Postgraduate Certificate
Personal Brand Planning
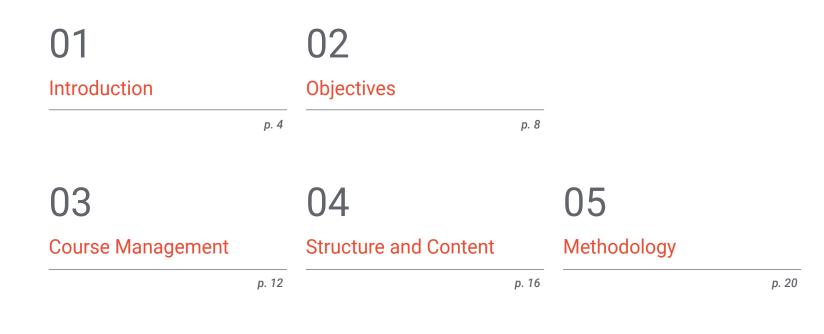
tech *global university*

Postgraduate Certificate
Personal Brand Planning

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Credits: **9 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/personal-brand-planning**

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01
Introduction

Personal branding defines individuals and differentiates them from others in a professional environment. Properly planning this brand is essential to stand out in an increasingly competitive job market, so this Postgraduate Certificate offers a complete and practical specialization in this area. Thus, the Postgraduate Certificate addresses the three pillars of brand positioning: "know yourself, develop yourself, show yourself". Similarly, strengths and opportunities will be identified through the personal SWOT analysis and the purpose, vision and values of the personal brand will be defined and the purpose, vision and values of the personal brand will be defined. But the best thing is that this Postgraduate Certificate is 100% online and offers all the flexibility the student can imagine to organize academic resources according to their responsibilities.

Specialize in the most innovative strategies to plan your Personal Brand Planning"

Today, competition in the job market is increasingly tough and opportunities to stand out have become scarce. For this reason, it is essential to to be aware of how to differentiate yourself and stand out in the crowd. Personal Brand Planning is a strategy that can help individuals establish a unique, consistent and attractive self-image, which can significantly increase their chances of success.

Thus, the Postgraduate Certificate in Personal Brand Planning is designed to provide students with a comprehensive overview of the key processes for creating, planning and effectively positioning their personal brand. The title is divided into several topics, covering the essential elements of personal brand planning, such as the Iceberg Methodology or strategies for turning personal SWOT into a strategic plan. In addition, students will also be updated in identifying audiences, customer segments and targets, developing an effective value proposition and business model.

Undoubtedly, an academic opportunity of caliber, also taught 100% online. With a single Internet connection, students will have everything they need to excel in a demanding area, using a powerful teaching team and dynamic academic resources that will enhance their educational performance.

This **Postgraduate Certificate in Personal Brand Planning** 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 Personal Brand Building
- The graphic, schematic, and practical contents with which they are created, provide practical information on the 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

You are late to enroll in a unique Postgraduate Certificate to plan your personal brand"

You will specialize in elaborating effective positioning maps that will facilitate your Personal Brand Planning.

You will consult inspiring examples of personal value propositions.

" *Develops the most advanced strategies to determine the psychological and demographic profiles of customers"*

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

Its 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 education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

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Objectives

The main objective of the Postgraduate Certificate in Personal Brand Planning is to provide professionals with the necessary skills to plan a personal brand effectively and efficiently. The program's goal is to make the enrollees stand out in the communication environment and, ultimately, to contribute to improving their digital reputation, whether personal or that of their company. In addition, this Postgraduate Certificate provides students with useful tools to identify an organization's strengths and weaknesses and create a unique value proposition.

Improve all your professional prospects in Communication by identifying with expert precision your audience, market and targets"

General Objectives

- Identify and define the main elements to effectively develop and manage a personal brand
- Discover the elements that will help you work on your personal brand identity and achieve coherence
- Work in depth on the strategic elements that will form the basis of your messages and personal story
- Develop the message in its different rational and emotional forms
- Conceptualize a content strategy in line with the personal brand
- Examine the possibilities offered by the main social platforms for the design of effective personal branding strategies
- Identify the steps for the development of a strategic plan for personal branding in social media, establishing objectives and KPIs to measure results
- Analyze and define the main elements that make up an optimized LinkedIn profile, compiling effective strategies to strengthen the digital presence on this platform
- Determine how to approach and improve the process of content creation
- Study success stories of personal brands in different sectors

Specific Objectives

- Turn weaknesses into strengths, and threats and strengths into opportunities to successfully develop the personal brand

- Discover, in the brand core, how it identifies the purpose, vision and values and see their practical utility

- Work on brand positioning, identifying the audience, the market and the targets and objectives, and study the value proposition as the core of our personal business model

Delve into the Brand Core at length through resources such as in-depth videos or interactive summaries"

Course Management

The teaching team of the Postgraduate Certificate in Personal Brand Planning is composed of leading professionals in the fields of Marketing, Communication and Business Management, who have extensive experience in these sectors. With a solid academic preparation and a constant update on the latest trends and tools in the field, these experts will provide students with quality education that will enable them to achieve their professional goals.

Achieve all the goals you set with your Personal Brand Planning thanks to the advice of the program's experts"

Management

Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres and Carrera
- Director of Client Services and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications & Social Media Consultant at Best Relations
- Account Executive Junior Advertising and PR- Noa Nogueira
- Teacher at Universidad Europea Miguel de Cervantes
- Teacher at Escuela Internacional de Marketing
- Teacher at Escola Superior de Relaciones Públiques de Barcelona
- Teacher at IEBS
- Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- Postgraduate degree in Search and Social Media Marketing from the University of Barcelona

Professors

Mr. Recolons Argenter, Guillem

- Brand Director in Omnia Marketing
- Consultant and partner at Integra Personal Branding
- Director and partner at Soymimarca
- Director and Personal Communication Consultant at Lateral Consulting
- General Manager at Altraforma
- Deputy Director and New Business Management at Saatchi & Saatchi Advertising
- Professor of Personal Political Branding at the Univesritat Ramon Llul
- Teacher of Personal Branding at Universitat Pompeu Fabra
- Master's Degree in ESMA Marketing
- Publicist by the College of Marketing and Communication of Catalonia
- Graduate in Human UOC, Catalunya Open University

Structure and Content

The didactic content of the Postgraduate Certificate in Personal Brand Planning has been carefully designed by a teaching team highly specialized in personal brand management, with the aim of providing students with essential knowledge and skills to stand out in today's business and communication environment. The Postgraduate Certificate offers a comprehensive and updated vision of the concepts and tools of Personal Branding, condensed into an academic experience of only 150 hours.

"This syllabus contains the most comprehensive and up-to-date view of Personal Brand Planning"

Module 1. Personal Brand Planning. Analysis of the differential factors of the personal brand. Positioning pillars: Brand Core and Brand Positioning

1.1.   The three pillars of brand positioning: "know yourself, develop yourself, show yourself".

    1.1.1.   The methodology of the personal brand iceberg

    1.1.2.   Order: the key to success

    1.1.3.   Change and dynamism. The need to to reevaluate.

1.2.   How to turn your personal SWOT into a strategic plan

    1.2.1.   How to turn weaknesses into strengths

    1.2.2.   How to turn threats into opportunities

    1.2.3.   How to turn Strengths into opportunities

1.3.   Brand Core I. Purpose: Identification. Uses. Examples:

    1.3.1.   If you have a why, you will solve the how and the what

    1.3.2.   Methodologies to identify the purpose

    1.3.3.   Inspiring examples of purpose

1.4.   Brand Core II. Vision. Examples:

    1.4.1.   Identification of Short, Medium and Long-Term Objectives. Goal setting

    1.4.2.   Why it pays to be ambitious in your vision

    1.4.3.   Inspiring examples of vision and its usefulness in personal branding

1.5.   Brand Core III. Values. Identification, Management and Projection. Examples:

    1.5.1.   Tools to identify Values

    1.5.2.   Values Management and Projection through images or testimonials

    1.5.3.   Examples of projection and use of values

1.6.   Brand Positioning I. Audience, Customer Segments

    1.6.1.   Demographic profiles to identify audiences

    1.6.2.   Psychological profiles. Fears and illusions.

    1.6.3.   Empathy: Understanding people's objections to working with you

A key program for you to conduct research that allows you to measure the potential market"

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.

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.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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.

30%

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.

10%

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.

8%

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.

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.

06
Certificate

The Postgraduate Certificate in Personal Brand Planning 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 Personal Brand Planning** 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 Personal Brand Planning**

Modality: **online**

Duration: **6 weeks**

Accreditation: **9 ECTS**

tech global university

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

Postgraduate Certificate in Personal Brand Planning

This is a program of 270 hours of duration equivalent to 9 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
Rector

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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