

Hybrid Professional Master's Degree

Personal Brand Construction



Hybrid Professional Master's Degree Personal Brand Construction

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Website: www.techtute.com/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-personal-brand-construction

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01

Introduction

In a competitive marketplace, a strong personal brand serves to stand out from the crowd. Employees with a strong and positive professional identity can contribute to the overall reputation of companies. When employees are considered experts in their field and have a respected online presence, this can reflect positively on the institution as a whole. Given its growing importance, TECH is developing a comprehensive university program that will delve into personal branding and provide the most effective strategies for establishing a solid reputation.



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With this Hybrid Professional Master's Degree, you will acquire skills to design attractive visual identities that reflect the personality and values of your personal brand"

Brand Positioning refers to the strategic process of establishing the image and perception that a brand seeks to occupy in the minds of its target audience in relation to its competitors. It is a fundamental aspect for companies, since this procedure allows them to differentiate themselves from their competitors by highlighting the unique and distinctive attributes of their products. In addition, this serves to avoid direct competition based on price alone and to create a unique perception in the minds of consumers.

In this context, TECH implements an innovative Hybrid Professional Master's Degree in Personal Brand Building. The program is characterized by implementing a study modality in today's university training landscape. The curriculum will delve into aspects such as online positioning, online reputation management, monetization of the personal brand or *Social Media Branding*. In turn, they will create engaging *storytelling* to create emotional connections with the audience and clarify brand messages.

During the university program, students will develop skills to manage and protect their online reputation, maintaining a positive and authentic professional image.

The Hybrid Professional Master's Degree includes a practical internship for graduates in a prestigious international company. For 3 weeks, students will join a multidisciplinary work team to carry out tasks related to the creation of personal brands. It should be noted that during this stage, students will be accompanied by a specialized tutor who will be in charge of reinforcing their mastery of the contents through advanced tasks and the use of the most cutting-edge tools in this professional sphere. Thanks to this, graduates will enjoy an enriching learning experience that will allow them to experience a significant leap in quality in their professional careers.

This **Postgraduate Hybrid Professional Master's Degree in Personal Brand Construction** 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 Personal Brand Construction professionals
- Their graphic, schematic and practical contents provide essential information on those disciplines that are indispensable for professional practice
- The most cutting-edge *Brand Core* techniques
- The presentation of the most sophisticated tools for the creation of personal brands on social networks and professional web platforms
- 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 a internship in one of the best Companies



Practical exercises based on real cases and videos in detail elaborated by the teachers themselves will be key to your success in this university program"



You will develop a practical stay of 3 weeks in a recognized institution, together with a team of professionals in the sector"

In this Master's program, of a professionalizing nature and blended learning modality, the program is aimed at updating professionals who provide services related to Personal Branding. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge into daily practice, and the theoretical-practical elements will facilitate the updating of knowledge.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the Personal Branding professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train 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.

Delve into the most relevant theory in this field, subsequently applying it in a real work environment.

You will combine theory and professional practice through a demanding and rewarding educational approach.



02

Why Study this Hybrid Professional Master's Degree?

In the digital age, online presence plays a crucial role in the way professionals are perceived by others. Given this, it is essential for experts to build a strong personal brand to manage their online reputation, ensuring that their public image reflects both their values and objectives. For this reason, TECH has created this revolutionary university degree, which will offer the most cutting-edge techniques to improve the visibility of specialists. It should be noted that the program includes a practical internship in a prestigious institution. In this way, students will achieve a complete vision of the most current panorama in Personal Branding, being guided at all times by authentic references in this field.





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TECH offers you the opportunity to enter a real company to develop in a demanding work area that will provide you with the latest trends in Brand Core"

1. Updating from the Latest Technology Available

New technologies have a significant impact on personal branding, offering new opportunities and challenges for those seeking to stand out in an increasingly digital marketplace. An example of this is social networks, where professionals can connect with people around the world and expand their reach beyond their geographic location. In this context, through this program, TECH provides students with the most cutting-edge tools to carry out their professional work.

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

Throughout the practical period, students will be guided by a team of highly specialized professionals in the field of Personal Branding. These experts will help graduates handle sophisticated tools to identify values and curate content. In turn, a specifically appointed tutor will help students get the most out of the Internship Program.

3. Entering First-Class Professional Environments

TECH carefully selects all the centers available for Internship Programs. Thanks to this, students have the guarantees they demand to enjoy an academic experience in cutting-edge institutions. In this way, they will be able to experience the day-to-day of a profession that is highly demanded by companies.





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

In order to facilitate the assimilation of professional skills for its students, TECH has configured a disruptive learning model that combines practice with theoretical study. In this way, graduates are faced with a unique opportunity, unparalleled in the academic scenario, which will help them to immediately opt for the best positions in the business market.

5. Expanding the Boundaries of Knowledge

This Hybrid Professional Master's Degree in TECH can be completed in different institutions of international scope. In this way, students will extend their horizons and will be highly qualified to practice their profession in any part of the world. All this is possible thanks to the wide network of contacts and agreements at the disposal of the largest digital university in the world.

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

03 Objectives

Thanks to this university degree, graduates will develop a deep understanding of the importance of personal branding in the professional environment. In turn, experts will develop cutting-edge techniques for building and managing an effective personal brand. In this regard, they will use metrics to evaluate the impact of their personal branding activities and adjust their strategy as needed.



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This degree gives you the opportunity to update your knowledge in a real scenario, with the maximum scientific rigor of an institution at the forefront of technology"



General Objective

- Through this Hybrid Professional Master's Degree in Personal Branding, graduates will acquire a solid understanding of the importance of building a strong personal brand in today's professional environment. Likewise, professionals will implement in their daily practice the most effective strategies to promote an effective and authentic professional identity. In addition, specialists will build lasting relationships with other industry professionals to expand their network and career opportunities



TECH's goal is to offer you the most comprehensive training in the market so that you will be able to be more efficient in your profession"





Specific Objectives

- ◆ Identify and define the main elements to effectively develop and manage a personal brand
- ◆ Discover the elements that will help you work on the identity of the personal brand and achieve coherence
- ◆ Work in depth on the strategic elements that will form the basis of the messages and personal narrative
- ◆ Develop the message in its different rational and emotional forms
- ◆ Conceptualize a content strategy related to personal branding
- ◆ 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 content creation process
- ◆ Study success stories in personal branding in different sectors

04 Skills

Thanks to this Master's Degree, graduates will gain advanced skills to create visual identities that reflect both the personality and values of the personal brand. Along the same lines, experts will improve their communication skills to convey messages in a clear, persuasive and coherent manner. Similarly, professionals will master digital tools and platforms relevant to personal branding, such as social networks, websites or blogs.





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Thanks to this program, you will create innovative content that resonates with your audience and contributes to building your personal brand”



General Skills

- Develop the best strategic formula to connect with the audience
- Enhance the skills to create 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
- Enhance effective communication skills to improve Networking
- Apply metrics for measuring the success of Networking and Public Relations strategies
- Generate specialized digital skills for any personal brand: communicate to sell





Specific Skills

- Develop skills to create a comprehensive personal branding strategy that includes identifying objectives, defining values and key messages
- Optimize profiles on social media and professional platforms such as LinkedIn
- Create relevant, valuable and engaging content that resonates with the target audience
- Measure and analyze the impact of personal brand building activities, using relevant metrics to evaluate performance



You will develop skills to design a cohesive visual identity that reflects the personality and values of your personal brand"

05

Course Management

For the design and delivery of this Hybrid Professional Master's Degree, TECH has the services of authentic references in the field of Personal Branding. These teachers stand out for their extensive professional experience, where they have been part of internationally recognized institutions. In this way, these experts have elaborated didactic materials of the highest quality and full applicability to the labor market. Undoubtedly, a guarantee for students, who will enjoy an academic experience that will allow them to raise their professional standards.





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Learn with the best! The diversity of talents faculty will create a dynamic learning environment”

Management



Ms. Vázquez Viaño, Laura María

- Director of Marketing and Digital Strategy at Torres y Carrera
- Client Services Director and Chief Marketing Officer at Roi Scroll
- Head of Social Media and Digital PR at Havas
- Senior Communications and Social Media Consultant at Best Relations
- Junior Account Executive Advertising and PR - Noa Nogueira
- 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, Carlos

- ♦ International consultant and personal branding trainer
- ♦ Visual Commercial, responsible for product presentation at Inditex in Austria
- ♦ Lecturer at the University of Vigo
- ♦ Lecturer at Unir University
- ♦ Degree in Advertising and PR from the University of Alicante
- ♦ Graduate in Audiovisual Communication from the University of Vigo
- ♦ PhD 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

Ms. Luque Díaz, Daniela

- ♦ Personal Brand Consultant on LinkedIn
- ♦ Marketing Strategy Coordinator at KIND APP in Sweden
- ♦ Arts Program Coordinator in the Department of Arts and Humanities at New York University
- ♦ Managed the marketing strategy for the fashion accessories collection of the AITA brand
- ♦ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ♦ Operations Coordinator for Eurofragrance in Dubai
- ♦ Business Development Manager at Intercom Group 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 & Protocol from ESERP Business School
- ♦ Master's Degree in *Retail Management* from the Autonomous University of Barcelona

Ms. García Sanz, Elena

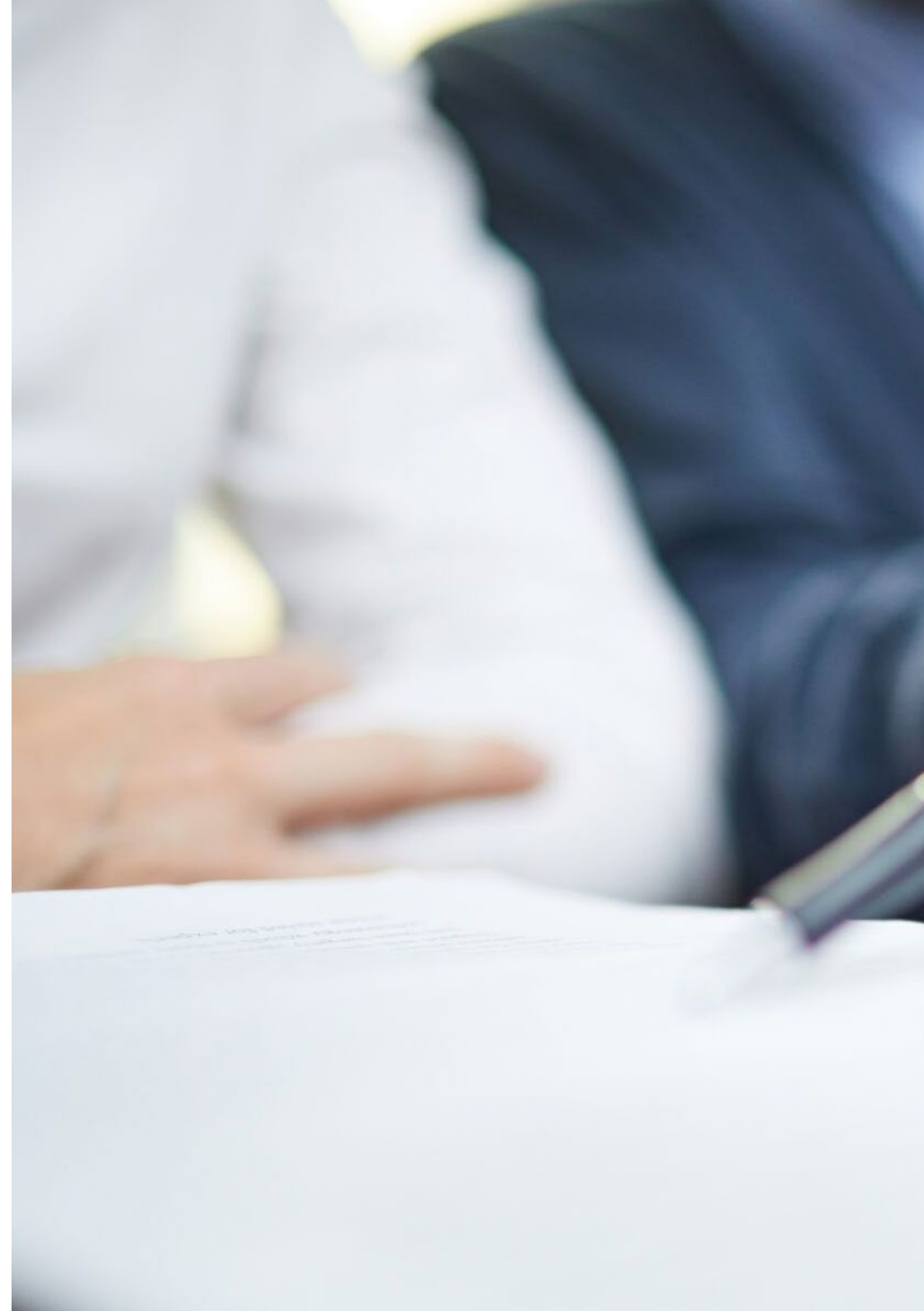
- ♦ Communications Consultant
- ♦ Head of Communication at the Youth Department of the Provincial Council of Gipuzkoa of the Provincial Council of Gipuzkoa
- ♦ Head of communications for the launching of the Kühne Business School
- ♦ Degree Information Sciences from the University of the Basque Country
- ♦ Master's Degree in Digital Marketing and Community Management from Escuela Marketing and Web
- ♦ Expert in Information Service and Citizen Attention from the University of Salamanca
- ♦ Webmaster. Graphic design, web programming and digital marketing by Escuela de Diseño Área School of Design Area
- ♦ Document Management and Archive Administration by Eusko Ikaskuntza & Asmoz Foundation
- ♦ Expert in Economics, Management and Technology of Public Innovation from the School of Economics, Business and Tourism of the University of Alcalá

Ms. Ramos González, Delia

- ♦ Product Designer at Acurable SLU
- ♦ Account Supervisor at Advertising Agency La Caseta
- ♦ Advertising Creative at the Chamber of Commerce of Seville
- ♦ Degree in Advertising and Public Relations from the University of Seville
- ♦ Higher Degree in Graphic Design and Multimedia Technologies at the School of Design and Communication CEADE Leonardo

Dr. García Veiga, Mariam

- ♦ CEO RockNRebel
- ♦ Teaching staff the University of Santiago de Compostela
- ♦ Professor of Marketing and Market Research at the University Rey Juan Carlos I
IDegree in Political Science and From Administration Public from the University of Santiago de Compostela
- ♦ D. in Contemporary Political Processes from the 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 from the University of Santiago de Compostela
- ♦ Master's Degree in International Business/Trade/Commerce from Universidad Intercontinental de la Empresa
- ♦ Master in Web Analytics by Kschool





D. Recolons Argenter, Guillem

- ◆ Brand Director at 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 Director at Saatchi & Saatchi Advertising
- ◆ Lecturer in Political Personal Branding at the Univesritat Ramon Llul
- ◆ Lecturer of Personal Branding at Universitat Pompeu Fabra
- ◆ Master in Marketing ESMA
- ◆ Publicist by the Colegio del Marketing y Comunicación de Cataluña (Marketing and Communication College of Catalonia)
- ◆ Graduate in Humanities UOC by Universitat Oberta de Catalunya

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An experienced teaching staff will guide you throughout the learning process and resolve any doubts you may have”

06

Educational Plan

The syllabus of this Hybrid Professional Master's Degree has been designed to address the key points in Personal Branding. Therefore, through this degree, students will have access to 10 specialized modules with an eminently practical and experiential approach that will provide them with an updated vision of the sector. In this sense, TECH provides graduates with a multitude of multimedia resources with the aim of reinforcing the contents in a dynamic way (including interactive summaries, real cases or specialized readings).



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Access the multimedia resources library and the entire syllabus from day one. Forget about fixed schedules!”

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

- 1.1. Personal Branding
 - 1.1.1. Personal Branding Key Aspects
 - 1.1.2. Benefits of Managing a Personal Brand
 - 1.1.3. Personal Branding in the Market
- 1.2. Personal Branding Journey
 - 1.2.1. Self-awareness Phase
 - 1.2.2. Purpose Phase
 - 1.2.3. Positioning and Visibility Phase
 - 1.2.4. Result 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 Branding
 - 1.3.3. Application of Netiquette on the Different Platforms
- 1.4. Positioning in the Network
 - 1.4.1. How to Know, Control and Manage Online Reputation
 - 1.4.2. The Importance of Personal Branding in the Digital Era
 - 1.4.3. Keyword Research for Personal Branding
- 1.5. Key Skills for Building 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. Strong Corporate Reputation
 - 1.6.2. Online Reputation Management
 - 1.6.3. Corporate Reputation and Ethics

- 1.7. Monetization of the Personal Brand
 - 1.7.1. Niche Market Research
 - 1.7.2. Business Model and Diversification of Income Sources
 - 1.7.3. Development of Proposals and Terms 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. Prevention and Management of Offline and Online Crisis for Personal Brands
 - 1.9.1. Strengthening the Personal Brand for Crisis Prevention
 - 1.9.2. Offline and Online Reputation Crisis Management
 - 1.9.3. Implementation of Post-crisis Measures
- 1.10. Maintaining and Updating the Personal Brand
 - 1.10.1. The Continuous Improvement Plan
 - 1.10.2. Competency Map
 - 1.10.3. Review of the Action Plan

Module 2. Self-diagnosis for Personal Brand Building Reputation in the Market, SWOT, Auditing and Benchmarking

- 2.1. Self-diagnosis for Personal Brand Building
 - 2.1.1. Self-assessment and Self-knowledge for Personal Brand Building
 - 2.1.2. Self-knowledge: Step One in Personal Brand Management
 - 2.1.3. Key Aspects during the Personal Branding Process
- 2.2. Market Equilibrium An Outward Look
 - 2.2.1. Importance of Brand Perceptions and Brand Reputation
 - 2.2.2. Connection between What Others Perceive and the Personal Brand Values
 - 2.2.3. Compilation of Data Perceived in the Market as Personal Branding
- 2.3. Personal SWOT Applied to Personal Branding
 - 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
- 2.5. The Purpose: the North 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. Establishing IT Goals
 - 2.6.3. Reflection on Visibility or Sales
- 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. Determination of the Value Proposition
 - 2.7.3. Strategy to Develop the Value Proposition
- 2.8. Impact of Self-knowledge in the Development of the Personal Brand
 - 2.8.1. Case Study: Process of Identifying Brand Values
 - 2.8.2. Case Study: Usefulness in Influencing Differentiation as a Personal Brand
 - 2.8.3. Case Study: The Impact on 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 Aspects
 - 2.9.3. Setting up a Personal Branding Business
- 2.10. Personal Branding Model Canvas in Practice
 - 2.10.1. Presentation of Personal Branding Model Canvas
 - 2.10.2. Tool Use
 - 2.10.3. Practical Example

Module 3. Personal Brand Planning. Analysis of the Differential Factor of the Personal Brand Objectives Pillars of Positioning: Brand Core and Brand Positioning

- 3.1. The Three Pillars of Brand Positioning: "Know Yourself, Develop Yourself, Show Yourself"
 - 3.1.1. The Iceberg Methodology of Personal Branding
 - 3.1.2. Order: the Key to Success
 - 3.1.3. Change and Dynamism. The Need to Re-evaluate
- 3.2. How to Convert the 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. Setting Objectives
 - 3.4.2. Why It Is Worth Being Ambitious in Your Vision
 - 3.4.3. Inspirational 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. Investigation to Measure the Potential Market
 - 3.7.3. Development of Positioning Maps

- 3.8. Brand Core III. Objectives
 - 3.8.1. Objective by Reference Field
 - 3.8.2. Objective by Specialty
 - 3.8.3. Objective 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. Inspirational Examples of Personal Value
- 3.10. Brand Positioning vs. Business Model You, Your Business Model
 - 3.10.1. The Business Model You Canvas by Osterwalder, Pigneur, Clark
 - 3.10.2. Key Elements Customers, Value Provided, 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 Mix. Impulse and Fear in the Management of Archetypes
- 4.2. Brand Persona II. Personality
 - 4.2.1. Brand Voice. Tone of Voice Descriptors
 - 4.2.2. Tone of Voice Projection
 - 4.2.3. Examples of Tone of Voice Usage
- 4.3. Brand Persona III. Naming & Tagline
 - 4.3.1. Use of Mind Maps to Arrive at the Tagline
 - 4.3.2. Use of Brainstorming to Arrive at 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 Style 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. Neutral Visual Identity: Going Unnoticed with "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, Investor Attraction Pitch
 - 4.6.3. Adaptation to Real Life. Examples
- 4.7. Public Speaking, Keys to a Natural and Inspiring Speech
 - 4.7.1. The Skeleton of the Speech and the Solver
 - 4.7.2. The Good Guy, the Bad Guy, 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. Presentational and Introspective Storytelling
 - 4.8.2. Value Proposition Story
 - 4.8.3. Value Story and Barrier-breaking Story
- 4.9. Learning from the Best: Personal Best Stories
 - 4.9.1. Business Story
 - 4.9.2. Political or Election-focused Storytelling
 - 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
 - 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, Social Media Bio, About Me, LinkedIn, Personal Story
 - 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. Choice of the Personal Brand Name Based on Its Uniqueness 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
 - 5.3.2. Establishment of Categories and Subcategories
 - 5.3.3. 800 Words Inspired by Experiences and Skills
- 5.4. Communication Plan IV. The Content Plan: Curation
 - 5.4.1. Curation Formats and Content Scheduling
 - 5.4.2. The Moment of Truth: Publishing, Commenting, Interacting, Connecting
 - 5.4.3. Control, Iterate, Test
- 5.5. Communication Canvas vs. Prescribers
 - 5.5.1. Satisfied Customers, the Best Prescribers
 - 5.5.2. Family & Friends: Fellow Students, Colleagues at Work
 - 5.5.3. Industry Leaders, Professional Bodies, Associations
- 5.6. Communication Canvas VI. Investment in Personal Marketing, Monetization
 - 5.6.1. Investment: Time, Subscriptions, Legal, Branding, Paid Media Variable Costs
 - 5.6.2. Monetization: selling product, selling 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 Pacing

- 5.8. Artificial Intelligence Strategies Applied to Content, Copywriting and Image
 - 5.8.1. AI Does Not Supplement, It Complements. Strategy for AI Usage Strategy
 - 5.8.2. Prompts to Expand Content
 - 5.8.3. Prompts for Copywriting and Use of Images
- 5.9. The Keys for Crisis Prevention and Management
 - 5.9.1. Monitoring Online Presence
 - 5.9.2. Creation of Action Plan Protocols
 - 5.9.3. Crisis Management: Speed, Transparency and Honesty
- 5.10. Management Reputation
 - 5.10.1. Integrity and Ethics: Reputation, Sustainability and CSR Core Values
 - 5.10.2. Effective Communication: Assertiveness, Empathy, Recognition of Mistakes, Celebration of Achievements
 - 5.10.3. Diagnosis and Measurement of Managerial 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 of Personal Branding on Social Networks
 - 6.1.2. Online Management Platforms: Speaker of the Personal Brand
 - 6.1.3. The Pillars of a Good Personal Branding Strategy in the Digital World
- 6.2. Strategic Approach as the Basis of Social Media Branding
 - 6.2.1. The Role of Research and Active Listening for Personal Branding Strategy
 - 6.2.2. Analysis of the Competition on Social Networks
 - 6.2.3. Identifying the Target Audience for the Personal Branding Strategy
- 6.3. Social Media Branding
 - 6.3.1. Development of a Social Media Plan for Personal Branding
 - 6.3.2. Identifying the Objectives of the Personal Brand on 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. Creating a Coherent Digital Presence
 - 6.5.1. Creating a Coherent Brand Image on Social Networks: Visual Identity, Verbal Anchors and Style Guides on 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: Creating a Content Strategy for Social Networks that Reflects the Brand 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 Social Media Personal Branding
 - 6.6.3. Creating a Publication Calendar to Maintain a Constant and Consistent 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 Branding
 - 6.8.1. Why Be on Facebook. Reports and Audiences
 - 6.8.2. Understanding the Algorithm for the Design of the Content Strategy on Facebook
 - 6.8.3. Best Practices to Increase Engagement and Visibility
 - 6.8.4. KPI Measurement. Analysis of Results on Facebook
- 6.9. Using Twitter for Personal Branding
 - 6.9.1. Why Be on Twitter: Reports and Audiences
 - 6.9.2. Best Practices to Increase Engagement and Visibility
 - 6.9.2. KPI Measurement. and Analyzing Results on Twitter
- 6.10. Using Tiktok for Personal Branding
 - 6.10.1. Why Be on Tiktok: Reports and Audiences
 - 6.10.2. Best Practices to Increase Engagement and Visibility
 - 6.10.3. KPI Measurement and Analysis of Results On Tiktok



Module 7. Personal Branding on LinkedIn. Visibility and Engagement Strategies for Building a Personal Brand on LinkedIn

- 7.1. Strengthening the LinkedIn User Profile
 - 7.1.1. Analysis of a LinkedIn User Profile
 - 7.1.2. Clarification of the Objectives of Using LinkedIn
 - 7.1.3. Identification of Areas for Improvement in the LinkedIn Profile
- 7.2. Constructing the Audience of Followers on LinkedIn
 - 7.2.1. Definition of the LinkedIn Audience
 - 7.2.2. Tailoring the Message to the Audience on LinkedIn
 - 7.2.3. Building an Audience from LinkedIn Posts
- 7.3. Community of Reference on LinkedIn
 - 7.3.1. Finding Content Leaders on LinkedIn
 - 7.3.2. Identifying Other Community Members on LinkedIn
 - 7.3.3. Interacting and Collaborating with Other Community Members on LinkedIn
- 7.4. Connecting with Active Users on LinkedIn
 - 7.4.1. Importance of Finding Active Users on LinkedIn
 - 7.4.2. Writing an Invitation to Connect on LinkedIn
 - 7.4.3. Interacting with New Contacts on LinkedIn
- 7.5. Developing a Solid Content Strategy through Thematic Pillars
 - 7.5.1. Identification and Positioning of the 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 the Thematic Pillars to the Personal Story. The Importance of Emotion
 - 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 on LinkedIn
 - 7.6.3. How to Connect Personal Stories with Key Messages on LinkedIn
 - 7.6.4. Creating a Personal Story for a First Post on LinkedIn
- 7.7. Generating Impactful Content on LinkedIn. Importance of Inspiring and Teaching
 - 7.7.1. Use of Technical or Scientific Data Related to 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. Preparing Posts for LinkedIn
 - 7.8.1. Selecting the Content and Format with the Greatest Potential for Posts on LinkedIn
 - 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 LinkedIn Follower Monitoring
 - 7.9.2. Monitoring Follower Growth on LinkedIn
 - 7.9.3. Using Follower Data on LinkedIn
- 7.10. Evaluation and Adjustment of the Editorial Strategy
 - 7.10.1. Trend and Pattern Identification in Audience Behavior
 - 7.10.2. Reinforcement of Strengths and Weaknesses to Improve the Editorial Strategy
 - 7.10.3. Digital Tools for Advanced Use of LinkedIn
 - 7.10.4. Optimal Use of LinkedIn as an Instrument to Strengthen the Digital Personal Brand

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 Support and Collaboration Network
 - 8.1.3. Implementation of a Networking Plan
- 8.2. Building a Network of Contacts to Strengthen Personal Branding
 - 8.2.1. Identifying Key Stakeholders
 - 8.2.2. Selection of Opinion Leaders
 - 8.2.3. How to Expand and Leverage the 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. The Organization of 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 Relation Strategies
 - 8.4.3. Use of 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 in Local Interest Groups
 - 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 Increase Personal Branding
 - 8.8.1. Media Relations
 - 8.8.2. Relations with Influential People
 - 8.8.3. Publication of a Book as a Public Relations Strategy
 - 8.8.4. Creation of a Multimedia Content as a Public Relations 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. Designing a Crisis Communication Strategy
 - 8.9.3. Effective Networking for Crisis Management in Public Relations
- 8.10. Measuring the Success of a Public Relations Strategy
 - 8.10.1. Monitoring Social Networks
 - 8.10.2. Qualitative and Quantitative Evaluation of Events
 - 8.10.3. Visibility in the Media

Module 9. Strategies, Techniques and Tools for Inbound and Email Marketing for the Construction and Generation of A Personal Brand

- 9.1. Inbound Marketing Strategies Applied to Personal Branding
 - 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. Inspirational Examples of Personal Branding
- 9.3. Tools to Curate Content and Foster 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 the Color Palette, Logo and Branding
 - 9.5.2. Personal Brand Photography
 - 9.5.3. Canva Advanced Practical Workshop
- 9.6. Funnel Sales for Personal Brands
 - 9.6.1. The Usefulness Funnel Sales for Personal Brands
 - 9.6.2. Function of a Funnel. 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 Brand
 - 9.7.2. LinkedIn Profile Orientation to Maximize Lead Acquisition
 - 9.7.3. Instagram Profile Orientation to Maximize Lead Acquisition
 - 9.7.4. Optimization of Your Personal Website to Capture Leads
- 9.8. Designing an e-Mail Marketing Strategy
 - 9.8.1. The Importance of an e-Mail Marketing strategy
 - 9.8.2. Free e-Mail Marketing Tools to Create a Relationship with Subscribers
 - 9.8.3. Presence in the Buyer Persona's Mind: the newsletter

- 9.9. Marketing Automation for Personal Branding
 - 9.9.1. The Incentive to Enter the Community
 - 9.9.2. The Importance of the First Welcome Sequence
 - 9.9.3. Example of a Welcome Sequence that Helps to Generate Sales
- 9.10. The Podcast: a New Key Channel in the Inbound Marketing Strategy
 - 9.10.1. Creating a Podcast. Steps to Follow
 - 9.10.2. Formats and Types of Content
 - 9.10.3. Diffusion and Visibility of the Podcast

Module 10. KPIs Personal Brand Impact: Metrics for Measuring Results and Multi-Sector Success Cases

- 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 Branding
 - 10.1.3. The Role of Vision and Personal Brand Positioning in KPIs
- 10.2. Selecting the Right KPIs to Measure Your Personal Brand Success
 - 10.2.1. Variables for Selecting Relevant KPIs in the Personal Branding Strategy
 - 10.2.2. Identification of the Objectives of the Personal Brand Objectives: Definition of Personal Brand Objectives to Establish Appropriate KPIs
 - 10.2.3. Prioritization of KPIs according to the 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 Branding
 - 10.4.1. Analysis of Reputation KPIs
 - 10.4.2. Analysis of Influence KPIs
 - 10.4.3. Analysis of Credibility KPIs
- 10.5. Personal Branding in Influence
 - 10.5.1. The Figure of the Influencer. Typologies of Influencers
 - 10.5.2. Approach to Influencer Marketing
 - 10.5.3. Benefits, Choice and KPIs

- 10.6. Interpretation of KPIs: Monitoring, Measuring and Optimizing
 - 10.6.1. Monitoring: Implementation of a System for Monitoring and Measuring KPIs for Personal Branding
 - 10.6.2. Measurement Data Interpretation
 - 10.6.3. Optimization: Aspects to Be Assessed in Order to Adjust the Strategy according to the KPIs
 - 10.6.4. Final Recommendations
- 10.7. Case Analysis: Personal Branding in Entrepreneurs and Freelancers
 - 10.7.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.7.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.7.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices
- 10.8. Case Analysis: Personal Branding in Influencers
 - 10.8.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.8.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.8.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices
- 10.9. Case Analysis: Personal Branding in Athletes
 - 10.9.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.9.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.9.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices
- 10.10. Case Analysis: Personal Branding in Employed Professionals
 - 10.10.1. Case 1: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.10.2. Case 2: Presentation, Analysis of Digital Strategy and Best Practices
 - 10.10.3. Case 3: Presentation, Analysis of Digital Strategy and Best Practices





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You will master the most innovative building strategies to build, manage and promote an authentic personal brand”

07

Clinical Internship

Once the online theoretical period has been passed, this qualification includes an Internship Program in a renowned organization. In this way, students will be supervised by a specialist tutor, who will help them throughout the process and ensure that they enjoy effective learning.





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Do your internship with industry professionals who will provide you with the latest developments in Brand Positioning"

The Internship Program's Internship Program consists of a practical stay in a recognized institution, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training with an associate specialist. This experience will allow graduates to enter a professional environment, alongside a team of professionals who will help them to enhance their skills.

Under an eminently practical approach, the activities that are part of this academic proposal are aimed at developing and perfecting the skills necessary for the creation of personal brands. This will allow students to implement in their daily practice the most innovative techniques to increase their visibility and open doors to job opportunities.

Undoubtedly, this is an ideal opportunity for graduates to develop professionally in first-class facilities. In addition, they will be supported by a team of experts in Personal Branding. These professionals will help students to use the most cutting-edge tools to build successful professional identities.

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 the professors and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Personal Brand Building (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
Personal Branding	Establish the unique values, beliefs and skills that make up an individual's personal and professional identity
	Develop a comprehensive strategy that includes clear objectives, target audiences and specific actions to build the personal brand
	Create a consistent visual identity that reflects the personality and values of the personal brand
	Manage profiles on social media and professional platforms such as LinkedIn, with relevant content that reflects the personal brand
Self-diagnosis for Brand Building	Conduct research on the current perception of the personal brand in the marketplace
	Detect areas to leverage strengths and opportunities, as well as mitigate weaknesses and threats
	Analyze the quality of content shared online and interaction with your audience
	Assess market trends, competition and external challenges that may affect your career trajectory
Personal Storytelling	Develop a compelling personal narrative that highlights your experiences, achievements and values
	Apply storytelling techniques to deliver your messages in a captivating manner
	Plan specific actions to build and promote your personal brand
	Incorporate emotional elements to capture attention and generate audience interest

Module	Practical Activity
Visibility Strategies on Social Networks	Design a content and engagement strategy adapted to the characteristics of Instagram, Twitter, Facebook and TikTok
	Optimize the brand's profiles on each platform, ensuring that they reflect the brand's identity and values in a consistent way
	Create content that resonates with each platform's audience and is relevant to the brand's objectives
	Drive engagement with the audience by responding to comments, direct messages and mentions
Inbound Marketing	Generate quality content that responds to the questions, needs and interests of the target audience
	Conduct keyword research to identify relevant terms related to personal branding
	Use different content formats (such as blogs, videos or podcasts) to effectively reach the audience effectively
	Monitor the performance of the strategy using metrics such as website traffic, conversion rate or social media engagement



You will be specialized in a first class entity, where you will have the support of a team formed by professionals in the sector"

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 in its itinerary a practical stay in an internationally renowned company, where students will put into practice everything they have learned in the field of Personal Branding. With the aim of bringing this degree to more professionals, TECH offers students the possibility of taking it in different institutions around the world. Therefore, graduates will provide effective and comprehensive learning in the best companies.




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*You will develop your
internship in a prestigious
international company”*

tech 46 | Where Can I Do the Internship?



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.

Related internship programs:

- Artificial Intelligence in Design
- Personal Brand Construction





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

09

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"



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.



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.

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

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.



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.

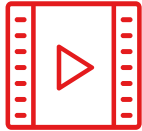
Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

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.



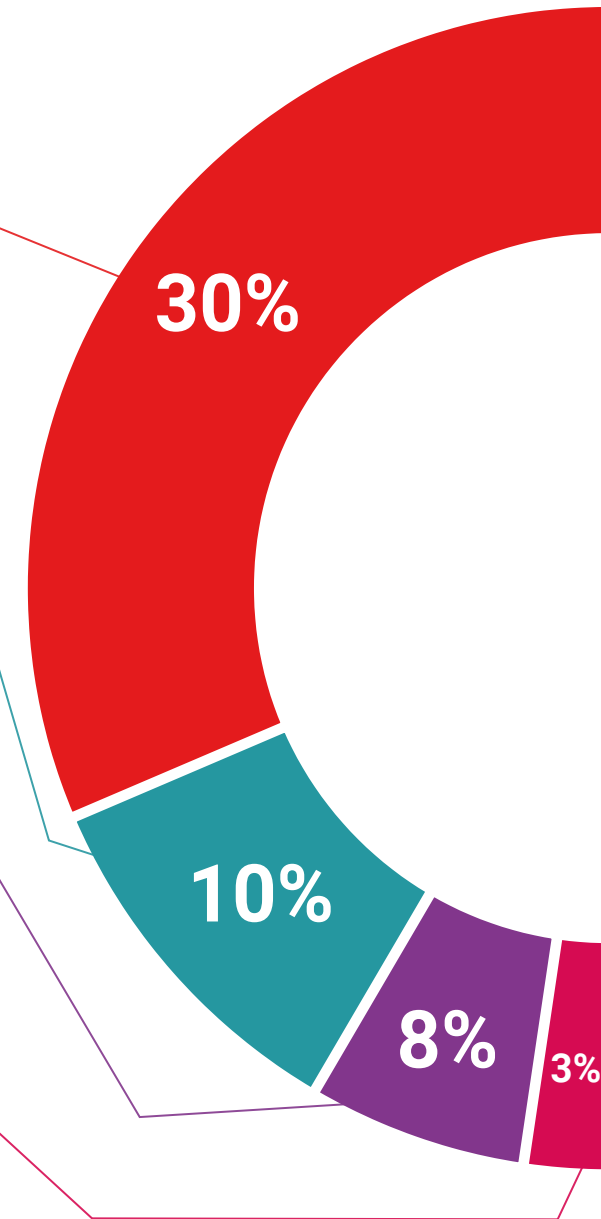
Management Skills Exercises

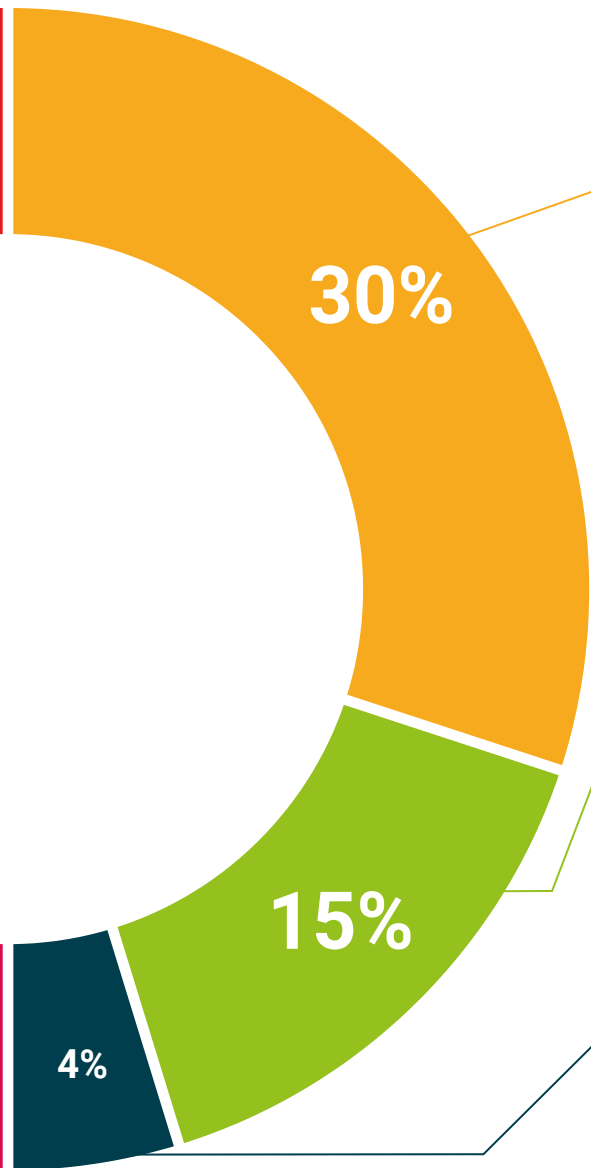
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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.





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.



10 Certificate

The Hybrid Professional Master's Degree in Personal Brand Construction 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.





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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 Personal Brand Construction** 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 Personal Brand Construction**

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

Duration: **12 months**

Accreditation: **64 ECTS**



*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.

future
health confidence people
education information tutors
guarantee accreditation teaching
institutions technology learning
community commitment
personalized service innovation
knowledge present quality
development large
virtual classroom



Hybrid Professional Master's Degree

Personal Brand Construction

Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Global University

Credits: 60 + 4 ECTS

Hybrid Professional Master's Degree

Personal Brand Construction

