

# Postgraduate Certificate

## Corporate Brand and Identity





## Postgraduate Certificate Corporate Brand and Identity

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/corporate-brand-identity](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/corporate-brand-identity)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Course management

---

p. 12

03

Structure and Content

---

p. 16

04

Methodology

---

p. 20

05

Certificate

---

p. 28

# 01

# Introduction

Building and consolidating a brand's image and corporate Identity is a fundamental step in any company's business strategy. If this is not done correctly, organizations run the risk of being misperceived by their audience and not achieving their business objectives. Aware of this, TECH professionals have designed this program with the aim of preparing journalism professionals in all aspects related to building brand reputation. This program will be professionals' main asset when it comes to entering a job market that is increasingly demanding journalists and communicators who are experts in the field.





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*We offer you the best teaching methodology, and a multitude of practical cases to simulate the real-life situations that you could face throughout your profession”*

The corporate brand and identity of a company are dimensions that require special care during their creation. Once defined and internalized by target audiences and publics, turning back becomes very difficult in every way. Therefore, knowing the factors to take into account when creating and shaping the brand and corporate identity is essential before launching a business. Audiences are unforgiving and any misstep in presenting the corporate identity concept can be lethal in the short term.

Therefore, corporate branding and identity have never been as important as they are today. The aesthetic aspect of it has given way to the conceptual aspect. In a society that is increasingly aware of the defence of diverse ethical values, companies today face the challenge of convincing audiences that are more and more capable and committed to a great number of causes. Getting the public to identify with the values promoted by the brand and its identity will be the communication professional's main challenge.

This Postgraduate Certificate seeks to teach communication and journalism professionals the basic notions that influence the creation of a brand and its corporate identity, its reputational approach and the subsequent measurement of results from which the objectives will be readjusted in real time.

Throughout its 250 hours, the creation and monitoring processes of branding and corporate identity will be analyzed as a field of study and application. This will be done by teachers with a remarkable professional career at the head of companies in various sectors or as specialized journalists.

The content is designed to promote the development of professional skills oriented to the creation and maintenance of the brand and identity of any company. In this way, students will acquire the ability to identify the concepts that could best define the brand and corporate identity of any company. A Postgraduate Certificate designed for you, focused on improving your career and preparing you to achieve excellence in the field.

Its 100% online format allows students to decide how to organize their studies.

This **Postgraduate Certificate in Corporate Brand and Identity** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Corporate Communication
- ♦ Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice
- ♦ The latest information on Corporate Communication
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Its special emphasis on innovative methodologies in Journalism, Brand and Corporate Communication
- ♦ The interactive learning system based on algorithms for decision making on the situations posed in 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



*With this Postgraduate Certificate that TECH provides you with, you will be able to generate an effective brand image and corporate identity adapted to the needs of your target audience"*

“

*Journalists' careers have become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of corporate Identity”*

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 professionals must try to solve the different professional practice situations that arise throughout from program. To do so, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Corporate Brand and Identity

*TECH offers you the best program in Corporate Brand and Identity in the current market. You only have to bring your enthusiasm to study.*

*Become an outstanding journalist and learn how successfully a work in the communications offices of companies in all sectors.*



# 02

# Objectives

This program is designed to strengthen students' skill sets and help them to develop new competencies in the field of communication, essential in their professional development as journalists and communicators. After the course, professionals will be able to design and implement specific actions regarding the fine-tuning of the communication processes that ultimately drive corporate brand and identity. In this way, students will be able to position themselves as successful professionals, achieving great skills that will allow them to manage projects of diverse magnitude.







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*If your objective is to develop yourself as a journalist and communicator within the business sector, creating strategies successful plans, then this Postgraduate Certificate is for you”*



### General Objective

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- Enable the communication professional to design corporate brand images and identities at a communicative level

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*Develop your skills to become a versatile communicator at the forefront of the latest trends”*





## Specific Objectives

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- ◆ Apply the creative processes to the field to corporate communication
- ◆ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ◆ Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization
- ◆ Design innovative strategies and policies to improve management and business efficiency
- ◆ Plan and implement integral communication plans

03

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized Communication Director highly specialized in the field of Reputation Management.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



## Ms. Thole-Muir, Wendy

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- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
- ♦ Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- ♦ Bachelor of Arts in Psychology from the University of South Africa

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

# 04

# Structure and Content

The structure of the contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance in professional development in this field as a means to delve into the knowledge, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.







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

## Module 1. Managerial Skills

- 1.1. Personal Branding
  - 1.1.1. Strategies for Personal Brand Development
  - 1.1.2. Personal Branding Laws
  - 1.1.3. Tools for Creating Personal Brands

## Module 2. Corporative Communication, Brand Strategy and Reputation

- 2.1. Corporate Identity and Strategic Vision 2
  - 2.1.1. Identity and Redefining Business Values
  - 2.1.2. Corporate Business Culture
  - 2.1.3. Communication Department Challenges
  - 2.1.4. Public Image and Projection
- 2.2. Corporate Brand Strategy
  - 2.2.1. Public Image and Stakeholders
  - 2.2.2. Corporate Branding Strategy and Management
  - 2.2.3. Corporate Communication Strategy in Line with Brand Identity
- 2.3. Reputation Management
  - 2.3.1. Corporative Reputation Management
  - 2.3.2. Focus on Brand Reputation
  - 2.3.3. Leadership Reputation Management
- 2.4. Brand Metrics and Analysis and Reputation
  - 2.4.1. Introduction to the Metrics of Corporative Branding
  - 2.4.2. Internal and External Measurement Indexes
  - 2.4.3. Brand Management Tools
  - 2.4.4. Brand Assessment and Ranking





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*A unique, key, and decisive experience to boost your professional development”*

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 Corporate Brand and Identity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Corporate Brand and Identity** contains the most complete and up-to-date program on the market.

After the student 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 Corporate Brand and Identity**

Official N° of Hours: **250 h.**



\*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.

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



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- » Duration: 12 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

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