Postgraduate Certificate
Copywriting

tech global university

Postgraduate Certificate
Copywriting

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Global University**
- » Accreditation: **12 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

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

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01
Introduction

In an increasingly competitive digital environment, where the image has become predominant, the word is still alive thanks to the formulas used in *Copywriting*. The art of storytelling, giving value to a product, a service or a brand, has become indispensable in customer acquisition and sales. A complete mastery of language, creativity and persuasion that can be achieved with this 100% online program created by TECH. A program with a theoretical and practical content, taught by real specialists in this sector, captivating messages, the elaboration of brilliant *storytelling* or content curation. An excellent opportunity to grow professionally with the best experts.

Thanks to this Postgraduate Certificate you will become an excellent Copywriting professional in only 6 weeks"

Nowadays, the proliferation of businesses on the Internet has led to greater competition to be visible and to capture sales. However, traditional marketing or advertising has not been enough to really attract. In its place, *Copywriting* has carved out an important niche for itself, generating the figure of the *copywriter* who is in great demand by companies and specialized agencies.

In this context, it is essential that all communication professionals who wish to orient their career in this sector have a clear understanding of what it is, how it is learned and how psychology and neuromarketing are used to their advantage in *Copywriting*. The Postgraduate Certificate in Copywriting, designed by TECH to provide the most advanced and current knowledge in this field, delves into this line.

It is a program consisting of 150 teaching hours with the most current information on the documentation and research phase prior to writing, the establishment of objectives to call the customer or *buyer* persona to action and the psychological factors that influence the purchase.

A special place in this program is given to the techniques used in this discipline. Therefore, students will learn the main formulas for the creation of messages, *storytelling* and the techniques used for content curation.
All this with multimedia didactic material that can be accessed comfortably at any time of the day, from an electronic device with an Internet connection.

This academic institution offers, thus, a great opportunity to study a first level university program while combining personal and/or professional daily responsibilities.

This **Postgraduate Certificate in Copywriting** contains the most complete and up-to-date educational 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 program provide technical 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

Enhance your skills to become an outstanding copywriter and join large specialized advertising agencies"

" You have a library of learning resources available 24 hours a day, 7 days a week"

You will master the main copywriting formulas used by the best professionals in the industry.

With this program you will learn how to create excellent storytelling and successfully deliver it to your clients.

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.

02
Objectives

The objective of this Postgraduate Certificate is to provide the graduate with the most relevant and current information on Copywrinting. In this way, this program will open up a world of possibilities in a growing sector. In order to successfully achieve this goal, you will be provided with numerous didactic material and a specialized teaching team with many years of experience in this professional field.

Enhance your creative and persuasive skills with the numerous examples provided by this university program"

General Objective

- 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 Copywriting is
- Know what a Copywriter does
- Develop the skills a copywriter needs
- Learn the techniques to research the brand and its competition
- Define the ideal client
- Identify universal purchase motivators
- Learn about psychology, neuromarketing, generational marketing and neurocopywriting
- Discover what transcreation is and how it is done
- Identify the principles of persuasion
- Learn more than 12 different Copywriting formulas
- Write effective headlines
- What it is for and how to create storytelling
- Learn how to professionally curate content

Delve into the latest advances in neuromarketing, generational marketing and neurocopywriting at your convenience"

Structure and Content

This university program is designed to offer the communication professional the key concepts of *Copywriting*, as well as the techniques for persuasive writing and the tools to create their own website, portfolio or create project proposals to attract new clients. A comprehensive and intensive syllabus, complemented by numerous additional didactic resources to which you will have access 24 hours a day, 7 days a week.

A unique, key, and decisive educational experience to boost your professional development"

Module 1. *Copywriting*: What It Is, How to Learn It and What Possibilities It Offers

1.1. Discovering Copywriting
    1.1.1. What is and What is Not Copywriting
    1.1.2. The Current Copywriter's Profession
    1.1.3. Where Copywriting Can Be Applied
    1.1.4. What Copywriting Does for a Brand

1.2. Learning to Write
    1.2.1. Oral Language vs. Written Language
    1.2.2. Grammar Recommendations
    1.2.3. Expressive Resources
    1.2.4. Orthographical Aspects

1.3. Training Yourself to Write
    1.3.1. 10 Different Ways to Tell
    1.3.2. The Construction of the Text
    1.3.3. Exercises to Put the Brain in Word Mode
    1.3.4. Triggers of Ideas
    1.3.5. Forced Associations
    1.3.6. Transitions

1.4. The Research Stage
    1.4.1. Why Research Will Be Your Best Ally
    1.4.2. Different Tools for Obtaining Information
    1.4.3. The Art of Creating Questionnaires
    1.4.4. Do Your Own Research
    1.4.5. How to Organize the Information Collected

1.5. Defining the Ideal Customer
    1.5.1. Is the Ideal Customer Everyone?
    1.5.2. Main Characteristics
    1.5.3. Types of Ideal Customers
    1.5.4. Learn to Sell by Value Not by Price
    1.5.5. Customer Awareness Levels

1.6. Universal Buying Motivators
    1.6.1. What Are They and What Role Do They Play in Copywriting?
    1.6.2. Love, Attraction, Beauty
    1.6.3. Money, Status, Lifestyle
    1.6.4. Moments, Personality, Health
    1.6.5. Security, Trend, Time

1.7. Copywriting and Psychology
    1.7.1. What Do Copywriting and Psychology Have to Do with Each Other?
    1.7.2. Is the Copywriter a Psychologist?
    1.7.3. Developing Empathy
    1.7.4. Systematize Findings
    1.7.5. Use Active Language

1.8. Neuromarketing and Neurocopywriting
    1.8.1. What Is Neuromarketing?
    1.8.2. What Neuromarketing Teaches
    1.8.3. How Brands Use Neuromarketing
    1.8.4. Neurocopywriting

1.9. Knowing Generational Marketing
    1.9.1. What is Generational Marketing and How Does It Influence Copywriting?
    1.9.2. The Silent Generation
    1.9.3. Baby Boomers
    1.9.4. Millennials
    1.9.5. Generation Z
    1.9.6. Digital Natives

1.10. Tools
    1.10.1. To Create Your Website
    1.10.2. To Create Your Portfolio
    1.10.3. To Create Project Proposals
    1.10.4. To Communicate with Customers
    1.10.5. For Image and Design
    1.10.6. For Customer Management
    1.10.7. For Proofreading
    1.10.8. For Social Media
    1.10.9. For Content

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.

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.
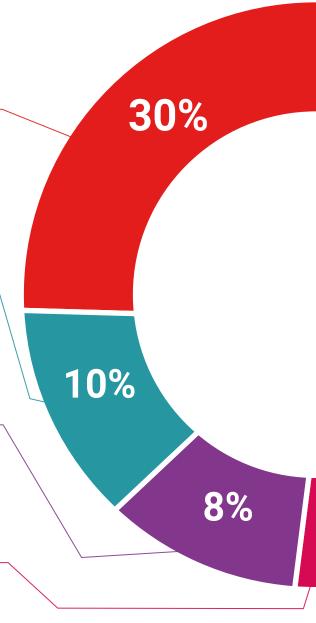
Practising Skills and Abilities

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.

05
Certificate

The Postgraduate Certificate in Copywriting 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 a **Postgraduate Certificate in Copywriting** 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**

Modality: **online**

Duration: **12 weeks**

Accreditation: **12 ECTS**

tech global university

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

Postgraduate Certificate in Copywriting

This is a program of 300 hours of duration equivalent to 12 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
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 Global University will make the necessary arrangements to obtain it, at an additional cost.

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