

Professional Master's Degree

Personal Brand Building



Professional Master's Degree Personal Brand Building

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/in/journalism-communication/professional-master-degree/master-personal-brand-building

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Skills

p. 14

04

Course Management

p. 18

05

Structure and Content

p. 22

06

Methodology

p. 32

07

Certificate

p. 40

01

Introduction

With the rise of social networks and the increasing presence of people online, the image projected in the virtual world is more important than ever. Thus, nowadays, working properly the Personal Brand has become a fundamental tool for communication professionals who seek to enhance the reputation of their clients in digital environments. For this reason, this 100% online degree was created to improve skills in advanced networking techniques, social networks, email marketing and metrics to measure the impact of the brand. All this, in addition, with an advanced syllabus, prepared by real experts in this field and with a consolidated trajectory in the sector.





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Thanks to this Professional Master's Degree you will be able to specialize in Personal Branding and further enhance your professional profile"

Personal Branding has become a key issue nowadays due to the increasing competition in the labor and business market. Likewise, in a digital world, where information flows quickly and online presence is critical, building a strong personal brand is essential, Communication professionals, in particular, have been pioneers in the implementation of Personal Branding strategies for their clients. With the explosion of social networks and the need to have an active and coherent online presence, such a profile becomes essential. It is in this context that this Professional Master's Degree in Personal Brand Building from TECH Technological University is born, which is presented as an essential tool for those who wish to learn how to build and manage effective personal brands.

A degree of 1,500 teaching hours that offers the most updated content for students to obtain a specialization that enhances their competencies in this field. To achieve this objective, the graduate will be provided with innovative didactic material based on video summaries of each topic, videos in detail, specialized readings and case studies. In addition, the Relearning system allows you to reduce the hours of study, which is a plus to this attractive content.

A unique opportunity to update your knowledge in this field through a flexible university degree. Students only need a digital device with an Internet connection to view the content of this program at any time of the day. A academic option that only offer TECH Technological University, the largest online university in the world.

This **Professional Master's Degree in Personal Brand Building** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of practical cases presented by experts in Communication, Marketing and Public Relations
- ♦ The graphic, schematic and practical contents of the book provide technical and practical information on those 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



It stands out in a booming sector that requires specialized professionals with great ability to operate in digital environments"



TECH Technological University adapts to you and that is why it has designed a flexible academic option that meets the current needs of communication professionals”

Position your clients' personal brand in today's digital ecosystem thanks to this university degree.

Innovative teaching material is available, accessible 24 hours a day, from any digital device with an internet connection.

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.



02 Objectives

The main objective of this Professional Master's Degree in Personal Brand Building is to provide participants with the necessary tools and skills to develop a solid and effective personal branding strategy. Thus, during the program, participants will obtain effective learning that will allow them to create a personal branding strategy adapted to the needs of customers and their objectives. In addition, throughout this academic itinerary they will develop communication and networking skills that will allow them to successfully position their personal brand.





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Thanks to this academic option you will be up to date with the latest trends in Personal Branding and put it into practice with your best clients"



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. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

- ♦ Develop the design of a Digital Identity strategy to help project an image consistent with brand values
- ♦ Identify the journey of the personal brand in order to have a global vision of all its phases
- ♦ Communicating a coherent and positive Digital Identity
- ♦ Develop the skills and competencies necessary for personal brand management
- ♦ Carry out a strategy of online and offline actions for the monetization of the personal brand
- ♦ Establish a strategy to maintain a positive corporate reputation and know how to manage a reputation crisis
- ♦ Identify the need for innovation, maintenance and updating of the personal brand on a constant basis and know the tools to achieve it

Module 2. 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 3. 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 4. 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 5. 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

Module 6. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

- ♦ Determine the importance of personal branding on social media and how a consistent digital presence can help drive career advancement
- ♦ Analyze the process of creating a content strategy that reflects personal brand identity and connects with the audience on different social media platforms
- ♦ Identify the different objectives that can be applied to personal branding in the social media
- ♦ Fundamentalize the use of Instagram, Facebook, Twitter and Tiktok for personal branding
- ♦ Identify best practices on these social platforms to increase engagement and personal brand visibility
- ♦ Examine the variables for analysis and measurement of results offered by each platform

Module 7. Personal branding on LinkedIn. Visibility and engagement strategies on LinkedIn

- ♦ Develop an effective strategy to optimize the LinkedIn profile seeking to create a solid, credible profile that stands out from the average
- ♦ Identify the types of content that have the greatest impact on the audience LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputation
- ♦ Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn
- ♦ Examine effective techniques, formats and styles for publishing posts on LinkedIn
- ♦ Master the tactics to establish an active and engaged community on LinkedIn by using effective connection, interaction and loyalty strategies
- ♦ Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior, in order to adjust and improve the strategy in real-time

Module 8. Networking for Personal Brand Building. Networking, events and PR strategies as levers for growth

- ♦ Develop a Networking strategy adapted to the objectives and audience and build a solid and growing network of contacts
- ♦ Implement strategic online and offline actions to expand the network of contacts
- ♦ Develop communication skills for effective networking in different areas and channels of face-to-face and online communication

- ♦ Use Public Relations to increase visibility and authority in the area of expertise
- ♦ Determine how the media, stakeholders and opinion leaders work to build a strong and strategic contact network
- ♦ Managing Reputational Crises in Networking and Public Relations
- ♦ Interpret the data obtained from the metrics to evaluate the Networking and Public Relations strategy and its impact on the personal brand

Module 9. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content

- ♦ Discover how to improve daily productivity to generate content ideas and avoid blank page syndrome
- ♦ Compile the best tools for generating new content ideas and know where to look for inspiration and always be up to date with what is being published in the industry
- ♦ Use creative production tools such as Canva
- ♦ Choosing the most appropriate e-mail marketing tool for each professional
- ♦ Identify the best incentive to maximize lead capture and build a proprietary database
- ♦ Use email marketing as a tool channel for building a “community of loyal customers.”
- ♦ Improving personal brand conversion by applying the sales funnel methodology

Module 10. KPIs Personal brand impact: metrics for measuring results and multi-sector success stories

- ♦ To substantiate the relationship between influence and personal branding
- ♦ Identify best practices in personal branding
- ♦ Establish specific objectives and goals to improve the impact and effectiveness of the Personal Brand Building
- ♦ Analyze the presence of the personal brand in different media and platforms
- ♦ Review and evaluate KPIs for the improvement of the personal branding strategy



Position your clients' personal brand in today's digital ecosystem thanks to this university degree"

03 Skills

The structure of this Professional Master's Degree has been designed to enhance the skills and abilities of communication professionals in the construction and management of Personal Branding. To this end, it has at its disposal the most innovative pedagogical tools, including numerous case studies that will enable it to integrate the most effective methodologies and strategies into its daily practice. Likewise, in order to achieve these goals, students will have a specialized teacher who will answer any questions they may have about the content of this program.





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Develop your networking skills and establish key professional relationships that will help you boost your career”



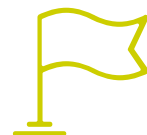
General Skills

- ♦ Develop the best strategic formula to connect with the audience
- ♦ Enhance skills in creating relevant and engaging content for the audience on LinkedIn, and demonstrate the impact of that content on community growth and personal brand building
- ♦ Evaluate and examine data analysis of LinkedIn activity, and inform strategic decision making based on the results obtained
- ♦ Enhancing effective communication skills to improve Networking
- ♦ Apply metrics for measuring the success of Networking and Public Relations strategies
- ♦ Generating specialized digital skills for any personal brand: communicating to sell



Boost your career as a communications or journalism professional with an effective and differentiating personal branding strategy"





Specific Skills

- ♦ Identify the personal and professional values that define the personal brand of the journalist or communication professional
- ♦ Create a personal brand strategy that includes clear objectives, target audience and appropriate communication channels
- ♦ Develop effective communication skills, both oral and written, to convey the personal brand in a clear and persuasive manner
- ♦ Manage the digital tools necessary for the construction and management of an online personal brand
- ♦ Properly manage social networks and other digital platforms to promote and position the personal brand effectively
- ♦ Develop networking skills and establish relationships with other professionals in the sector that can help in the promotion of the personal brand
- ♦ Generate quality and relevant content that reinforces and enriches the personal brand
- ♦ Know the current trends in Personal Brand Building and apply them appropriately
- ♦ Evaluate the impact and effectiveness of the personal branding strategy and make adjustments and improvements accordingly
- ♦ Maintain coherence between the personal brand and the image and reputation of the journalist or communication professional in the professional field

04

Course Management

The teaching team of this university degree is made up of experienced professionals in various areas of Communication, including Public Relations, Marketing and Personal Branding. His experience allows him to provide students with an exceptional education adapted to the needs of today's labor market. In this way, the graduate will obtain a comprehensive learning from the hand of the best specialists and get a complete vision of Personal Brand Building.



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Succeed with the help of the best experts in Communication, Marketing and Public Relations and elevate your potential for Personal Brand Building"

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. López Rodríguez, Carla

- ♦ International consultant and Personal Brand Building trainer
- ♦ Visual Comercial, responsible for product presentation at Inditex in Austria
- ♦ Teacher at the University of Vigo
- ♦ Teacher at University Bring

- ♦ Degree in Advertising and PR the University of Alicante
- ♦ Degree in Audiovisual Communication at the University Vigo
- ♦ Dr. in Communication from the University of Vigo with International Mention and Cum Laude
- ♦ Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga

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

Ms. García Sanz, Nagore

- ♦ Communications Consultant
- ♦ Communications Manager in the Youth Department of the Provincial Council of Gipuzkoa
- ♦ Responsible for communication at the launch of the Kühne Business School
- ♦ Degree Information Sciences from the University of País Vasco
- ♦ Master in Digital Marketing and Community Management from the Marketing and Web School
- ♦ Expert in Information Service and Citizen Attention by the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by the air design School
- ♦ Records Management and Archives Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation by the Faculty of Economics, Business and Tourism of the University of Alcalá

Dr. García Veiga, Mariam

- ♦ CEO RockNR rebel
- ♦ 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

Ms. Luque Díaz, Daniela

- ♦ LinkedIn Branding Consultant
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Coordinator of Arts Programs in the Department of Arts and Humanities at New York University
- ♦ Management of the marketing strategy for the collection of fashion accessories for the fashion accessories collection for the AITA brand
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Eurofragrance Dubai Operations Coordinator
- ♦ Business Development Director of Grupo Intercom in Barcelona
- ♦ Degree in Film & TV Production at the National University of Colombia
- ♦ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- ♦ Master's Degree in Public Relations& from ESERP Business School
- ♦ Master's Degree in Retail Management from the Autonomous University of Barcelona

05

Structure and Content

The study plan of this academic option takes the graduate through a 12-month academic journey where he/she will go from Personal Brand Building to the measurement of results. A period of intensive learning, where students will delve into personal branding, digital identity and corporate reputation, as well as planning and personal brand strategy. In addition, networking techniques, social networks, e-mail marketing and metrics to measure the impact of personal branding will be discussed. All of this is complemented by numerous additional materials, accessible 24 hours a day, from any digital device with an internet connection.





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They have a lot of additional didactic material that will allow you to deepen your visibility strategies through Social Networks”

Module 1. Personal Brand Building. Personal Branding, Digital Identity and Corporate Reputation

- 1.1. Personal Branding
 - 1.1.1. Personal Branding Key Aspects
 - 1.1.2. Benefits of Personal Branding Building
 - 1.1.3. Personal Branding in the market
- 1.2. Personal brand journey
 - 1.2.1. Self-awareness phase
 - 1.2.2. Purpose phase
 - 1.2.3. Positioning and visibility
 - 1.2.4. Results phase: keys to be the chosen option
- 1.3. Digital Identity and Netiquette
 - 1.3.1. Digital Identity
 - 1.3.2. Netiquette and its impact on personal brand
 - 1.3.3. Application of Netiquette in the different different platforms
- 1.4. Network positioning
 - 1.4.1. How to know, control and manage online reputation
 - 1.4.2. The importance of personal branding in the digital age
 - 1.4.3. Keyword Search for Personal Brands
- 1.5. Skills for creating a personal brand
 - 1.5.1. Effective Communication
 - 1.5.2. Leadership and Team Management
 - 1.5.3. Critical thinking and problem solving
- 1.6. Corporate reputation of the personal brand
 - 1.6.1. Corporate Reputation
 - 1.6.2. Online reputation management
 - 1.6.3. Corporate reputation and ethics
- 1.7. Personal brand Monetization
 - 1.7.1. Niche market research
 - 1.7.2. Business model and diversification of revenue sources
 - 1.7.3. Elaboration of proposals and conditions

- 1.8. Innovation in personal branding
 - 1.8.1. Identification of new opportunities and trends
 - 1.8.2. Experimentation with new forms and approaches
 - 1.8.3. Design thinking applied to personal branding
- 1.9. Offline and online crisis prevention and management for personal brands
 - 1.9.1. Strengthening personal branding for crisis prevention
 - 1.9.2. Offline and Online Reputation Crisis Management
 - 1.9.3. Implementation of post-crisis measures after the crisis
- 1.10. Maintaining and updating of the personal brand
 - 1.10.1. The continuous improvement plan
 - 1.10.2. Competence map
 - 1.10.3. Action plan review

Module 2. Self-diagnosis for Personal Brand Building. Market reputation, SWOT, auditing and benchmarking

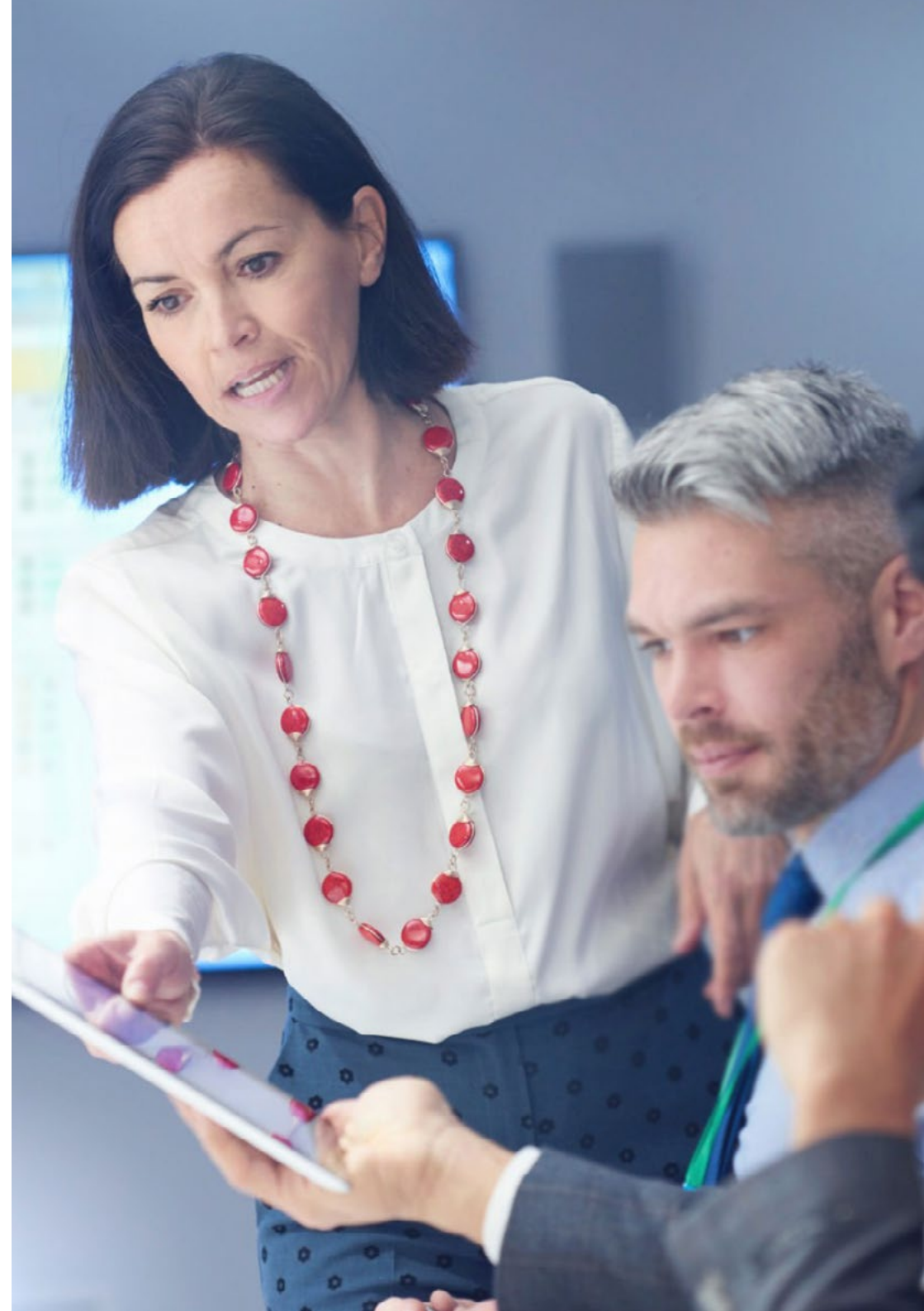
- 2.1. Self-diagnosis for Personal Brand Building
 - 2.1.1. Self and Self-Knowledge-diagnosis for Personal Brand Building
 - 2.1.2. Self-knowledge: step one in personal brand management
 - 2.1.3. Key aspects of the Personal Brand Building process
- 2.2. Market reputation. An outward look
 - 2.2.1. Importance of brand perceptions and reputation
 - 2.2.2. Connection between others' perceptions and personal brand values
 - 2.2.3. Compilation of data perceived in the market as personal branding
- 2.3. Personal SWOT applied to Personal Brand Building
 - 2.3.1. SWOT applied to personal branding
 - 2.3.2. Personal SWOT development strategy
 - 2.3.3. How to leverage and capitalize on strengths
- 2.4. Auditing, best practices and benchmarking
 - 2.4.1. Identification of the personal brands that are referents in the sector
 - 2.4.2. Identification of factors leading to success
 - 2.4.3. Positioning objective to be achieved as a personal brand builder

- 2.5. The Purpose: the polar star that guides the Personal Brand
 - 2.5.1. The purpose of life
 - 2.5.2. Identifying the Purpose: powerful questions
 - 2.5.3. Ikigai and other clarification tools
 - 2.5.4. Coherence and Identity. Connection between personal brand and life purpose
 - 2.6. Objectives in personal branding
 - 2.6.1. Number one target identification strategy for personal branding
 - 2.6.2. Determination of SMART objectives
 - 2.6.3. Visibility or Sales Reflection
 - 2.7. Reflection on target audience and value proposition
 - 2.7.1. Target Audience: identification of the company interested in your strengths
 - 2.7.2. Value Proposition Determination
 - 2.7.3. Strategy to develop value proposition
 - 2.8. Impact of self-knowledge on personal brand development
 - 2.8.1. Case Study: Brand value identification process
 - 2.8.2. Case Study: Utility to impact differentiation as personal branding
 - 2.8.3. Case Study: The Impact in The Target Audience
 - 2.9. Business Models
 - 2.9.1. Monetization feasibility study of a personal brand
 - 2.9.2. Identification of key players and other relevant
 - 2.9.3. Starting a personal branding business
 - 2.10. Personal Branding Model Canvas in practice
 - 2.10.1. Personal Branding Presentation Model Canvas
 - 2.10.2. Tool Use
 - 2.10.3. Practical Example
- Module 3. Personal Brand Planning. Analysis of the differential factors of the personal brand. Positioning pillars: Brand Core and Brand Positioning**
- 3.1. The three pillars of brand positioning: "know yourself, develop yourself, show yourself"
 - 3.1.1. The methodology of the personal brand iceberg
 - 3.1.2. Order: the key to success
 - 3.1.3. Change and dynamism. The need to reevaluate
 - 3.2. How to turn your personal SWOT into a strategic plan
 - 3.2.1. How to turn weaknesses into strengths
 - 3.2.2. How to turn threats into opportunities
 - 3.2.3. How to turn Strengths into opportunities
 - 3.3. Brand Core I. Purpose: Identification. Uses. Examples
 - 3.3.1. If you have a why, you will solve the how and the what
 - 3.3.2. Methodologies to identify the purpose
 - 3.3.3. Inspiring examples of purpose
 - 3.4. Brand Core II. Vision. Examples
 - 3.4.1. Identification of Short, Medium and Long-Term Objectives. Goal setting
 - 3.4.2. Why it pays to be ambitious in your vision
 - 3.4.3. Inspiring examples of vision and its usefulness in personal branding
 - 3.5. Brand Core III. Values. Identification, Management and Projection. Examples
 - 3.5.1. Tools to identify Values
 - 3.5.2. Values Management and Projection through images or testimonials
 - 3.5.3. Examples of projection and use of values
 - 3.6. Brand Positioning I. Audience, Customer Segments
 - 3.6.1. Demographic profiles to identify audiences
 - 3.6.2. Psychological profiles. Fears and illusions
 - 3.6.3. Empathy: Understanding people's objections to working with you
 - 3.7. Brand Core II. Market
 - 3.7.1. Understanding the market context of the audience
 - 3.7.2. Research to measure the potential market
 - 3.7.3. | Development of positioning maps
 - 3.8. Brand Core III. Objectives
 - 3.8.1. Target per reference field
 - 3.8.2. Objective by specialty
 - 3.8.3. Target by geographic area
 - 3.9. Brand Core IV. Value Proposition Relevance and Difference. Examples
 - 3.9.1. Personal Value Proposition Canvas. The Customer
 - 3.9.2. Personal Value Proposition Canvas. The relevant difference
 - 3.9.3. Inspiring examples of personal value propositions

- 3.10. Brand Positioning V. Business Model You, your business model
 - 3.10.1. Osterwalder, Pigneur, Clark's Business Model You canvas
 - 3.10.2. Key Elements Customers, value added, channels and roles
 - 3.10.3. Activities, resources, key partners and economic model

Module 4. Personal Brand Strategies. Brand persona. Verbal and visual identity keys. Elevator pitch, public speaking and personal storytelling

- 4.1. Brand Persona I. Archetypes of Personal Branding. Examples
 - 4.1.1. Jung's 12 archetypes. Examples
 - 4.1.2. The 16 archetypes of the 16 Personalities test
 - 4.1.3. The archetypal mixture. Impulse and fear in archetype management
- 4.2. Brand persona II. Personality
 - 4.2.1. Brand Voice. Voice tone descriptors
 - 4.2.2. Projection of voice tone
 - 4.2.3. Examples of tone of voice usage
- 4.3. Brand persona III. Naming & Tagline
 - 4.3.1. Use of mind maps to get to the tagline
 - 4.3.2. Use of mind maps to get to the tagline
 - 4.3.3. The five formats of a memorable slogan
- 4.4. Verbal and Non-Verbal Identity
 - 4.4.1. Verbal Identity. Written and Oral Style
 - 4.4.2. Non-verbal identity: What defines our uniqueness
 - 4.4.3. Inspiring examples of verbal and non-verbal identity
- 4.5. Visual identity, image and consistency with the message
 - 4.5.1. Visual Identity Going unnoticed with the "no image"
 - 4.5.2. Marked visual identity, pros and cons
 - 4.5.3. Examples of visual identity
- 4.6. Elevator Pitch. Examples
 - 4.6.1. The Tony Reiss Method: Wow, How, Now
 - 4.6.2. Personal presentation, sales pitch, pitch to attract investors
 - 4.6.3. Adaptation to Realistic Life. Examples:



- 4.7. Public speaking, keys to natural and inspiring speeches
 - 4.7.1. The skeleton of the discourse and the solver
 - 4.7.2. The good, the bad, the journey, the denouement
 - 4.7.3. What the best stories have in common
 - 4.8. From data to story: The 5 types of personal storytelling
 - 4.8.1. Introductory story and introspective story
 - 4.8.2. Value proposition story
 - 4.8.3. A story of values and a story to break down barriers
 - 4.9. Learning from the best: personal best stories
 - 4.9.1. Business story
 - 4.9.2. Political or election-focused story
 - 4.9.3. Story adapted to any situation
 - 4.10. Personal Branding Canvas
 - 4.10.1. Competitors: audience, positioning, communication
 - 4.10.2. Sector: skills, profession, reasons to believe, identity
 - 4.10.3. Investments and results
- Module 5. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques**
- 5.1. Personal communication canvas I. Audience, message and medium
 - 5.1.1. Audience Background, demographics, obstacles, common objections
 - 5.1.2. Message Value proposition, Pitch, bio RRSS, about me, LinkedIn, personal account
 - 5.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks
 - 5.2. Communication Plan II. Ingredients and formats for a digital biography
 - 5.2.1. Choosing a personal brand name based on its exclusivity and strength
 - 5.2.2. Reformulation of a value proposition in a short title
 - 5.2.3. Definition of occupation, experience, hard skills and soft skills
 - 5.3. Communication Plan III. The content plan: Creation
 - 5.3.1. Choice of sources, subscription models of subscription
 - 5.3.2. Establishment of categories and subcategories
 - 5.3.3. 800 words inspired by experiences and competences
 - 5.4. Communication Plan IV. The content plan: Healing
 - 5.4.1. Content curation and programming formats
 - 5.4.2. The moment of truth: posting, commenting, interacting, connecting
 - 5.4.3. Control, iterate, test
 - 5.5. Communication canvas V. Prescribers
 - 5.5.1. Satisfied customers, the best prescribers
 - 5.5.2. Family & Friends: fellow students, work colleagues, etc
 - 5.5.3. Sector leaders, professional associations, associations
 - 5.6. Communication Plan VI. Personal marketing investment, monetization
 - 5.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs
 - 5.6.2. Monetization: sale of product, time (consulting, training, mentoring)
 - 5.6.3. Passive monetization: subscriptions, licenses, online courses, ebooks, affiliate sales
 - 5.7. Copywriting strategies: From concept to text
 - 5.7.1. Benefits versus features
 - 5.7.2. Social proof and Bandwagon effect
 - 5.7.3. Titles, messages, metaphors, verbs and rhythm
 - 5.8. Artificial intelligence strategies applied to content, copywriting and image
 - 5.8.1. AI does not supplement, it complements. AI usage strategy
 - 5.8.2. Prompts to expand content
 - 5.8.3. Prompts for copywriting and use of images
 - 5.9. Keys to crisis prevention and management
 - 5.9.1. Online presence monitoring
 - 5.9.2. Creation of action plan protocols
 - 5.9.3. Addressing the crisis: speed, transparency and honesty and honesty
 - 5.10. Executive reputation
 - 5.10.1. Integrity and ethics: Values pillars reputation, sustainability and CSR
 - 5.10.2. Effective Communication Assertiveness, empathy, acknowledgment of mistakes, celebration of achievements
 - 5.10.3. Diagnosis and measurement of management reputation

Module 6. Social Media Branding. Visibility and engagement strategy on Instagram, Twitter, Facebook and TikTok

- 6.1. Social Media Branding: Relevance to personal branding
 - 6.1.1. Role Playing Personal Brand in Social Media
 - 6.1.2. Online management platforms: Personal brand Loudspeaker
 - 6.1.3. The pillars of a good digital personal branding strategy
- 6.2. Strategic approach as a basis for Social Media Branding
 - 6.2.1. The role of research and active listening in personal branding strategy
 - 6.2.2. Analysis of the competition in social networks
 - 6.2.3. Identifying the target audience for the personal branding strategy
- 6.3. Social Media Branding
 - 6.3.1. Developing a social media plan for personal branding
 - 6.3.2. Identification of the objectives of the personal brand in social networks
 - 6.3.3. KPIs to analyze results
- 6.4. Engagement and visibility strategies for personal branding
 - 6.4.1. Online ecosystem: definition of the digital presence and selection of platforms
 - 6.4.2. Factors that drive engagement in social networks
 - 6.4.3. Visibility in social networks and best practices
- 6.5. Creation of a coherent digital presence
 - 6.5.1. Creation of a coherent brand image in social networks: visual identity, verbal anchors and style guides in social networks
 - 6.5.2. The brand message and the role of content in the success of the strategy
 - 6.5.3. Differentiation of the personal brand in the digital world
- 6.6. Content strategy: creation of a social media content strategy that reflects the brand's identity and connects with the audience
 - 6.6.1. Content creation process for different social media platforms
 - 6.6.2. The importance of storytelling in personal branding on social networks
 - 6.6.3. Creation of a publication calendar to maintain a constant and coherent online presence

- 6.7. Using Instagram for personal branding
 - 6.7.1. Why be on Instagram: reports and audiences
 - 6.7.2. Understanding the algorithm for designing content strategy on Instagram
 - 6.7.3. Best practices to increase engagement and visibility
 - 6.7.4. KPIs Measurement and analysis of results on Instagram
- 6.8. Using Facebook for Personal Brand Building
 - 6.8.1. Why be on Facebook. Reports and hearings
 - 6.8.2. Understanding the algorithm for designing content strategy on Facebook
 - 6.8.3. Best practices to increase engagement and visibility
 - 6.8.4. KPIs Measurement. Analysis of Facebook results
- 6.9. Using Twitter for Personal Brand Building
 - 6.9.1. Why be on Twitter: reports and audiences.
 - 6.9.2. Best practices to increase engagement and visibility
 - 6.9.3. KPIs Measurement and analysis of results on Twitter
- 6.10. Using Tik Tok for Personal Brand Building
 - 6.10.1. Why be on Tik Tok: reports and audiences.
 - 6.10.2. Best practices to increase engagement and visibility
 - 6.10.3. KPIs Measurement and analysis of results on Tik Tok

Module 7. Personal branding on LinkedIn. Visibility and engagement strategies for building a personal brand on LinkedIn

- 7.1. Strengthening the Profile LinkedIn User Profile
 - 7.1.1. Analysis of a LinkedIn user profile
 - 7.1.2. Clarification of LinkedIn use objectives
 - 7.1.3. Identification of areas for improvement in the LinkedIn profile.
- 7.2. Audience Building of followers on LinkedIn
 - 7.2.1. Definition of Audience on LinkedIn
 - 7.2.2. Tailoring the message to the audience on LinkedIn
 - 7.2.3. Audience Building of Publication on LinkedIn

- 7.3. Community of reference on LinkedIn
 - 7.3.1. LinkedIn content leader search
 - 7.3.2. Identification of other community members on LinkedIn
 - 7.3.3. Interaction and collaboration with other members of the LinkedIn community
- 7.4. Connecting with active users on LinkedIn
 - 7.4.1. Importance of finding active LinkedIn users
 - 7.4.2. Writing an invitation to connect on LinkedIn
 - 7.4.3. Interacting with new contacts on LinkedIn
- 7.5. Development of a solid content strategy through thematic pillars
 - 7.5.1. Identification and positioning of thematic pillars
 - 7.5.2. Identification of the thematic pillars in the strategy
 - 7.5.3. Development and maintenance of the thematic pillars over time
- 7.6. Linking thematic pillars to personal history. The Importance of Emotions
 - 7.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
 - 7.6.2. How to tell effective stories in LinkedIn
 - 7.6.3. How to connect personal stories with key messages on LinkedIn
 - 7.6.4. Creating a personal story of transformation for a first post on LinkedIn
- 7.7. Generation of impactful content on LinkedIn. Importance of inspiring and teaching
 - 7.7.1. Use of technical or scientific data related to the thematic pillars to create educational content
 - 7.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
 - 7.7.3. Translating analysis into practice
- 7.8. Preparation of LinkedIn Posts
 - 7.8.1. Selecting the content and format with the greatest potential for LinkedIn posts
 - 7.8.2. Creating a variety of formats and styles for posts on LinkedIn
 - 7.8.3. Publication and follow up of the first posts on LinkedIn
- 7.9. Growing your LinkedIn account: followers and engagement
 - 7.9.1. Importance of Follower Monitoring in LinkedIn
 - 7.9.2. Monitoring of Follower Growth in LinkedIn
 - 7.9.3. Use of follower data on LinkedIn

- 7.10. Evaluation and adjustment of the editorial strategy
 - 7.10.1. Identifying trends and patterns in audience behavior
 - 7.10.2. Reinforcing strengths and weaknesses to improve editorial strategy
 - 7.10.3. Digital tools for an advanced use of LinkedIn
 - 7.10.4. Optimal use of LinkedIn as a tool to strengthen digital personal branding

Module 8. Networking for Personal Brand Building. Networking, events and PR strategies as levers for growth

- 8.1. Networking Fundamentals and Relevance
 - 8.1.1. Types of Networking
 - 8.1.2. Creation of a Neural Network-Training and Collaboration
 - 8.1.3. Realization of a Networking Plan
- 8.2. Networking to strengthen Personal Brand Building
 - 8.2.1. Identifying Key Accounts
 - 8.2.2. Selection of opinion leaders
 - 8.2.3. How to expand and leverage your network of contacts
- 8.3. Events as a Networking strategy
 - 8.3.1. The Power of Online and Offline Networking Events
 - 8.3.2. Types of Networking Events
 - 8.3.3. Organizing an event as a strategy to improve your personal branding
- 8.4. Public Relations and Personal Branding
 - 8.4.1. Importance of Public Relations
 - 8.4.2. Types of Public Relations strategies
 - 8.4.3. Using PR to increase visibility and authority
- 8.5. Effective communication strategies for Networking
 - 8.5.1. Effective communication techniques in face-to-face actions or events
 - 8.5.2. Effective communication techniques in the use of e-mail
 - 8.5.3. Effective communication techniques in the use of social networks
- 8.6. Effective offline networking to strengthen personal branding
 - 8.6.1. Networking in communities, conferences, seminars and business events
 - 8.6.2. Networking with local stakeholders
 - 8.6.3. Maintaining contact to seek opportunities for collaboration

- 8.7. Effective Online networking to strengthen personal branding
 - 8.7.1. Digital tools and platforms for Networking
 - 8.7.2. Participation in online networking events
 - 8.7.3. Maintaining online networking relationships
- 8.8. Other useful PR actions to grow personal branding
 - 8.8.1. Media Relations
 - 8.8.2. Relationship with influential people
 - 8.8.3. Publication of a book as a PR strategy
 - 8.8.4. Creation of a Multimedia Contents as a PR strategy
- 8.9. Crisis Management in Networking and Public Relations
 - 8.9.1. The importance of ethics and accountability in crisis management
 - 8.9.2. Design crisis communication of a strategy
 - 8.9.3. Effective Networking for crisis management in Public Relations
- 8.10. Measuring the success of a PR strategy
 - 8.10.1. Social Network Monitoring
 - 8.10.2. Qualitative and quantitative evaluation of the events
 - 8.10.3. Visibility in the Media

Module 9. Inbound and e-mail marketing strategies, techniques and tools for building and generating personal branded content

- 9.1. Inbound Marketing Strategies applied to Personal Brand Building
 - 9.1.1. Inbound Methodology. Objectives
 - 9.1.2. Attraction strategy
 - 9.1.3. Interaction strategy
 - 9.1.4. Delight strategy
- 9.2. Content Creation
 - 9.2.1. Identification of the thematic pillars of the content to be developed
 - 9.2.2. Educational vs. non-educational content
 - 9.2.3. The 20 content ideas that help personal brand growth
 - 9.2.4. Inspiring examples of personal value contents of personal value
- 9.3. Tools for curating content and fostering creativity
 - 9.3.1. Feedly
 - 9.3.2. Google Alerts
 - 9.3.3. Buzzsumo
 - 9.3.4. Other Tools
- 9.4. Planning and productivity for content creation
 - 9.4.1. Design of an editorial calendar
 - 9.4.2. Content creation based on business objectives
 - 9.4.3. Media Planning Tools Google Drive, Notion, Asana, Trello
- 9.5. Visual design and tools for the creation of visual digital content
 - 9.5.1. Correct use of color palette, logo and branding and branding
 - 9.5.2. Personal brand photography
 - 9.5.3. Canva: Advanced practical workshop
- 9.6. Sales funnel for Personal Brand Building
 - 9.6.1. Utility of sales funnel for Personal Brand Building
 - 9.6.2. Funnel function. Phases
 - 9.6.3. Relationship between content types and conversion rate
- 9.7. Conversion of followers to leads
 - 9.7.1. Lead: importance for building a personal branded business
 - 9.7.2. LinkedIn profile targeting to maximize lead generation
 - 9.7.3. Instagram profile targeting to maximize lead generation
 - 9.7.4. Personal web optimization to capture leads
- 9.8. Design of an email marketing strategy
 - 9.8.1. Importance of an email marketing strategy
 - 9.8.2. Free email marketing tools to build relationships with subscribers
 - 9.8.3. Presence in the mind of the buyer persona: the newsletter
- 9.9. Marketing Automation for Personal Brand Building
 - 9.9.1. Incentive to join the community
 - 9.9.2. The importance of the first welcome sequence
 - 9.9.3. Example of a welcome sequence that helps generate sales

- 9.10. Podcast: new key channel in the Inbound Marketing strategy
 - 9.10.1. Creation of a podcast. Steps to Follow
 - 9.10.2. Formats and types of content
 - 9.10.3. Podcast dissemination and visibility

Module 10. KPIs Personal Brand Building Impact: Metrics for measuring results and multi-sector success stories

- 10.1. Personal branding KPIs: Application
 - 10.1.1. Definition and importance of establishing KPIS
 - 10.1.2. Types of KPIs and key indicators for measuring the success of Personal Brand Building
 - 10.1.3. The role of vision and personal brand positioning in KPIs
- 10.2. Selecting the right KPIs to measure your Personal Brand Building success
 - 10.2.1. Variables for selecting relevant KPIs in the Personal Brand Building strategies
 - 10.2.2. Identification of the objectives of the personal brand: Definition of the objectives of the personal brand to establish appropriate KPIs
 - 10.2.3. Prioritization of KPIs according to established objectives and goals
- 10.3. Types of tangible KPIs for Personal Branding
 - 10.3.1. Analysis of scope KPIs
 - 10.3.2. Analysis of Interaction KPIs
 - 10.3.3. Analysis of Conversion KPIs
- 10.4. Types of tangible KPIs for Personal Brand Building
 - 10.4.1. Analysis of reputation KPIs
 - 10.4.2. Analysis of Influence KPIs
 - 10.4.3. Analysis of Credibility KPIs
- 10.5. Personal Brand Building in influence
 - 10.5.1. The Figure of the Manager Typologies of influencers
 - 10.5.2. Approach to Digital Marketing
 - 10.5.3. Benefits, choice and KPIs
- 10.6. Interpretation of KPIs: monitoring, measurement and optimization
 - 10.6.1. Monitoring: implementation of a system for monitoring and measuring of KPIs for Personal Brand Building
 - 10.6.2. Measurement Interpretation of Data
 - 10.6.3. Optimization: aspects to be assessed to adjust the strategy according to KPIs
 - 10.6.4. Final Recommendations
- 10.7. Case analysis: Personal Brand Building in entrepreneurs and freelancers
 - 10.7.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 10.7.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 10.7.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 10.8. Case analysis: Personal Brand Building in Influencers
 - 10.8.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 10.8.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 10.8.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 10.9. Case analysis: Personal Brand Building in Sport
 - 10.9.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 10.9.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 10.9.3. Case 3: Presentation, analysis of the digital strategy and best practices
- 10.10. Case analysis: personal branding in employed professionals
 - 10.10.1. Case 1: Presentation, analysis of the digital strategy and best practices
 - 10.10.2. Case 2: Presentation, analysis of the digital strategy and best practices
 - 10.10.3. Case 3: Presentation, analysis of the digital strategy and best practices

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.



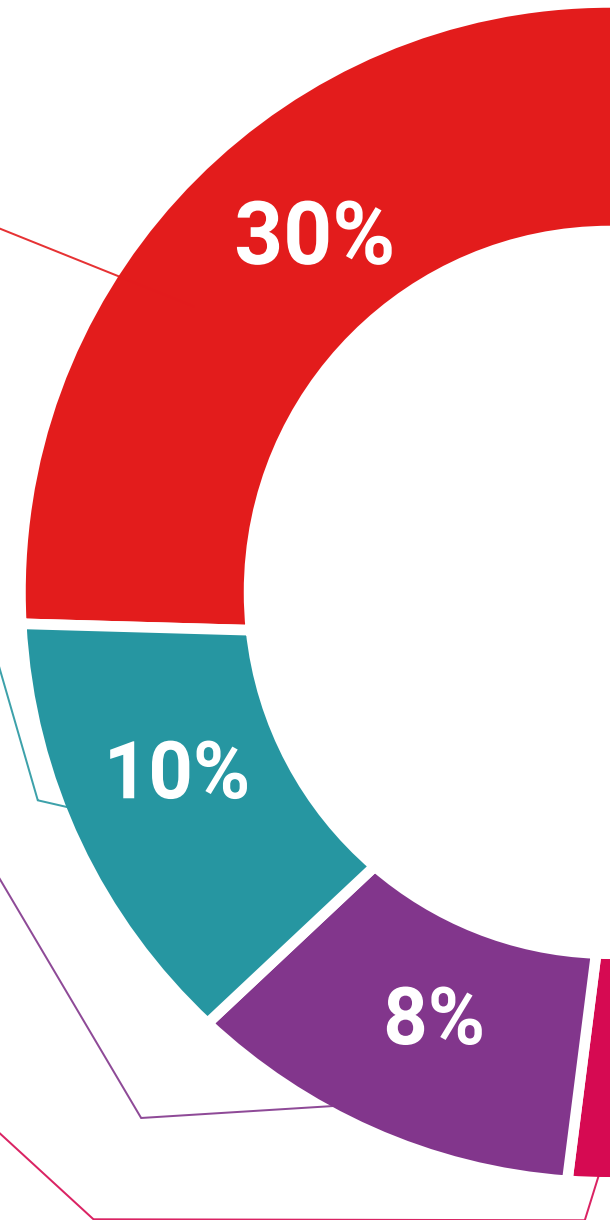
Practising Skills and Abilities

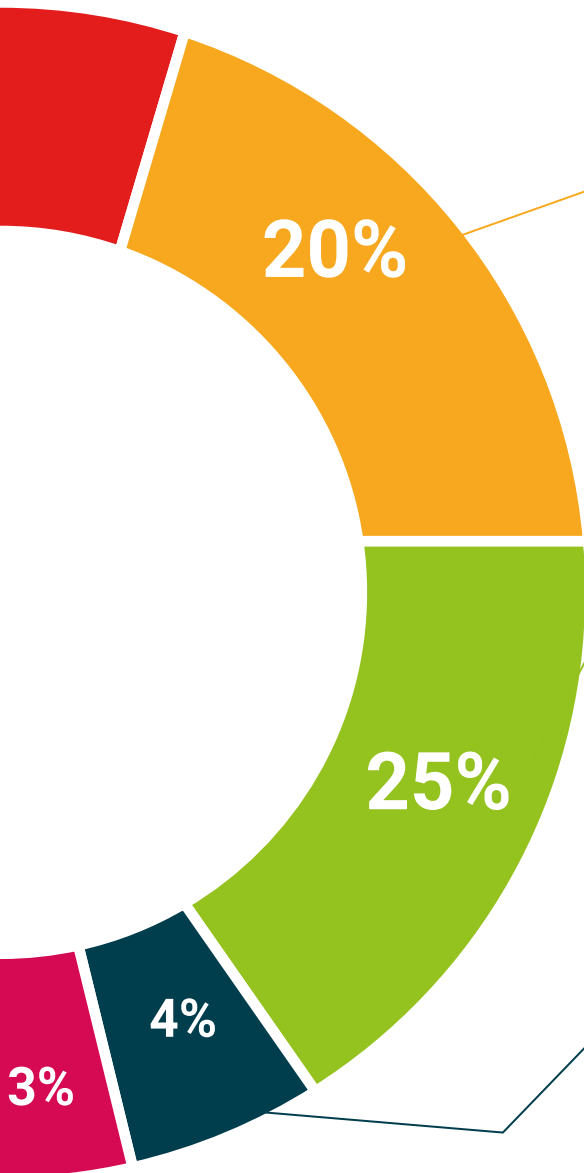
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



07

Certificate

The Professional Master's Degree in Personal Brand Building guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.



“

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

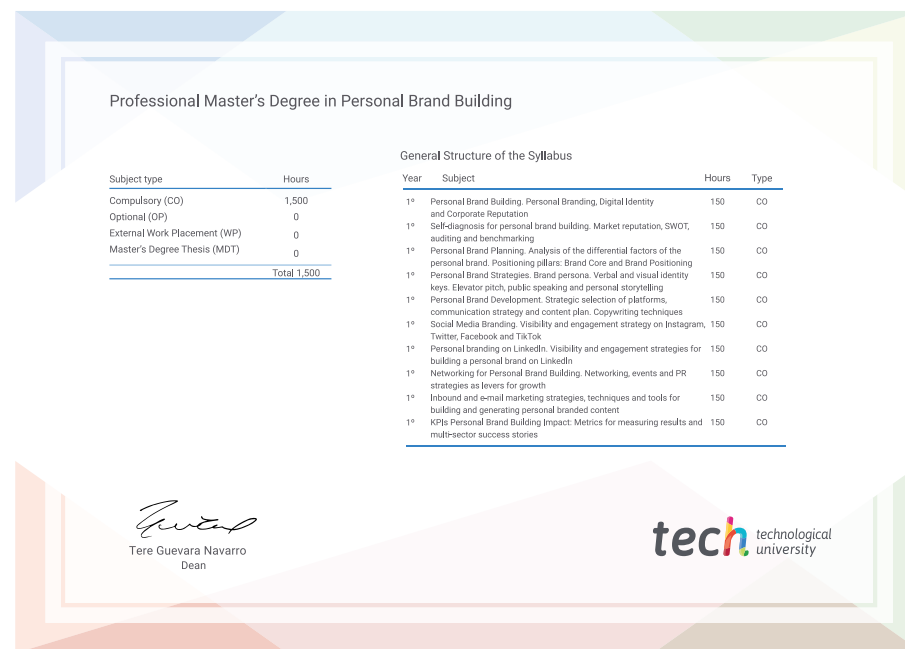
This **Professional Master's Degree in Personal Brand Building** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in Personal Brand Building**

Official N° of Hours: **1,500 h.**



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost..



Professional Master's Degree

Personal Brand Building

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Professional Master's Degree

Personal Brand Building