

# Postgraduate Certificate

## Creative Branding: Communication and Management of Creative Brands



## Postgraduate Certificate

### Creative Branding: Communication and Management of Creative Brands

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

Website: [www.techtute.com/us/journalism-communication/postgraduate-certificate/creative-branding-communication-management-creative-brands](http://www.techtute.com/us/journalism-communication/postgraduate-certificate/creative-branding-communication-management-creative-brands)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 18*

05

Methodology

---

*p. 22*

06

Certificate

---

*p. 30*

# 01

# Introduction

One of the most important aspects regarding the creative industries is the correct communication and *Branding* work, as this will determine to a large extent the success of the initiatives in question. But to carry out good communication strategies, you need prepared professionals. And, in fact, there is a high demand for this type of personnel, as they are in short supply. For these reasons, this program offers all the necessary knowledge for students to become experts in *branding* and communication and to be able to access the labor market in the cultural industries.







“

*Communication and branding are fundamental: without them, creative and artistic activities fail”*

Any project of an artistic and cultural nature can have a value for society. If that project, moreover, has been carried out with effort and economic investment, then it also has industrial value. But if it is not properly disseminated, all that effort and all that value disappear, since it does not reach a wide audience and is not able to reach its target audience.

That is how important a correct communication and *Branding* strategy is: without it, cultural initiatives remain stagnant, and their value is lost. But this communication is not easy, and even less so in the field of creative industries, since it is a sector full of particularities and different disciplines. Therefore, not only are there differences between these industries and others, but within the cultural industries themselves, attention must be paid to the nuances between the different activities. For example, communication is not planned in the same way for a film company or activity as for a literary one.

Therefore, it is necessary a particular learning focused on these industries, so that the student can understand the existing needs in this field and therefore can effectively apply the necessary methods to disseminate the information to be given an adequate disclosure. This Postgraduate Certificate is the answer to this problem, since it offers all the necessary knowledge for the students to become a specialist in the field and, incidentally, a professional leader in their geographic environment.

The **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** contains the most complete and up-to-date educational program on the market. The most important features include:

- ♦ Specific knowledge in communication and *Branding* applied to the creative industries
- ♦ A practical perspective, with which students will be able to apply everything they have learned in communication and *Branding* to their professional fields
- ♦ 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



*Become an expert in communication and branding applied to the creative industries thanks to this Postgraduate Certificate"*

“

*Communication is fundamental: without it, the most interesting cultural projects cannot be disseminated"*

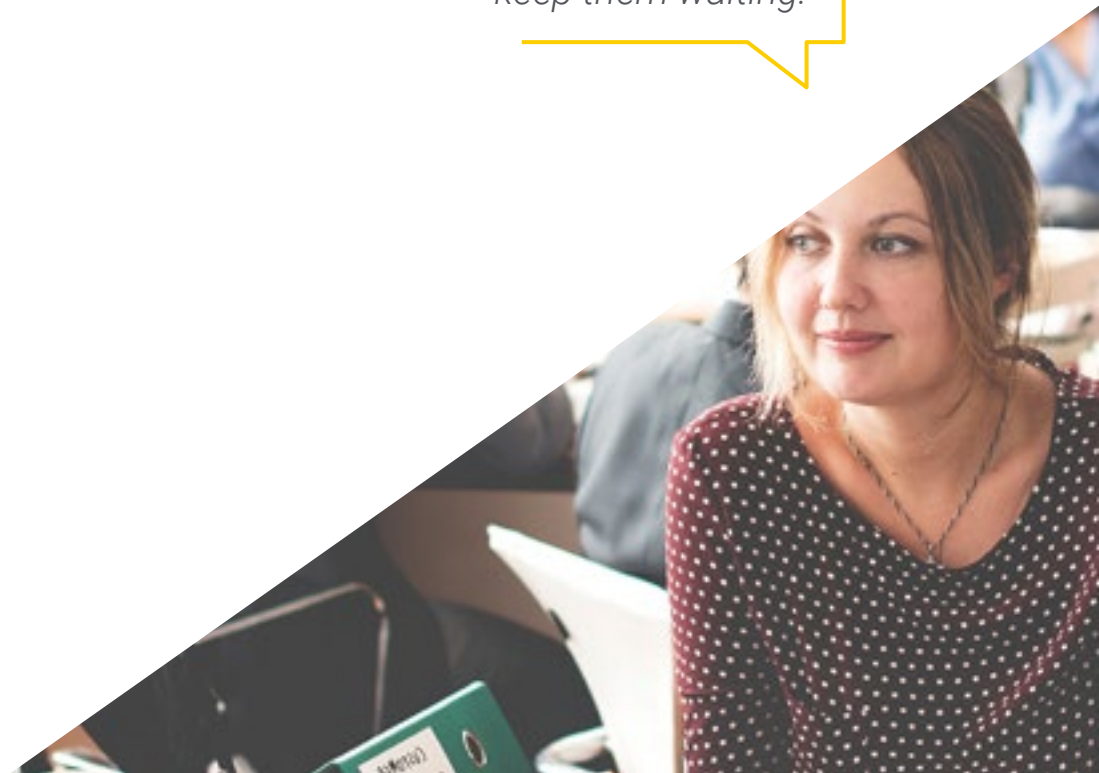
The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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 student will be assisted by an innovative interactive video system created by renowned and experienced experts.

*A good company or initiative starts with a good name: become an expert in Branding with this educational program.*

*Cultural companies need communication specialists: don't keep them waiting.*



02

# Objectives

The objectives of this program are to provide students with the best knowledge focused on communication in the creative industries and to provide them with the necessary tools to propose the best solutions in *Branding*. Students will be highly valued specialists in their professional environment for adding value to their company and their cultural projects.



REPUTATION

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct





“

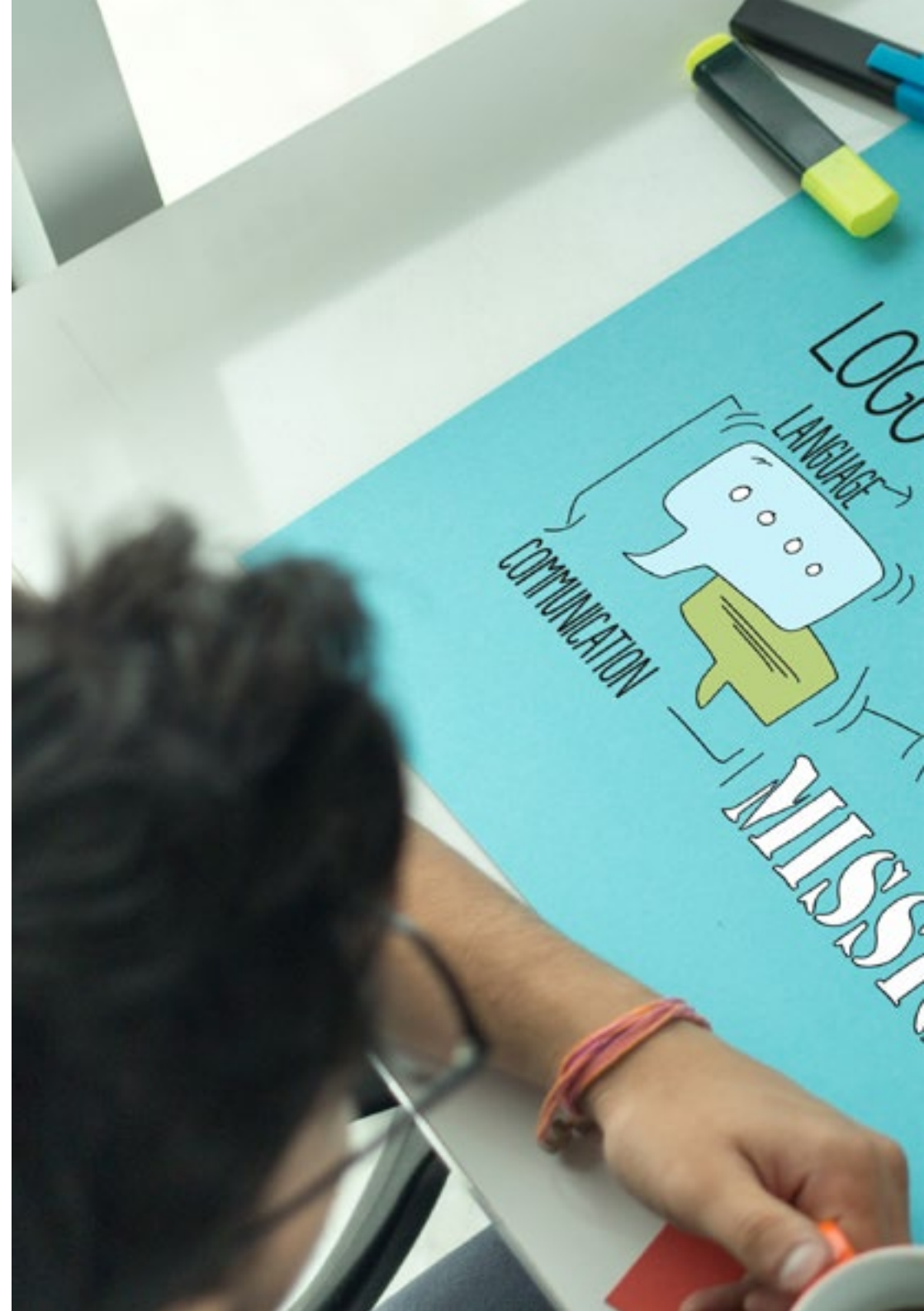
*The best branding techniques  
await you in this title"*



## General Objectives

---

- Understand how creativity and innovation have become the drivers of the economy
- Use new information and communication technologies as tools for learning and exchange of experiences in the field of study
- Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice
- Acquire market research skills, strategic vision, digital and co-creation methodologies





## Specific Objectives

---

### Module 1. Creative Branding: Communication and Management of Creative Brands

- Understand the process of brand creation and evolution.
- Know how the graphic identity of the brand should be created.
- Know the main techniques and tools of communication.
- Be able to carry out the company's Briefing



*Your goals will be much closer when you have completed this Postgraduate Certificate"*





03

# Course Management

In a field as important as communication and *Branding*, especially when it comes to the creative industries, highly qualified teachers are needed to offer content and experiences of great value to their students. For this reason, this Postgraduate Certificate has the best teachers in this field, so that students can learn the best communication techniques and use them in their professional fields.





“

*Communication and Branding are fundamental, that's why TECH offers you the best teachers"*



## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.



## Dr. Young, S. Mark

---

- ♦ Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- ♦ Official Historian of the University of Southern California Men's Tennis Team
- ♦ Academic researcher specializing in the development of predictive models for the motion picture industry
- ♦ Co-author of book "Narcissism and Celebrities"
- ♦ Ph.D. in Accounting Science from the University of Pittsburgh
- ♦ M.S. in Accounting from The Ohio State University
- ♦ B.S. in Economics from Oberlin College
- ♦ Member of the Center for Excellence in Teaching

“

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

## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager at SGN Group (New York)
- ♦ Forefashion Lab Address
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra
- ♦ PhD. in Communication from Universidad Carlos III de Madrid
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School





# 04

# Structure and Content

In order to offer students the best learning process, TECH has called upon the best experts to design the contents of this Postgraduate Certificate. Throughout a single module, subdivided into 10 topics, students will learn everything they need to carry out an appropriate communication and propose ground-breaking branding to their employers and customers.







“

*The best contents are waiting for you: you have no more excuses to specialize in communication and creative brand management”*

## Module 1. Creative Branding: Communication and Management of Creative Brands

- 1.1. Brands and Branding
  - 1.1.1. The Brands
  - 1.1.2. The Evolution of Branding
  - 1.1.3. Positioning, Brand Personality, Notoriety
- 1.2. Brand Building
  - 1.2.1. Marketing Mix
  - 1.2.2. Brand Architecture
  - 1.2.3. Brand Identity
- 1.3. Brand Expression
  - 1.3.1. Graphic Identity
  - 1.3.2. Visual Expression
  - 1.3.3. Other Elements that Reflect the Brand
- 1.4. Communication
  - 1.4.1. Focuses
  - 1.4.2. Brand Touchpoints
  - 1.4.3. Communication Techniques and Tools
- 1.5. Branded Content
  - 1.5.1. From Brands to Entertainment Platforms
  - 1.5.2. The Rise of Branded Content
  - 1.5.3. Connecting with the Audience through Unique Storytelling





- 1.6. Visual Storytelling
  - 1.6.1. Brand Analysis
  - 1.6.2. Creative Advertising Concepts
  - 1.6.3. The Creative Fan
- 1.7. Customer Experience
  - 1.7.1. Customer Experience(CX)
  - 1.7.2. Customer Journey.
  - 1.7.3. Brand Alignment and CX
- 1.8. Strategic Planning
  - 1.8.1. Objectives
  - 1.8.2. Identification of Audiences and Insights
  - 1.8.3. Designing the Corporate Strategy.
- 1.9. Performance
  - 1.9.1. Briefing
  - 1.9.2. Tactics
  - 1.9.3. Production plan
- 1.10. Assessment
  - 1.10.1. What to Assess?
  - 1.10.2. How to Assess it? (Measuring Tools)
  - 1.10.3. Results Reports



*All the communication and branding tools you need in your professional environment"*



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.*



*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 Creative Branding: Communication and Management of Creative Brands 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 Creative Branding: Communication and Management of Creative Brands** 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 Creative Branding: Communication and Management of Creative Brands**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

personalized service innovation

knowledge present

online training

development language

virtual classroom

**tech** global  
university

## Postgraduate Certificate

Creative Branding:  
Communication and  
Management of  
Creative Brands

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

# Postgraduate Certificate

Creative Branding: Communication  
and Management of Creative Brands