

Postgraduate Certificate Copywriting for Launches



Postgraduate Certificate Copywriting for Launches

- » 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-launches

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 16

05

Certificate

p. 24

01

Introduction

In today's digital ecosystem, those companies that are able to present a unique and compelling product or service are able to distinguish themselves from the rest of their competitors. Therefore, the development and implementation of an excellent strategy in the creation of launching in various channels, increases sales and generates a feedback with the customer of great value for the company. For this reason, TECH directs this program to copywriters who wish to progress in this sector, mastering each element and phases of launching a launch. For this purpose, TECH offers a program with a 100% online methodology and the most innovative teaching resources, accessible from any digital device with an Internet connection and at any time of the day.



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*A Postgraduate Certificate 100% online
for you to prepare from start to finish your
digital launch strategy successfully”*

One of the great benefits a company gets from a perfect launch is the strengthening of its brand. For this, it is essential that the whole process is carefully thought out, planned, designed and executed. All the effort invested in the creation of a new product or service is meaningless if the objective of sales and reputation improvement is not achieved.

In this sense, the work of the professional copywriter is key, both in the application of the persuasive techniques specified in each phase, and in the deep knowledge of the entire launch strategy. Therefore, this 6-week Postgraduate Certificate Course is created, which leads the graduate to obtain an advanced learning from the best experts.

A program that provides content prepared by real specialists consolidated in the world of Copywriting and is complemented with video summaries, videos in detail, case studies and readings with which you can further extend the information provided in this teaching.

Likewise, thanks to the Relearning method, based on the reiteration of the most important concepts, the graduate will reduce the hours of study and will achieve a solid learning with greater fluency.

The professional is, therefore, before a unique academic option that will allow them to increase their potential as copywriters in a booming sector. In addition, it will do so with a flexible university proposal that allows access to the syllabus, whenever and wherever you want. You only need a cell phone, tablet or computer with an Internet connection to view, at any time, this cutting-edge program.

This **Postgraduate Certificate in Copywriting for Launches** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ 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



TECH adapts its teaching methodology to the current educational reality and to your professional motivations"

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Break into the market with creative ideas thanks to the practical knowledge acquired in this unique academic option"

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.

Case studies will guide you in the application of the optimal techniques for persuasive copywriting in the pre-sales and sales phase.

Delve into the latest trends in Copywriting for Pitches at any time of the day and from your digital device with an Internet connection.



02

Objectives

The purpose of this Postgraduate Certificate is to provide students with a 6-week intensive learning program that will allow them to enhance their skills as copywriters for the creation and development of Launches. All this, in addition to the best teaching materials in the academic panorama and a specialized faculty that will resolve any questions you have about the content of this program. A unique opportunity that only TECH, the world's largest digital university, can offer.



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Measure your launch in real time with the most effective and complete tools available today”



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

- ◆ Understanding What is a Launch and What It Is for
- ◆ Identify what types of launches exist
- ◆ Know all the stages in a launch
- ◆ Understand how to apply Copywriting in each stage of the launch process
- ◆ Know all the Copywriting pieces involved in a launch
- ◆ Manage the real-time results of the different phases of the launch and act accordingly
- ◆ Know the tools that help to successfully manage a launch
- ◆ Know what to do in the post-launch stage



Make a correct follow-up of all actions so that a digital launch becomes a real success thanks to this TECH teaching"

03

Structure and Content

The theoretical-practical approach of this syllabus will lead the students to obtain a very useful learning for the creation of effective launches in the sale of products or services. To do so, they will learn about the variety of existing launches, the phases, strategies and techniques used to obtain a conversion in accordance with the objectives set. For this purpose, the graduate will have at their disposal high quality pedagogical tools, accessible 24 hours a day, 7 days a week.






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A complete study plan that will allow you to understand how to apply Copywriting in each phase of a product sales launch"

Module 1. Copywriting for Launches

- 1.1. Understanding What is a Launch and What It Is for
 - 1.1.1. What is a Launch
 - 1.1.2. The Elements of a Launch
 - 1.1.3. Differentiation
 - 1.1.4. Offer
 - 1.1.5. Levels of Consciousness
 - 1.1.6. A Relationship of Enthusiasm
- 1.2. Types of Releases
 - 1.2.1. Which One to Choose and Why
 - 1.2.2. Seed Launch
 - 1.2.3. R2X Launch
 - 1.2.4. Meteoric Launch
 - 1.2.5. Product Launch Formula (PLF)
 - 1.2.6. Webinars, Workshops or Masterclasses
 - 1.2.7. Challenges
 - 1.2.8. Thematic Launches
 - 1.2.9. High Ticket
- 1.3. The Phases of a Launch
 - 1.3.1. The Pre-launch
 - 1.3.2. The Pre-sale
 - 1.3.3. Recruitment
 - 1.3.4. Seduction or Indoctrination
 - 1.3.5. Selling
 - 1.3.6. Closing
 - 1.3.7. Post-launch
- 1.4. How to Apply Copywriting in Each Stage of the Launch Process
 - 1.4.1. How to Apply the Copy in the Acquisition Stage
 - 1.4.2. Techniques in the Seduction Phase
 - 1.4.3. Techniques in Pre-sales and Sales
 - 1.4.4. Examples of Successful Cases



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- 1.5. The Creative Idea as the Cornerstone of the Launch
 - 1.5.1. What Is the Creative Concept
 - 1.5.2. Formulas to Create the Creative Concept
 - 1.5.3. The Method to Break into the Market with the Creative Idea
 - 1.5.4. Examples of Creative Ideas that Have Worked
 - 1.6. How to Orchestrate a Launch
 - 1.6.1. The Key Elements of a Successful Launch Orchestration
 - 1.6.2. Having a Scorecard
 - 1.6.3. Internal Communication
 - 1.6.4. Follow-up of the Launching and of the Scorecard
 - 1.7. The Marketing Elements Involved in a Launch and Their Function
 - 1.7.1. Copy Pieces in the Acquisition Stage
 - 1.7.2. Copy Pieces in the Pre-launch Stage
 - 1.7.3. Copy Pieces in the Launch Stage
 - 1.7.4. Copy Pieces in the Sales Stage
 - 1.8. Measuring a Launch in Real Time
 - 1.8.1. Metrics and KPIs
 - 1.8.2. Measurement Tools
 - 1.8.3. Performance Monitoring
 - 1.8.4. Post-launch Analysis
 - 1.9. The Post-launch Stage
 - 1.9.1. Analyzing and Acting after the Sale
 - 1.9.2. Strategies to Keep the Customer Happy After the Sale
 - 1.9.3. Strategies to Increase the Average Ticket
 - 1.9.4. Customer Loyalty Strategies
 - 1.10. Tools to Effectively Manage a Launch
 - 1.10.1. Internal Communication
 - 1.10.2. Project Management and Organization
 - 1.10.3. Productivity Optimization
 - 1.10.4. For Hosting Digital Products
 - 1.10.5. To Optimize SEO
 - 1.10.6. For Live Broadcasts
 - 1.10.7. For Content Channels
 - 1.10.8. Others

04

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.



05

Certificate

The Postgraduate Certificate in Copywriting for Launches 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 Launches 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 Launches**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



*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.

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



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