

Postgraduate Diploma

Strategic Management

Personal Brand Building





Postgraduate Diploma Strategic Management Personal Brand Building

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 24 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-comunicacion/postgraduate-diploma/postgraduate-diploma-strategic-management-personal-brand-building

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01

Introduction

Competition on the Internet is increasingly high, and a strong personal brand can make all the difference in the job market and in a journalist's career. This is all the more reason why this degree prepared by TECH Global University addresses a key area in today's working world. This program focuses on Personal Branding strategy, Verbal and Visual Identity, Elevator Pitch, Public Speaking and Personal Storytelling, among other key points. It also includes Copywriting techniques and the strategic selection of platforms and communication strategies. Always 100% online, the degree provides great flexibility to organize academic resources at the complete convenience of the student.



Analytic Record





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Don't miss the opportunity to enhance your personal brand as a communicator with the latest digital strategies"

Nowadays, labor competition is becoming more and more demanding and complex, so it is important to stand out in the professional market. This requires a powerful and effective tool such as personal branding, which allows the identification and effective promotion of skills and knowledge in the communicative sphere. It is for this reason that it is necessary to acquire advanced notions about its strategic management, so that professionals can build and manage their personal brand effectively in the digital world and stand out in a competitive market.

Thus, the Postgraduate Diploma in Strategic Management Personal Brand Building is a program designed to address this issue and provide the necessary tools for journalists to develop their own personal brand and manage it strategically. The degree focuses on the mastery of digital identity management, the development of a coherent personal brand, the creation of a communication strategy and implementation of personal branding and marketing techniques.

This valuable academic opportunity is designed for those who wish to stand out and position themselves in this area without the need to attend an educational institution in person. It is a 100% online program that uses the Relearning pedagogical methodology to internalize ideas faster, making it a highly efficient experience.

This **Postgraduate Diploma in Strategic Management Personal Brand Building** 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 Strategic Management 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



Sign up now and increase your visibility by generating valuable content thanks to TECH Global University"

“

If you want to increase your digital reputation, this degree is perfect for you”

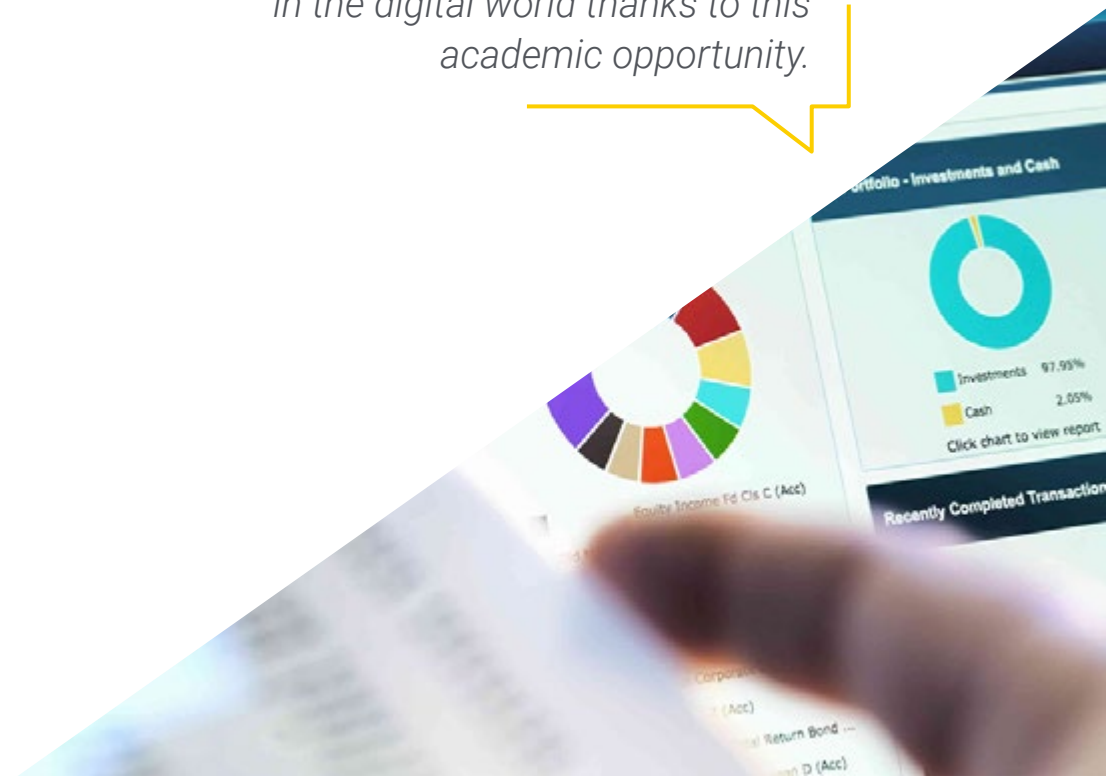
The program's teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

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.

Perform useful case studies with which you will outline the most innovative personal branding strategies.

Turn your weaknesses into strengths in the digital world thanks to this academic opportunity.



02

Objectives

This innovative specialization enables students to develop an authentic and coherent personal brand identity for their communication projects. The degree takes into account your strengths and skills, establishing meaningful relationships with other professionals in the industry, which can enhance your business and entrepreneurship opportunities, as well as build a solid reputation in your area of work. All this using the latest advances in this area, collected by TECH Global University in the contents.





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Achieve TECH Global University goals and build a strong and lasting personal brand"



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

Module 1. Self-Diagnosis for Personal Brand Building Reputation in the Market, SWOT, Audit and Benchmarking

- ♦ Identify, from the perspective of self-knowledge, the values that are the backbone of the personal brand
- ♦ Assess the starting point and take advantage of state-of-the-art self-knowledge tools
- ♦ Enhancing strengths and differences to work on positioning as a personal brand
- ♦ Extract relevant information about self-knowledge tools such as Ikigai
- ♦ Analyze the true impact of self-awareness on personal brand development through case studies
- ♦ Examine actors and personal brands that are benchmarks in a relevant sector to inspire you
- ♦ Exploring the first monetization avenue for personal branding
- ♦ Complete the Personal Branding Model Canvas as a guide in the process of Strategic Management Personal Brand Building

Module 2. Personal Brand Planning. Differential Factor Analysis Positioning pillars: Brand Core and Brand Positioning

- ♦ 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

Module 3. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling

- ♦ Consider the elements of personality as useful in developing a brand name and tagline that defines us
- ♦ To build personal brand archetypes under different methodologies
- ♦ To substantiate ways of projecting our verbal and non-verbal identity to reinforce the credibility of our message
- ♦ Analyze the different resources of personal narratives
- ♦ Receive inspiration through personal storytelling success stories

Module 4. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques

- ♦ Develop valuable and high-impact content for the audience
- ♦ Discern among the most appropriate channels and techniques for the diffusion and virality of our messages
- ♦ Create and curate content to conceptualize a yearly energization plan based on our best competencies
- ♦ Establishing useful artificial intelligence tactics for building content
- ♦ Analyze the different ways to monetize the personal brand
- ♦ Being able to prevent a reputation crisis and how to manage it in the event it occurs

03

Course Management

The group of professionals in charge of teaching this Postgraduate Diploma is made up of highly experienced experts in the Strategic Management Personal Brand Building in the field of Communication. In addition, these professionals are active, which allows them to keep up to date with the latest trends and tools in the field. In this way, students in the program will develop a valuable practical and realistic view of digital reputation in the media and marketing sphere.





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You will only need 600 hours to achieve success with your personal brand thanks to the valuable advice of the teaching team"

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 Públicas 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

Dr. García Veiga, Mariam

- ♦ CEO RockNRebel
- ♦ Teaching staff the University of Santiago de Compostela
- ♦ Degree in Political Science and of public administration from the University of Santiago de Compostela
- ♦ Doctor in General and Digestive Surgery, University of Santiago de Compostela
- ♦ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- ♦ Master's Degree in Statistical Techniques to advance from the University of Santiago de Compostela
- ♦ Master in International Business/Trade/Commerce by Universidad Intercontinental de la Empresa
- ♦ Master in Web Analytics by Kschool

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

04

Structure and Content

The program of the Postgraduate Diploma in Strategic Management Personal Brand Building provides a complete specialization in personal branding techniques for the creation of personal brands both in companies and organizations related to Communication. The curriculum different modules that cover everything from strategic aspects to performance evaluation to the evaluation of results and is offered in a 100% online format, which provides great flexibility for the student.



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*A decisive academic experience
to improve all your professional
prospects as a communicator”*

Module 1. Self-diagnosis for personal brand building. Market reputation, SWOT, auditing and benchmarking

- 1.1. Self-diagnosis for personal brand building
 - 1.1.1. Self and Self-Knowledge-diagnosis for personal brand building
 - 1.1.2. Self-knowledge: step one in personal brand management
 - 1.1.3. Key aspects of the personal brand building process
- 1.2. Market reputation. An outward look
 - 1.2.1. Importance of brand perceptions and reputation
 - 1.2.2. Connection between others' perceptions and personal brand values
 - 1.2.3. Compilation of data perceived in the market as personal branding
- 1.3. Personal SWOT applied to Personal Brand Building
 - 1.3.1. SWOT applied to personal branding
 - 1.3.2. Personal SWOT development strategy
 - 1.3.3. How to leverage and capitalize on strengths
- 1.4. Auditing, best practices and benchmarking
 - 1.4.1. Identification of the personal brands that are referents in the sector
 - 1.4.2. Identification of factors leading to success
 - 1.4.3. Positioning objective to be achieved as a personal brand builder
- 1.5. The Purpose: the polar star that guides the Personal Brand
 - 1.5.1. The purpose of life
 - 1.5.2. Identifying the Purpose: powerful questions
 - 1.5.3. Ikigai and other clarification tools
 - 1.5.4. Coherence and Identity. Connection between personal brand and life purpose
- 1.6. Objectives in personal branding
 - 1.6.1. Number one target identification strategy for personal branding
 - 1.6.2. Determination of SMART objectives
 - 1.6.3. Visibility or Sales Reflection
- 1.7. Reflection on target audience and value proposition
 - 1.7.1. Target Audience: identification of the company interested in your strengths
 - 1.7.2. Value Proposition Determination
 - 1.7.3. Strategy to develop value proposition



- 1.8. Impact of self-knowledge on personal brand development
 - 1.8.1. Case Study: Brand value identification process
 - 1.8.2. Case Study: Utility to impact differentiation as personal branding
 - 1.8.3. Case Study: The Impact in The Target Audience
- 1.9. Business Models
 - 1.9.1. Monetization feasibility study of a personal brand
 - 1.9.2. Identification of key players and other relevant
 - 1.9.3. Starting a personal branding business
- 1.10. Personal Branding Model Canvas in practice
 - 1.10.1. Personal Branding Presentation Model Canvas
 - 1.10.2. Tool Use
 - 1.10.3. Practical Example

Module 2. Personal Brand Planning. Analysis of the differential factors of the personal brand. Positioning pillars: Brand Core and Brand Positioning

- 2.1. The three pillars of brand positioning: "know yourself, develop yourself, show yourself"
 - 2.1.1. The methodology of the personal brand iceberg
 - 2.1.2. Order: the key to success
 - 2.1.3. Change and dynamism. The need to to reevaluate
- 2.2. How to turn your personal SWOT into a strategic plan
 - 2.2.1. How to turn weaknesses into strengths
 - 2.2.2. How to turn threats into opportunities
 - 2.2.3. How to turn Strengths into opportunities
- 2.3. Brand Core I. Purpose: Identification. Uses. Examples
 - 2.3.1. If you have a why, you will solve the how and the what
 - 2.3.2. Methodologies to identify the purpose
 - 2.3.3. Inspiring examples of purpose

- 2.4. Brand Core II. Vision. Examples
 - 2.4.1. Identification of Short, Medium and Long-Term Objectives. Goal setting
 - 2.4.2. Why it pays to be ambitious in your vision
 - 2.4.3. Inspiring examples of vision and its usefulness in personal branding
- 2.5. Brand Core III. Values. Identification, Management and Projection. Examples
 - 2.5.1. Tools to identify Values
 - 2.5.2. Values Management and Projection through images or testimonials
 - 2.5.3. Examples of projection and use of values
- 2.6. Brand Positioning I. Audience, Customer Segments
 - 2.6.1. Demographic profiles to identify audiences
 - 2.6.2. Psychological profiles. Fears and illusions
 - 2.6.3. Empathy: Understanding people's objections to working with you
- 2.7. Brand Core II. Market
 - 2.7.1. Understanding the market context of the audience
 - 2.7.2. Research to measure the potential market
 - 2.7.3. Development of positioning maps
- 2.8. Brand Core III. Objectives
 - 2.8.1. Target per reference field
 - 2.8.2. Objective by specialty
 - 2.8.3. Target by geographic area
- 2.9. Brand Core IV. Value Proposition Relevance and Difference. Examples
 - 2.9.1. Personal Value Proposition Canvas. The Customer
 - 2.9.2. Personal Value Proposition Canvas. The relevant difference
 - 2.9.3. Inspiring examples of personal value propositions
- 2.10. Brand Positioning V. Business Model You, your business model
 - 2.10.1. Osterwalder, Pigneur, Clark's Business Model You canvas
 - 2.10.2. Key Elements Customers, value added, channels and roles
 - 2.10.3. Activities, resources, key partners and economic model

Module 3. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling

- 3.1. Brand Persona I. Archetypes of Personal Branding. Examples
 - 3.1.1. Jung's 12 archetypes. Examples
 - 3.1.2. The 16 archetypes of the 16 Personalities test
 - 3.1.3. The archetypal mixture. Impulse and fear in archetype management
- 3.2. Brand persona II. Personality
 - 3.2.1. Brand Voice. Voice tone descriptors
 - 3.2.2. Projection of voice tone
 - 3.2.3. Examples of tone of voice usage
- 3.3. Brand persona III. Naming & Tagline
 - 3.3.1. Use of mind maps to get to the tagline
 - 3.3.2. Use of brainstorming to arrive at the tagline
 - 3.3.3. The five formats of a memorable slogan
- 3.4. Verbal and Non-Verbal Identity
 - 3.4.1. Verbal Identity. Written and Oral Style
 - 3.4.2. Non-verbal identity: What defines our uniqueness
 - 3.4.3. Inspiring examples of verbal and non-verbal identity
- 3.5. Visual identity, image and consistency with the message
 - 3.5.1. Visual Identity Going unnoticed with the "no image"
 - 3.5.2. Marked visual identity, pros and cons
 - 3.5.3. Examples of visual identity
- 3.6. Elevator Pitch. Examples
 - 3.6.1. The Tony Reiss Method: Wow, How, Now
 - 3.6.2. Personal presentation, sales pitch, pitch to attract investors
 - 3.6.3. Adaptation to Realistic Life. Examples
- 3.7. Public speaking, keys to natural and inspiring speeches
 - 3.7.1. The skeleton of the discourse and the solver
 - 3.7.2. The good, the bad, the journey, the denouement
 - 3.7.3. What the best stories have in common

- 3.8. From data to story: The 5 types of personal storytelling
 - 3.8.1. Introductory story and introspective story
 - 3.8.2. Value proposition story
 - 3.8.3. A story of values and a story to break down barriers
- 3.9. Learning from the best: personal best stories
 - 3.9.1. Business story
 - 3.9.2. Political or election-focused story
 - 3.9.3. Story adapted to any situation
- 3.10. Personal Branding Canvas
 - 3.10.1. Competitors: audience, positioning, communication
 - 3.10.2. Sector: skills, profession, reasons to believe, identity
 - 3.10.3. Investments and results

Module 4. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques

- 4.1. Personal communication canvas I. Audience, message and medium
 - 4.1.1. Audience Background, demographics, obstacles, common objections
 - 4.1.2. Message Value proposition, Pitch, bio RRSS, about me, LinkedIn, personal account
 - 4.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks
- 4.2. Communication Plan II. Ingredients and formats for a digital biography
 - 4.2.1. Choosing a personal brand name based on its exclusivity and strength
 - 4.2.2. Reformulation of a value proposition in a short title
 - 4.2.3. Definition of occupation, experience, hard skills and soft skills
- 4.3. Communication Plan III. The content plan: Creation
 - 4.3.1. Choice of sources, subscription models of subscription
 - 4.3.2. Establishment of categories and subcategories
 - 4.3.3. 800 words inspired by experiences and competences
- 4.4. Communication Plan IV. The content plan: Healing
 - 4.4.1. Content curation and programming formats
 - 4.4.2. The moment of truth: posting, commenting, interacting, connecting
 - 4.4.3. Control, iterate, test
- 4.5. Communication canvas V. Prescribers
 - 4.5.1. Satisfied customers, the best prescribers
 - 4.5.2. Family & Friends: fellow students, work colleagues, etc
 - 4.5.3. Sector leaders, professional associations, associations
- 4.6. Communication Plan VI. Personal marketing investment, monetization
 - 4.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs
 - 4.6.2. Monetization: sale of product, time (consulting, training, mentoring)
 - 4.6.3. Passive monetization: subscriptions, licenses, online courses, ebooks, affiliate sales
- 4.7. Copywriting strategies: From concept to text
 - 4.7.1. Benefits versus features
 - 4.7.2. Social proof and Bandwagon effect
 - 4.7.3. Titles, messages, metaphors, verbs and rhythm
- 4.8. Artificial intelligence strategies applied to content, copywriting and image
 - 4.8.1. AI does not supplement, it complements. AI usage strategy
 - 4.8.2. Prompts to expand content
 - 4.8.3. Prompts for copywriting and use of images
- 4.9. Keys to crisis prevention and management
 - 4.9.1. Online presence monitoring
 - 4.9.2. Creation of action plan protocols
 - 4.9.3. Addressing the crisis: speed, transparency and honesty and honesty
- 4.10. Executive reputation
 - 4.10.1. Integrity and ethics: Values pillars reputation, sustainability and CSR
 - 4.10.2. Effective Communication Assertiveness, empathy, acknowledgment of mistakes, celebration of achievements
 - 4.10.3. Diagnosis and measurement of management reputation

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.



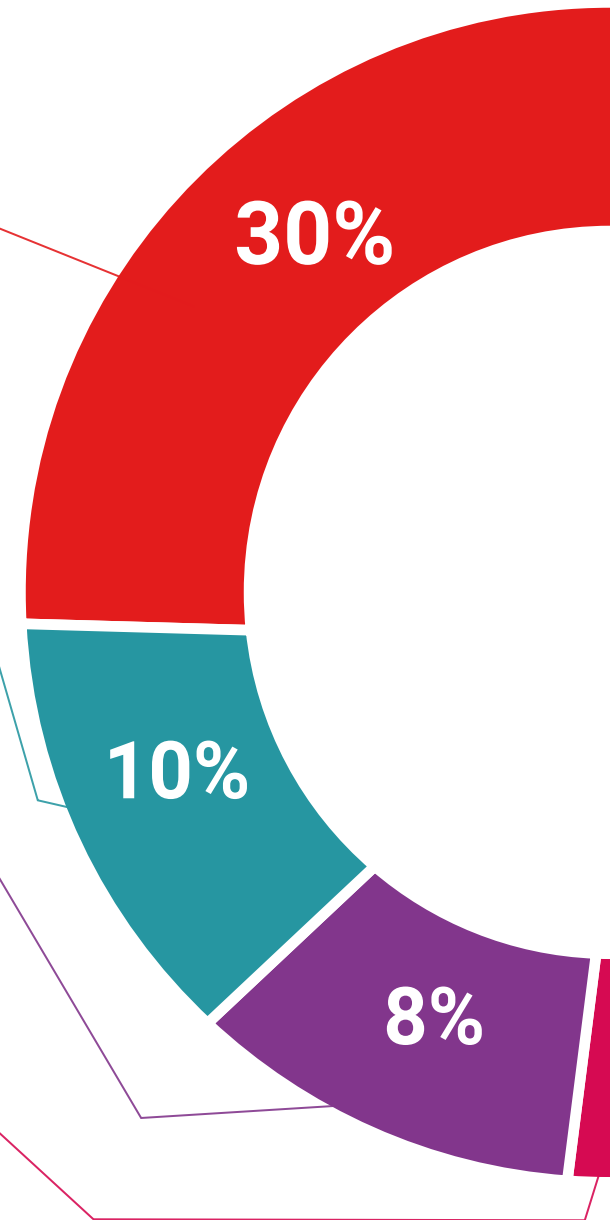
Practising Skills and Abilities

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 Diploma in Strategic Management Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 your **Postgraduate Diploma in Strategic Management Personal Brand Building** 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.

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Modality: **online**

Duration: **6 months**

Credits: **24 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

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Strategic Management

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