# Hybrid Professional Master's Degree
## Copywriting

tech global university

# Hybrid Professional Master's Degree
## Copywriting

Modality: **Hybrid (Online + Internship)**
Duration: **12 months**
Certificate: **TECH Global University**
Credits: **60 + 4 ECTS**
Website: **www.techtitute.com/us/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-copywriting**

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# 01
# Introduction

*Copywriting* is an essential tool in the business and digital landscape. With the constant increase in competition and the saturation of online information, the ability to create persuasive and effective messages becomes crucial to stand out from the crowd. It also encompasses the ability to understand the audience, communicate clearly and convincingly the organization's values and propositions, and optimize the impact of the communication. As such, the benefits of *Copywriting* are plentiful, from increasing customer engagement and conversions, to improving brand visibility and credibility. For this reason, TECH has implemented a degree aimed at experts seeking to enhance their persuasive copywriting and obtain higher profits.

*Thanks to this Hybrid Professional Master's Degree, you will take advantage of the most innovative techniques in Copywriting to improve the efficiency of your campaigns and obtain a greater benefit for your company"*

Copywriting is a fundamental aspect of any marketing campaign, as it helps motivate a target audience to perform a specific action, such as visiting a website or purchasing a product. Therefore, it is vital that entrepreneurs have a specialization in *Copywriting*, to convey information about their goods or services in an attractive way.

In this context, TECH has developed this Hybrid Professional Master's Degree, which will enhance the persuasive writing skills of professionals, allowing them to create innovative content. To this end, the academic itinerary will delve into issues such as persuasive writing techniques, *storyboards* or metrics analysis. At the same time, the graduate will develop skills to correctly handle innovative tools, such as ChatGPT.

Likewise, *Copywriting* techniques will be applied effectively in social networks. From writing posts, such as Facebook, Instagram, TikTok and LinkedIn, to creating video scripts for YouTube, as well as writing blog articles, experts will manage the customer's online experience and optimize the visibility of their content through the use of keywords and the development of content calendars.

Finally, they will delve into the creation of effective ads. From building subscriber lists and sales funnels, to persuasive copywriting for a variety of advertising platforms and effective project management as a *freelancer*, a complete and practical training will be provided for those who wish to excel in the field of *Copywriting* in the contemporary business world.

In addition, this program includes an Internship Program, where graduates will be able to apply everything they have learned in this degree in a leading company in the sector, living a broader educational experience. Therefore, during the itinerary, they will be supported by an assistant tutor, who will be in charge of supervising their progress and will offer them the possibility of being part of creative projects and initiatives in first person.

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

- Development of more than 100 practical cases presented by Copywriting professionals
- Their graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- Presentation of the most advanced techniques of persuasion and emotional language
- Practical workshops on the most cutting-edge tools for generating content ideas
- All of this will be complemented by 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
- Furthermore, you will be able to carry out an internship in one of the best Companies

*You will gain the necessary skills to write clearly, persuasively and convincingly in different styles, according to the needs of the audience and the advertising platform"*
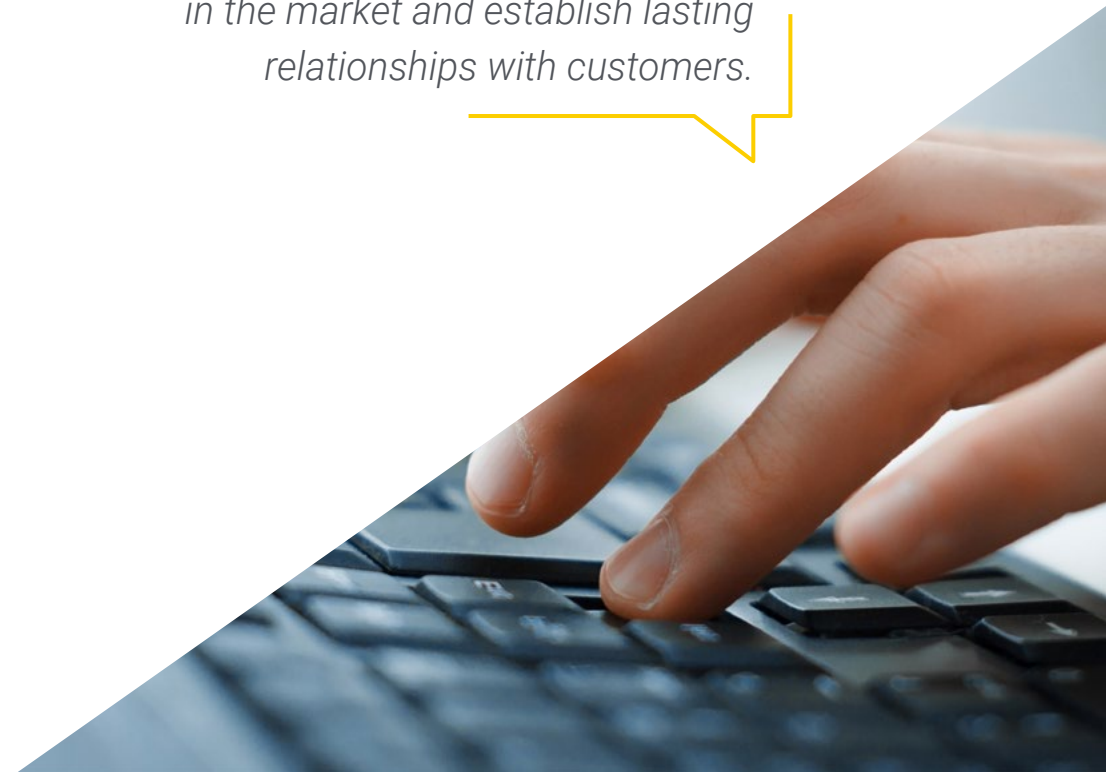
*This Hybrid Professional Master's Degree will allow you to exercise in simulated environments, providing you with immersive learning, programmed to face real situations.*

*You will develop the most original content to distinguish your company in the market and establish lasting relationships with customers.*

*"You will attend an intensive 3-week internship at an internationally prestigious center, where you will be supported by renowned professionals"*

In this program, of a professionalizing nature and blended learning modality, the program is aimed at updating Copywriting professionals who develop their functions in companies and require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in an educational way to integrate theoretical knowledge into the practice of the copywriter, and the theoretical-practical elements will facilitate knowledge update.

Thanks to their multimedia content developed with the latest educational technology, they will allow the Copywriting professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to specialize in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

# Why Study this Hybrid Professional Master's Degree?

With the growing importance of digital content and the need to reach specific audiences, the demand for professionals skilled in Copywriting is on the rise. For this reason, TECH has created this pioneering combination, which combines the latest updates in fields such as copywriting for web pages or social networks, with a practical stay in a prestigious international organization. In this way, graduates will develop advanced skills to write original content that captures the attention of consumers.

*You will have the full support of the world's largest online academic institution, TECH, with the latest educational technology at your disposal"*

### 1. Updating from the Latest Technology Available

Technology plays a fundamental role in the Copywriting field, providing tools that can improve the efficiency, creativity and effectiveness of professionals. For example, web analytics platforms provide valuable information about user behavior, allowing experts to better understand how visitors interact with content and optimize it accordingly. Therefore, TECH offers sophisticated tools in this degree for graduates to perform their work optimally.

### 2. Gaining In-depth Knowledge from the Experience of Top Specialists

Through this Hybrid Professional Master's Degree, graduates will optimize their work practice with the support of distinguished Copywriting specialists. These experts will accompany them throughout the academic itinerary, helping them to apply the most innovative techniques for the writing of persuasive texts. These specialists will also help students develop advanced skills to capture the interest of consumers.

### 3. Entering first-class environments

For this type of studies, TECH has carefully selected internationally renowned companies that will host its students for 3 weeks. These institutions stand out for their extensive experience in the sector, as well as for having top-quality facilities equipped with the latest technology. As a result, graduates will enjoy an optimal learning process that will enhance their job prospects.

### 4. Combining the Best Theory with State-of-the-Art Practice

The TECH Hybrid Professional Master's Degree is a unique opportunity to so that students will access a top-level specialization. Graduates will be able to immerse themselves in 1,500 hours of the best theoretical and practical content, which will allow them to develop skills to create persuasive content that connects with the audience. All of this can be applied during an internship, to consolidate knowledge and learn the best strategies.

### 5. Expanding the Boundaries of Knowledge

This program has been designed to extend horizons of its students on an international scale. For this reason, TECH has reached an agreement with prestigious institutions so that its students can work professionally as copywriters anywhere in the world.

> *You will have full practical immersion at the center of your choice"*

# 03
# Objectives

The objective of this program will be to equip professionals with the skills and knowledge to create persuasive and effective content that will drive the success of their companies. Through a practical and results-oriented approach, graduates will be specialized to understand the needs and desires of their audience, develop compelling messages that generate engagement and conversions, and optimize written communication in all aspects of their business. They will stand out in a competitive business environment, using the power of Copywriting to differentiate themselves, increase brand relevance and effectively achieve their business objectives.

*"You will gain a deep understanding of your audience, develop clear and compelling messages, and master writing techniques that generate tangible results"*

## General Objective

- This Hybrid Professional Master's Degree in Copywriting will enable graduates to thoroughly understand their audience, communicate clearly and convincingly the values and propositions of their companies, and optimize the impact of their written communication in various channels and platforms. In this way, entrepreneurs will be equipped with the necessary tools and strategies to increase the relevance, credibility and influence of their messages, which will enable them to achieve their business objectives with greater efficiency and success

*You will be prepared to lead more effective marketing strategies, increase customer engagement and convert opportunities into concrete actions that drive your business success"*
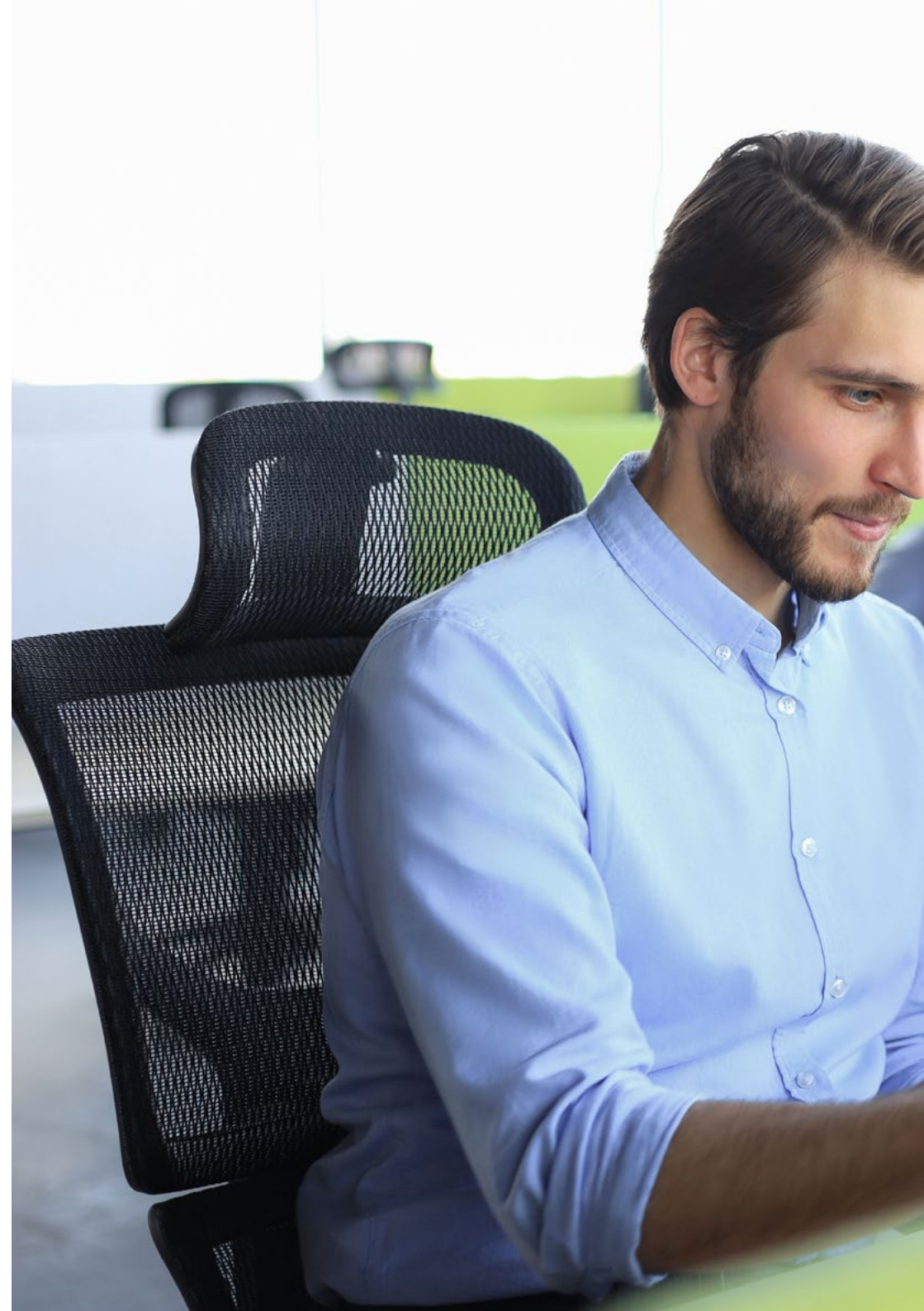
## Specific Objectives

**Module 1. Copywriting: What It Is, How to Learn It and What Possibilities It Offers**

- Know what Copywriting is
- Know what a Copywriter does
- Develop the skills a copywriter needs
- Learn the techniques to research the brand and its competition
- Define the ideal client
- Identify universal purchase motivators
- Learn about psychology, neuromarketing, generational marketing and neurocopywriting
- Discover what transcreation is and how it is done

**Module 2. Copywriting Techniques**

- Identify the principles of persuasion
- Learn more than 12 different Copywriting formulas
- Write effective headlines
- Learn how to professionally curate content

## Module 3. Sales, Customer Service and Copywriting

- Learn why persuasive techniques are important in Copywriting
- Know what is and how to use the language of emotion
- Delve into how the language of profit is used
- Learn how to increase sales with authority and confidence
- Discover how to apply Copywriting in customer service
- Know how to manage communication in complicated situations
- Learn how to approach a B2B presentation
- Know what a CRM is and how to apply Copywriting in its scope

## Module 4. Brand Identity Manual and Brand Story

- Know what a Brand Identity Manual is and what it is used for
- Discover Jung's 12 Archetypes
- Know what a Brand Identity Manual should include
- Decipher the personality of a brand
- Know what a Brand Manifesto is and what it is for
- Know what an empathy map is and create one
- Manage the verbal universe of a brand
- Learn the keys to writing a brand story

## Module 5. Copywriting for the Web

- Learn how to create or revise the texts of a home page, in the about me, services and sales sections
- Learn how to create or revise the texts of an online store and product sheets
- Delve into a specialized branch of Copywriting: UX Writing
- Learn how to manage and write all the messages involved in the customer's online experience

## Module 6. Copywriting for Content Marketing and Social Networks

- Know what Content Marketing is and how to apply Copywriting in your strategy
- Learn the particularities of the main social networks (Facebook, Instagram, TikTok, Youtube, LinkedIn, Pinterest, Twitter) and how to write messages in them in the most effective way
- Describe the particularities of video scripts and podcasts, and how to write them in an effective way
- Learn to write blog articles
- Manage and write all the messages involved in the online customer experience
- Know what keywords are and how they are used
- Create a content calendar
- Delve into the measurement of results

## Module 7. Email Marketing and Sales Funnels

- Learn the generalities of email marketing within a strategy
- Create a list of subscribers
- Know the how to grow a list of subscribers
- Know the objectives that can be achieved with email Marketing
- Know how not to go unnoticed in the inbox
- Acquire knowledge about what sales funnels are and what they are used for
- Understand how to manage a minimum sales funnel
- Learn how to manage a sales funnel for a startup

## Module 8. Copywriting for Launches

- Understanding What is a Launch and What It Is for
- Identify what types of launches exist
- Know all the stages in a launch
- Understand how to apply Copywriting in each stage of the launch process
- Know all the Copywriting pieces involved in a launch
- Manage the real-time results of the different phases of the launch and act accordingly
- Know the tools that help to successfully manage a launch
- Know what to do in the post-launch stage

## Module 9. Copywriting for Advertisements

- Know what the figure of the copywriter has to do with advertising
- Know what is the social media plan
- Know the step-by-step before writing for ads
- Learn how to create ad texts for Youtube Ads, Facebook Ads, TikTok ads, Twitter Ads, Instagram Ads, LinkedIn Ads, Amazon Ads, Google Ads and advertising in stories

## Module 10. The Freelance Copywriter

- Learn how to work as a freelance copywriter from the first day you start working with a client
- Know how to start a relationship with a client
- Design a service catalog
- Delve into the presentation of quotations to increase the acceptance rate of the quotation
- Learn how to create invoices
- Work with a project quality control system
- Learn how to present projects in a convincing way
- Learn how to manage metrics in Copywriting

# 04
# Skills

After completing this Hybrid Professional Master's Degree, graduates will take a deep dive into the most effective strategies and techniques for creating persuasive messages that resonate with target audiences. From the ability to craft irresistible headlines to developing compelling content, professionals will master the tools necessary to drive customer engagement, increase conversions and grow their businesses significantly. With a practical, results-oriented approach, this program will empower entrepreneurs to stand out in an increasingly competitive marketplace through effective and strategic communication.

*With this program, you will write texts that attract the attention of the audience and motivate them to take the desired action, so that your company can get the most benefits from its products"*

## General Skills

- Master the main copywriting techniques of a copywriter
- Enhance the skills to undertake a professional career as a copywriter
- Apply the knowledge acquired to be able to develop their own customer acquisition strategy as a copywriter
- Promote the students' leadership, communication and persuasion skills
- Promote the capacity for sales, customer service and the performance of Copywriting functions
- Apply with great skill the most popular formulas for Copywriting texts
- Successfully use transcreation
- Control the different tools used for content curation

## Specific Skills

- Handle the main advertising techniques used by Copywriting
- Master SEO concepts
- Analyze the results obtained after the launching of campaigns
- Capture new clients through the different Copywriting techniques
- Identify keys and synthesize ideas
- Make an excellent use of storytelling
- Master the techniques to be able to use Copywriting in the creation of webs
- Successfully create storybrands
- Avoid frequent mistakes when communicating with clients
- Control the different channels used in internal communication

*You will develop search engine optimization techniques and improve the positioning of your online content, all thanks to an extensive library of multimedia resources"*

05
# Course Management

In its firm commitment to offering the most complete and up-to-date university programs, TECH has made a rigorous selection to form its teaching staff. For this Hybrid Professional Master's Degree, it has brought together true references in the area of *Copywriting*, experts who have an extensive professional background, in which they have developed highly creative solutions for prestigious institutions. In this way, graduates will have all the guarantees they demand to access an academic proposal that will raise their professional horizons to a higher level.

*The most outstanding Copywriting professionals will provide you with the latest advances in this field"*

## Management

**Mr. Berenguer Falcó, José**

- Editor in chief at PCcomponentes and copywriter for professional agencies and brands
- Innovation Consultant at Barrabés.biz
- *Social Media* and Copywriter at Cacahuete Comunicación
- Editor in Chief at DiegoCoquillat.com
- Editor in Chief at 10 Restaurantes.Es
- Layout and copywriter at Difussion Media
- SEO copywriter for several communication agencies
- Communications Director at Eco Expansion
- Head of Press and Communication of the Bar Association of Elche
- Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- Graduate in Journalism

## Professors

**Ms. Mas Valle, Alba**
- Content writer for pccomponentes.com
- Content writer for communication agencies
- Teacher at Grupo Sorolla
- Coordinator and promoter of multidisciplinary activities at the Miguel Hernández University
- Degree in Social and Health Sciences
- Master's Degree in Secondary Education
- Postgraduate Diploma in Team Leadership and Talent Management Skills
- Advanced Cycle in Gender Equality Promotion
- AWAI's Accelerated Program for Six-Figure Copywriting program

**Mr. Guillén, Juan José**
- Project Manager at Wetoget
- JR Project Manager at 3DIDS - Strategic Consulting
- Project Manager at JR Bookmeetings
- Strategic Director at E-consulting: AB y Gest
- Double Degree in Tourism and Business Administration and Management
- Master in Business Administration (MBA)

**Ms. Hernández Martín, Irene**
- Communication consulting at Barrabés
- Public Relations at Madison MK
- Public Relations at Cerealto Siro Food
- Graduate in Advertising and Public Relations from the University of Valladolid

**Mr. Egea, Adrián**
- Social Media and online communication manager for Cacahuete Comunicación
- Copywriter for PcComponentes
- Copywriter for Unancor
- Journalist at TeleElx
- Degree in Journalism from Miguel Hernández University

*The teaching team will solve all the doubts that may arise, offering you a personalized tutoring based on your needs"*

# Educational Plan

This Hybrid Professional Master's Degree is designed by experts in this field, ensuring a complete and enriching educational experience. To this end, the academic itinerary will cover everything from the most innovative persuasive writing techniques to the generation of attractive content in social networks and the steps to become a freelance entrepreneur. At the same time, graduates will gain the skills to optimize content for search engines and conduct effective market research. In addition, the 3-week internship will allow students to work in a real working environment, with the support of a team of specialists.
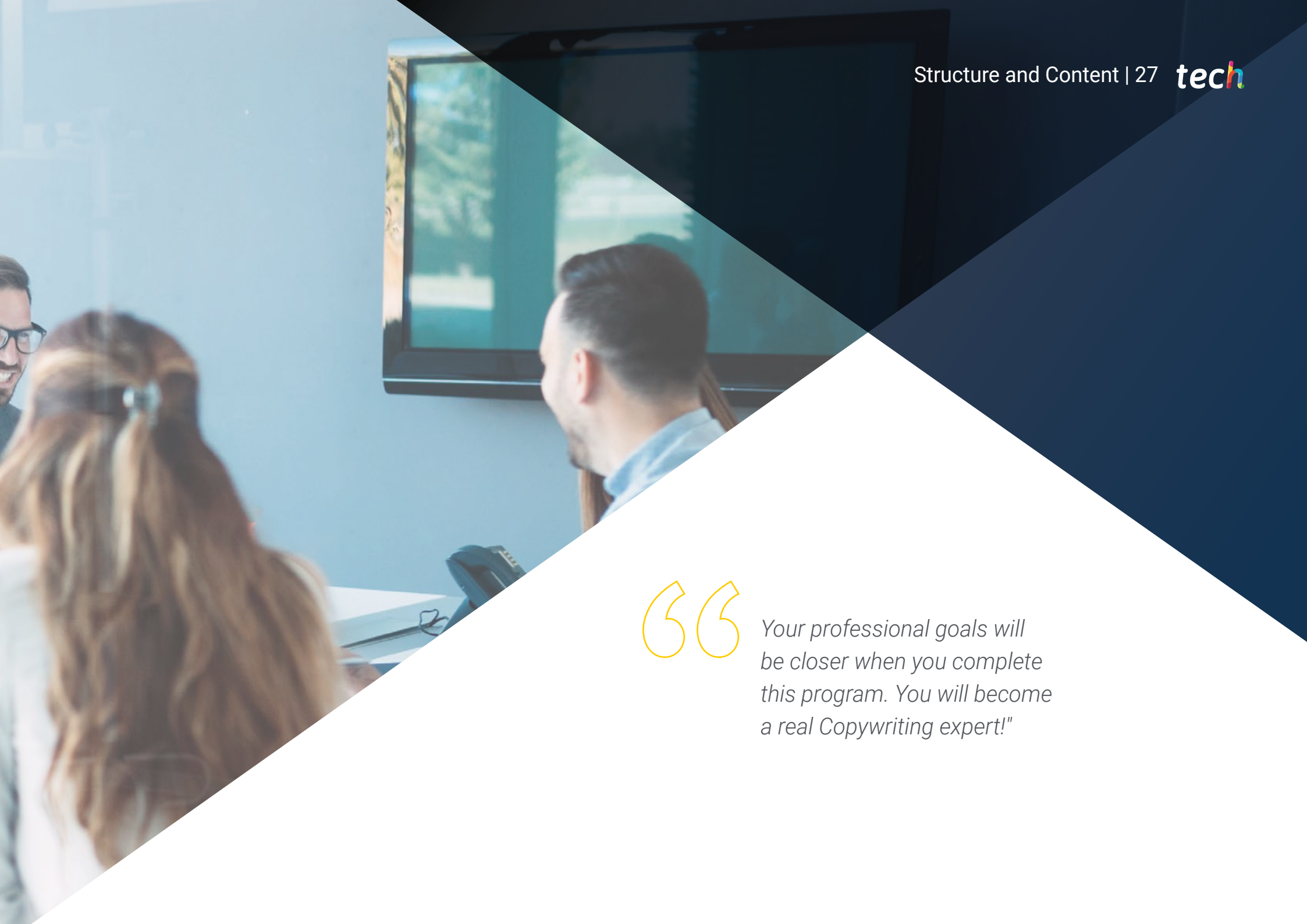
" *Your professional goals will be closer when you complete this program. You will become a real Copywriting expert!"*

## Module 1. *Copywriting*: What It Is, How to Learn It and What Possibilities It Offers

1.1. Discovering Copywriting
    1.1.1. What is and What is Not Copywriting
    1.1.2. The Current Copywriter's Profession
    1.1.3. Where Copywriting Can Be Applied
    1.1.4. What Copywriting Does for a Brand

1.2. Learning to Write
    1.2.1. Oral Language vs. Written Language
    1.2.2. Grammar Recommendations
    1.2.3. Expressive Resources
    1.2.4. Orthographical Aspects

1.3. Training Yourself to Write
    1.3.1. 10 Different Ways to Tell
    1.3.2. The Construction of the Text
    1.3.3. Exercises to Put the Brain in Word Mode
    1.3.4. Triggers of Ideas
    1.3.5. Forced Associations
    1.3.6. Transitions

1.4. The Research Stage
    1.4.1. Why Research Will Be Your Best Ally
    1.4.2. Different Tools for Obtaining Information
    1.4.3. The Art of Creating Questionnaires
    1.4.4. Do Your Own Research
    1.4.5. How to Organize the Information Collected

1.5. Defining the Ideal Customer
    1.5.1. Is the Ideal Customer Everyone?
    1.5.2. Main Characteristics
    1.5.3. Types of Ideal Customers
    1.5.4. Learn to Sell by Value Not by Price
    1.5.5. Customer Awareness Levels

1.6. Universal Buying Motivators
    1.6.1. What Are They and What Role Do They Play in Copywriting?
    1.6.2. Love, Attraction, Beauty
    1.6.3. Money, Status, Lifestyle
    1.6.4. Moments, Personality, Health
    1.6.5. Security, Trend, Time

1.7. Copywriting and Psychology
    1.7.1. What Do Copywriting and Psychology Have to Do with Each Other?
    1.7.2. Is the Copywriter a Psychologist?
    1.7.3. Developing Empathy
    1.7.4. Systematize Findings
    1.7.5. Use Active Language

1.8. Neuromarketing and Neurocopywriting
    1.8.1. What Is Neuromarketing?
    1.8.2. What Neuromarketing Teaches
    1.8.3. How Brands Use Neuromarketing
    1.8.4. Neurocopywriting

1.9. Knowing Generational Marketing
    1.9.1. What is Generational Marketing and How Does It Influence Copywriting?
    1.9.2. The Silent Generation
    1.9.3. Baby Boomers
    1.9.4. Millennials
    1.9.5. Generation Z
    1.9.6. Digital Natives

1.10. The Tools
    1.10.1. To Create Your Website
    1.10.2. To Create Your Portfolio
    1.10.3. To Create Project Proposals
    1.10.4. To Communicate with Customers
    1.10.5. For Image and Design
    1.10.6. For Customer Management
    1.10.7. For Proofreading
    1.10.8. For Social Media
    1.10.9. For Content

## Module 2. Copywriting Techniques

## Module 3. Sales, Customer Service and Copywriting

## Module 4. Brand Identity Manual and Brand Story

## Module 5. Copywriting for the Web

## Module 6. Copywriting for Content Marketing and Social Networks

## Module 7. Email Marketing and Sales Funnels

## Module 8. Copywriting for Launches

## Module 9. Copywriting for Advertisements

9.1. Classic and New Advertising
    9.1.1. A Brief History of Advertising
    9.1.2. The New Advertising
    9.1.3. The Technologies of the Moment and the Opportunity for Advertising
    9.1.4. Current Trends in Online Advertising

9.2. The Copywriter in Advertising and the Social Media Plan
    9.2.1. The Functions of a Copywriter in an Agency
    9.2.2. Types of Copywriters
    9.2.3. Social Media Strategies
    9.2.4. Great Examples of Social Media Campaigns

9.3. The Research Phase before Writing
    9.3.1. The Ideal Customer or Buyer Persona
    9.3.2. Why They Buy
    9.3.3. Research the Competition
    9.3.4. How to Offer What the Customer is Looking for

9.4. Psychological Techniques for Writing
    9.4.1. How to Launch the Message
    9.4.2. How to Communicate the Price
    9.4.3. Using R. Cialdini's Principles of Persuasion
    9.4.4. Other Techniques that Work in Advertising
    9.4.5. Various Tips for Writing Advertisements

9.5. Youtube Ads
    9.5.1. Why Advertise on Youtube
    9.5.2. Characteristics of Advertising on Youtube
    9.5.3. Formats and Types of Ads
    9.5.4. Script for Creating Ads on Youtube

9.6. Instagram Ads and Tik Tok Ads
    9.6.1. Generating Conversion with the Copy in Instagram Ads
    9.6.2. Real Examples of Instagram Campaigns
    9.6.3. Generating Conversion with the Copy in Tik Tok Ads
    9.6.4. Real Examples of Tik Tok Campaigns

9.7. LinkedIn Ads and Twitter Ads
    9.7.1. Get More Effective Ads on LinkedIn Ads
    9.7.2. Examples to Learn from
    9.7.3. Get More Effective Ads on Twitter Ads
    9.7.4. Examples to Learn from

9.8. Facebook Ads
    9.8.1. How to Create a Facebook Ad
    9.8.2. Tips for the Particularities of this Social Network
    9.8.3. How the Copy Helps in Facebook. Ads
    9.8.4. Real Examples of Campaigns

9.9. Google Ads and Advertising in Stories
    9.9.1. Considerations for Creating Google Ads
    9.9.2. Examples of Ads with Copy that Sells on Google
    9.9.3. Considerations for Creating Ads in Stories
    9.9.4. Examples of Stories with Copy that Sells

9.10. Amazon Ads
    9.10.1. Why Advertise on Amazon
    9.10.2. Types of Ads on Amazon
    9.10.3. How to Optimize Amazon Ads with Copy
    9.10.4. Real Examples of Amazon Ads

## Module 10. The Freelance Copywriter

10.1. The Most Important Things to Be a Freelance Copywriter
    10.1.1. Where to Start
    10.1.2. Legal Issues: the Contract
    10.1.3. Minimum Viable Business Considerations
    10.1.4. Channels through which to Make Yourself Known
    10.1.5. How to Find a Job
    10.1.6. The Importance of Networking

10.2. How to Start a Relationship with a Client
    10.2.1. The Inquiry Form: What Is It?
    10.2.2. What Questions to Include in the Inquiry Forms
    10.2.3. Contact Forms
    10.2.4. Examples of Different Inquiry Forms

*You will compete with the best in the industry!" Thanks to this Hybrid Professional Master's Degree you will be prepared to move up in your career quickly and easily, opening your employment horizons"*

# Clinical Internship

At the end of the online stage, the university program provides for a period of practical training in a reference institution. The students there will be supported by a tutor who will guide them throughout the program, both in terms of their preparation and in the development of the internship.

*You will carry out your internship in a leading institution, under the supervision of leading Copywriting experts"*

The internship period of this program in *Copywriting* consists of an intensive stay in a reference center, lasting 3 weeks from Monday to Friday, with consecutive 8-hour days of practical learning alongside an associate specialist. This internship will allow the graduate to work in a real scenario, together with a team of specialists of reference in this field. In this way, graduates will apply the most innovative techniques to generate attractive contents.

In this completely practical training proposal, the activities are aimed at developing and perfecting the necessary skills for the development of *Copywriting* services, which require a high level of qualification. In fact, the internships will be oriented to the specific skills for the exercise of the activity in any digital company.

In this way, the program is presented as a unique opportunity for graduates to learn by working. This is a new way of understanding and integrating *Copywriting* procedures in real work scenarios, which will allow graduates to optimize their skills.

The practical part will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the practice of *Copywriting* (learning to be and learning to relate).
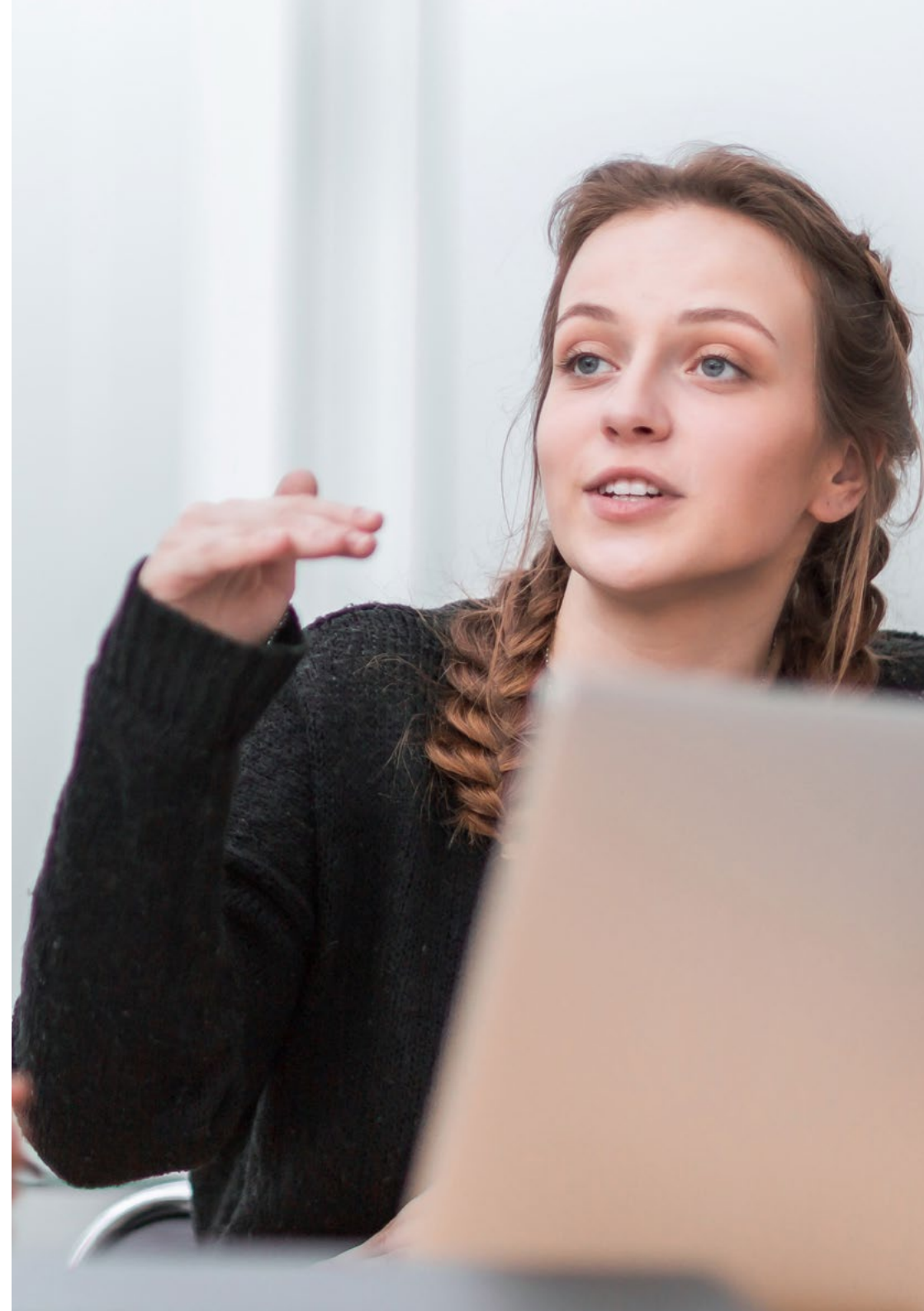
The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

| Module | Practical Activity |
|---|---|
| **Copywriting Strategies:** | Research target audiences and their content preferences |
| | Conduct performance testing and analysis of different copywriting approaches |
| | Integrate storytelling techniques to connect emotionally with the audience |
| | Adapt tone and writing style according to communication channel and target audience |
| **Managing Specialized Tools and Software** | Learn to use specific tools and software for copywriting |
| | Evaluate and continuously optimize the performance of the created content |
| | Learn to use data analysis tools to measure the impact of the content created |
| | Use Customer Relationship Management (CRM) systems to keep track of customer interactions |
| | Become familiar with online advertising campaign management tools, such as Google Ads or Facebook Ads, to create effective ads |
| **Content Writing** | Writing persuasive copy for websites and landing pages |
| | Writing effective e-mails for marketing campaigns |
| | Improve writing skills to convey clear and effective messages |
| | Participate in practical writing exercises and feedback for constant improvement |
| | Master the art of writing powerful headlines |

| Module | Practical Activity |
|---|---|
| **Marketing and Brand Development** | Create compelling messages to promote products or services |
| | Develop a consistent and compelling brand voice |
| | Optimize content to improve search engine optimization (SEO) |
| | Craft impactful and eye-catching banner ads |
| | Design social media content strategies |
| | Collaborate with designers and marketing teams to create cohesive content |
| **Business Tasks** | Identify the communication needs of the company |
| | Study cases of success and failure in the field of business copywriting |
| | Analyze the competition and finding opportunities to differentiate the company's message |
| | Constantly update on the latest trends and best practices in business copywriting |

*You will do your internship in an institution of international prestige, which will allow you to acquire advanced skills to increase the excellence of your professional practice"*

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.
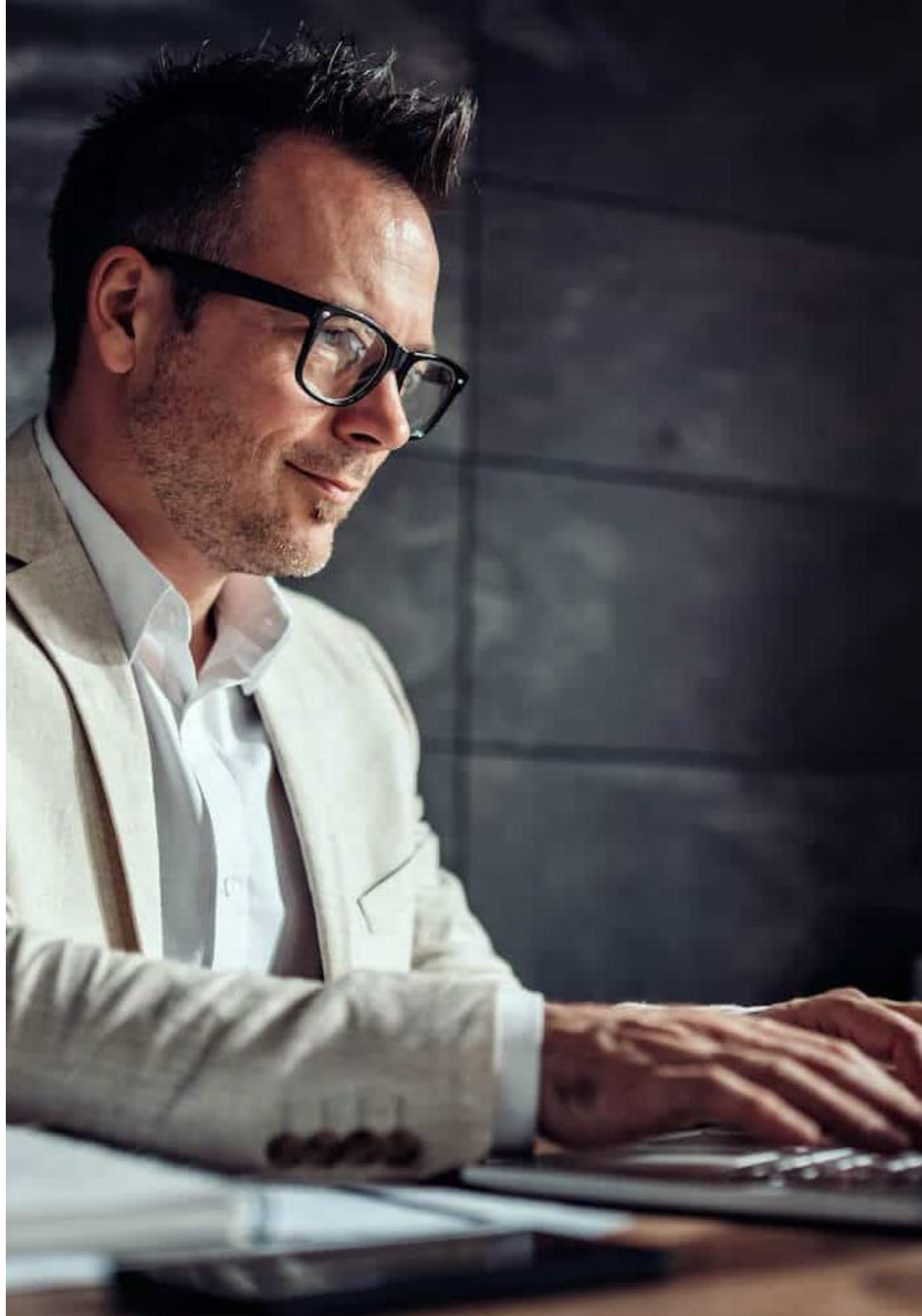
# General Conditions of the Internship Program

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

## 08
# Where Can I Do the Internship?

This Hybrid Professional Master's Degree program includes a practical internship in a prestigious institution, where students will put into practice everything they have learned in the field of Copywriting. In this sense, TECH will give graduates the opportunity to study in various international organizations, demonstrating its commitment to quality and affordable education for all.

*You will complete your theoretical education with the best practical internship in the market and you will strengthen your skills with recognized Copywriting experts"*

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:

**School of Business**

### Ogilvy Barcelona

| Country | City |
|---------|------|
| Spain | Barcelona |

**Address:** Calle Bolivia 68-70, 08018, Barcelona

Ogilvy is a pioneer in Pervasive Advertising, Marketing and Corporate Communications.

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**Related internship programs:**
- Artificial Intelligence in Design
- Personal Brand Construction

*"Boost your career path with holistic teaching, allowing you to advance both theoretically and practically"*

# 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"*

## TECH Business School uses the 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"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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 must integrate all their knowledge, research, 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 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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. With this methodology we have 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, markets, and financial 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.

### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

### 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.

**30%**

**10%**

**8%**

**3%**

**30%**

**15%**

**4%**
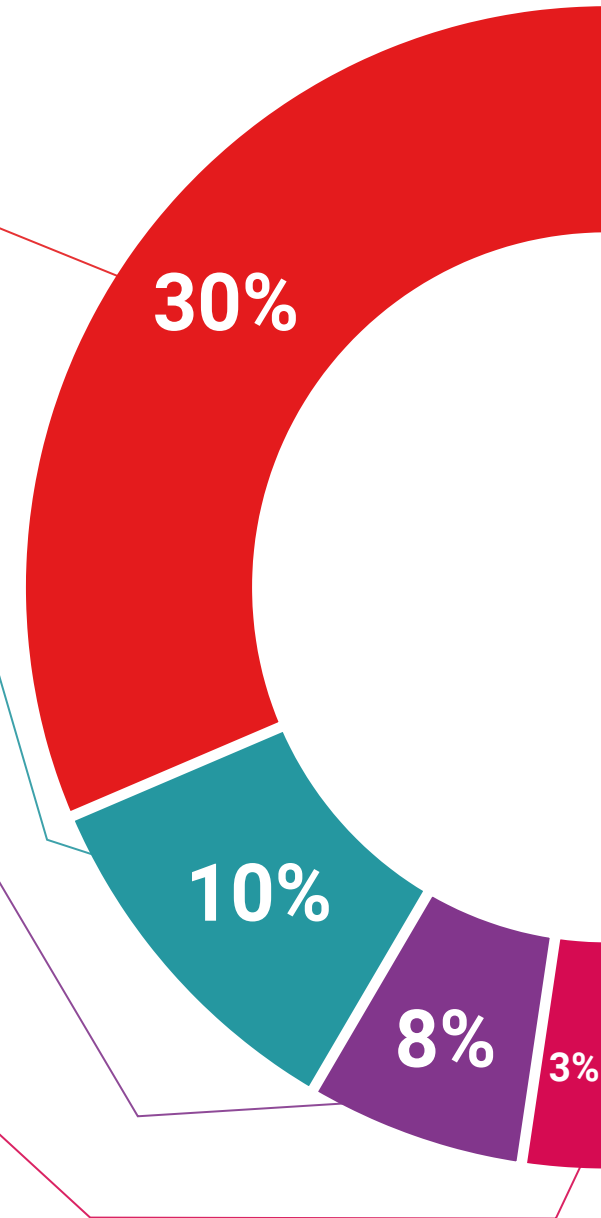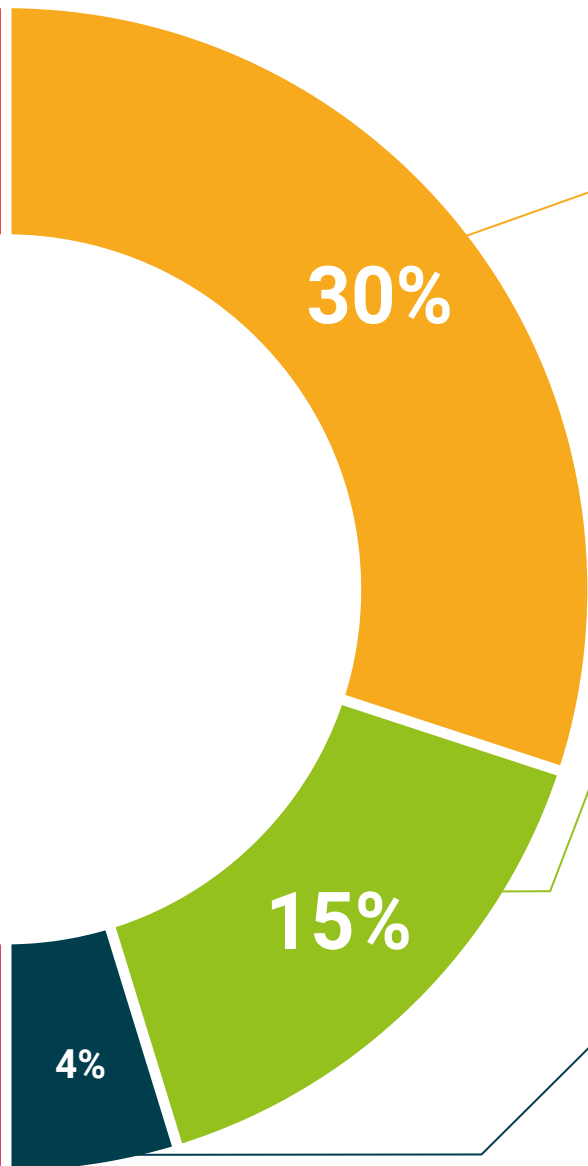
### Case Studies

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 senior management 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.

# Certificate

The Hybrid Professional Master's Degree in Copywriting guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree diploma issued by TECH Global University.

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

This private qualification will allow you to obtain an **Hybrid Professional Master's Degree in Copywriting** 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.
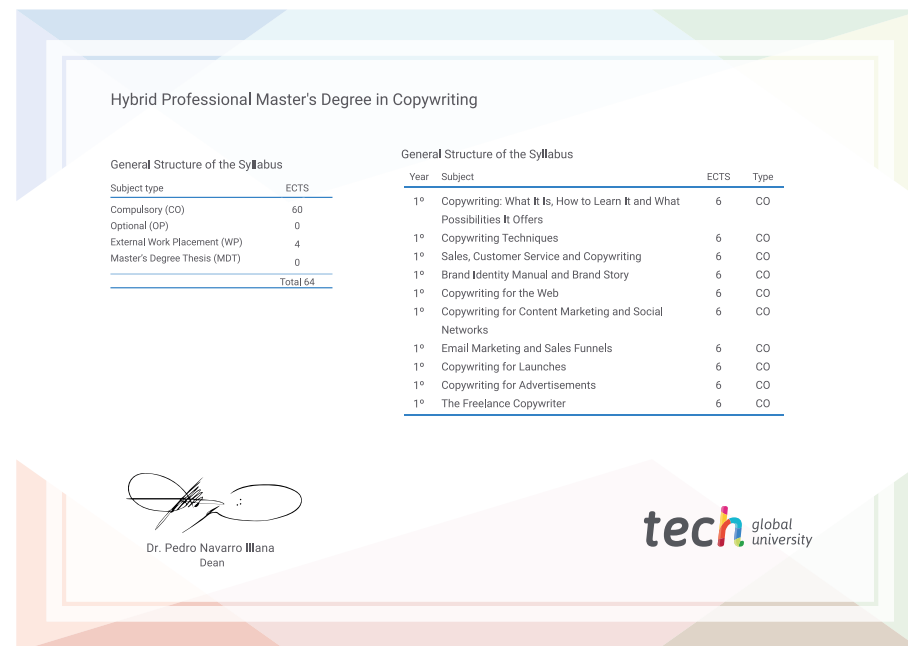
This **TECH Global University** private qualification, is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Hybrid Professional Master's Degree in Copywriting**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **64 ECTS**

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tech global university

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

**Hybrid Professional Master's Degree in Copywriting**

This is a private qualification of 1,920 hours of duration equivalent to 64 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
Dean

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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Hybrid Professional Master's Degree in Copywriting

**General Structure of the Syllabus**

| Subject type | ECTS |
|---|---|
| Compulsory (CO) | 60 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 4 |
| Master's Degree Thesis (MDT) | 0 |
| **Total 64** | |

**General Structure of the Syllabus**

| Year | Subject | ECTS | Type |
|---|---|---|---|
| 1º | Copywriting: What It Is, How to Learn It and What Possibilities It Offers | 6 | CO |
| 1º | Copywriting Techniques | 6 | CO |
| 1º | Sales, Customer Service and Copywriting | 6 | CO |
| 1º | Brand Identity Manual and Brand Story | 6 | CO |
| 1º | Copywriting for the Web | 6 | CO |
| 1º | Copywriting for Content Marketing and Social Networks | 6 | CO |
| 1º | Email Marketing and Sales Funnels | 6 | CO |
| 1º | Copywriting for Launches | 6 | CO |
| 1º | Copywriting for Advertisements | 6 | CO |
| 1º | The Freelance Copywriter | 6 | CO |

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Dean

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*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.

# Hybrid Professional Master's Degree

Copywriting

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Credits: **60 + 4 ECTS**

# Hybrid Professional Master's Degree
## Copywriting

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