verbal brand communication"

04

Structure and Content

The curriculum of this university program has been designed to offer in just 6 weeks, the most relevant information for the development of a verbal identity manual and brand history. All with an attractive content thanks to the numerous pedagogical resources such as video summaries, videos in detail, success stories or specialized readings to which students will have access at any time of the day, from an electronic device with an Internet connection.



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A syllabus that gives you the keys to choose the right inclusive language and ideas that denote the company's involvement in social causes"

Module 1. Brand Identity Manual and Brand Story

- 1.1. What is the Brand Identity
 - 1.1.1. Why Have a Brand Identity Manual
 - 1.1.2. Recognize the Brand Personality
 - 1.1.3. The Name or Names
 - 1.1.4. The *Tagline* or Slogan
- 1.2. Brand Archetypes
 - 1.2.1. What They Are and How to Identify Them
 - 1.2.2. The Innocent
 - 1.2.3. The Common Man
 - 1.2.4. The Explorer
 - 1.2.5. The Wise Man
 - 1.2.6. The Hero
 - 1.2.7. The Outlaw
 - 1.2.8. The Magician
 - 1.2.9. The Lover
 - 1.2.10. The Jester
 - 1.2.11. The Caregiver
 - 1.2.12. The Creator
 - 1.2.13. The Ruler
 - 1.2.14. The Villain
- 1.3. Mission, Vision, and Values
 - 1.3.1. Discover the Mission
 - 1.3.2. Think about the Vision
 - 1.3.3. Define the Values
 - 1.3.4. Have a Clear Brand Purpose
- 1.4. Empowering the Brand
 - 1.4.1. What Voice It Has
 - 1.4.2. The Tones
 - 1.4.3. The Message Matrix
 - 1.4.4. Option to purchase





- 1.5. The Brand Manifesto
 - 1.5.1. What is a Manifesto and What Is It For?
 - 1.5.2. Information Sources
 - 1.5.3. The *Due Diligence* Process
 - 1.5.4. The Report
- 1.6. The Empathy Map
 - 1.6.1. What is an Empathy Map?
 - 1.6.2. What Is It For?
 - 1.6.3. How To Create It
 - 1.6.4. Various Examples to See It in Practice
- 1.7. The Verbal Universe
 - 1.7.1. Key Words
 - 1.7.2. What the Brand Says and What It Doesn't Say
 - 1.7.3. What It Doesn't Say
 - 1.7.4. Ideology of Topics
 - 1.7.5. SEO Tools
- 1.8. The *Brand Story*
 - 1.8.1. What is a Brand Story and What Is It For?
 - 1.8.2. How to Create a Brand Story
 - 1.8.3. Donald Miller's System
 - 1.8.4. Examples of Successful Brand Story Creation
- 1.9. Brand Hashtags
 - 1.9.1. What Are They and How to Use Them
 - 1.9.2. Advice
 - 1.9.3. How to Create a Hashtag for a Brand
 - 1.9.4. How It Works in the Different Social Networks
- 1.10. Aspects to Take into Account in a Company's Brand Identity Manuals
 - 1.10.1. Inclusive Language
 - 1.10.2. Language and Ideas that Denote Involvement with the Environment
 - 1.10.3. Language and Ideas that Denote Sensitivity to Social Causes
 - 1.10.4. Other Aspects of Language to Be Respected

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.

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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.



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.



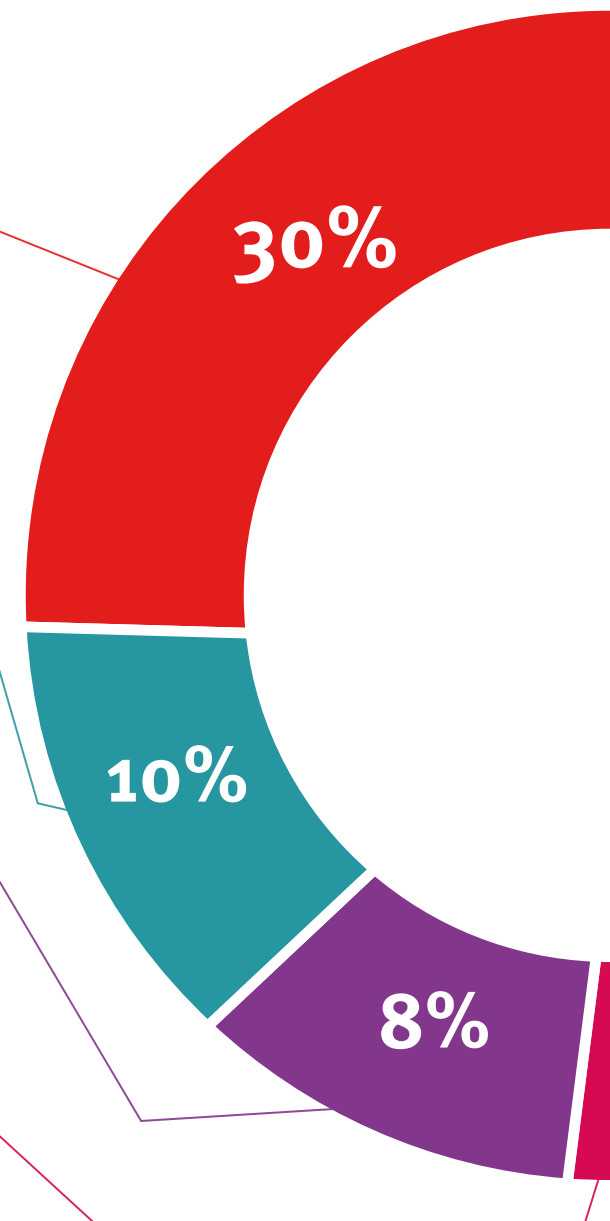
Practising Skills and Abilities

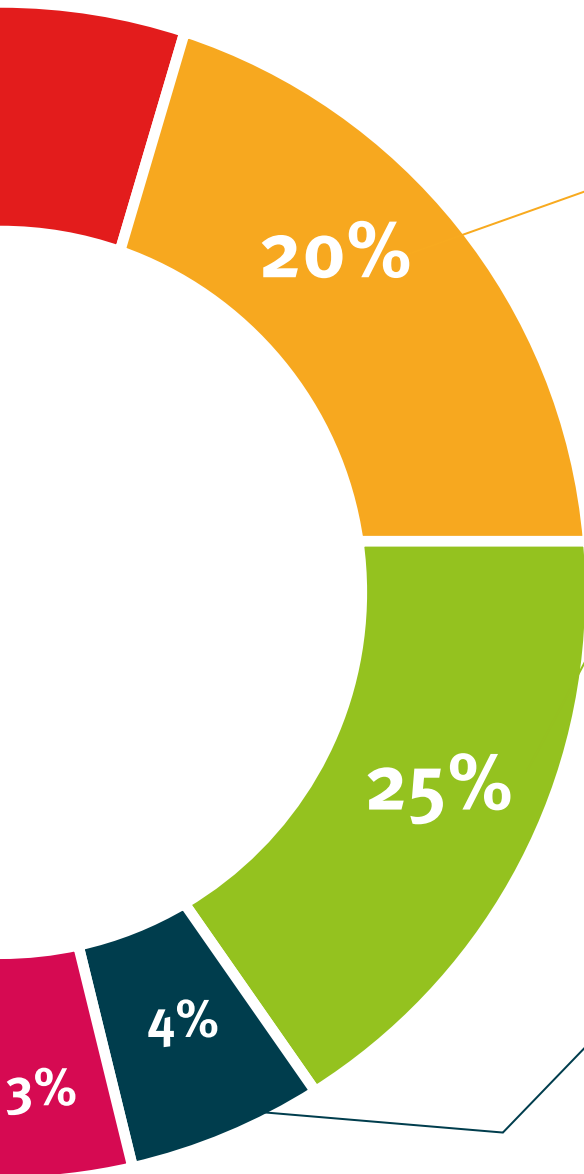
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Copywriting for Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 a **Postgraduate Certificate in Copywriting for Brand Building** 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 Copywriting for Brand Building**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate

Copywriting for Brand Building

- » Modality: online
- » Duration: 6 weeks
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- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Postgraduate Certificate Copywriting for Brand Building

