

Internship Program

Copywriting



tech global
university

Internship Program
Copywriting

Index

01

Introduction

p. 4

02

Why Study an Internship Program?

p. 6

03

Objectives

p. 8

04

Educational Plan

p. 10

05

Where Can I Do the Internship Program?

p. 12

06

General Conditions

p. 14

07

Certificate

p. 16

01 Introduction

In the business landscape, *Copywriting* has emerged as an essential tool to thrive in a saturated marketplace. In a world where effective communication is crucial, this technique offers the ability to capture the attention of consumers, differentiate a brand amidst the digital noise and drive conversions and sales. Through persuasive and compelling message writing, entrepreneurs can establish an emotional connection with their audience, build brand trust and cultivate strong long-term relationships with customers. With this in mind, TECH has launched a program that will allow students to master the most advanced *Copywriting* strategies through a 3-week hands-on internship at a prestigious organization.



This Internship Program will allow you to incorporate into your daily practice the most advanced strategies to clearly communicate your company's value proposition and capture the public's interest"





In the digital age, there is a constant avalanche of online content, making it difficult for companies to stand out and capture the attention of their target audience. In this context, *copywriters* play a key role in organizations, generating creative and innovative content to differentiate themselves from the competition. These specialists conduct exhaustive research into the needs of the audience, enabling them to create persuasive messages in line with their desires. However, these experts need to be at the forefront of the latest trends in this field in order to produce eye-catching content. For this reason, TECH has implemented an Internship Program that will allow you to learn about the latest innovations in *Copywriting*.

This program consists of an intensive 120-hour internship in a top-level company. There, the graduates will be part of a prestigious team of specialists, with whom they will work on the writing of persuasive texts in multiple media. In this way, they will apply to their daily practice the most innovative persuasion techniques to connect with the minds of consumers. In addition, they will develop creative content to publish on social networks and websites. In this line, they will also acquire skills to perform effective market analysis, taking advantage of this information to create opportunities to stand out from the competition.

During the on-site stay, students will have the support of an assistant tutor, who will ensure compliance with the requirements for which this Internship Program was designed. Therefore, this academic opportunity will allow you to gain immediate access to the most competitive job positions.

02

Why Study an Internship Program?

The current importance of *Copywriting* in a wide range of professional areas (such as Advertising, Marketing or Tourism) makes this Internship Program a safe bet, with a market in continuous growth and full of possibilities. Therefore, through this 3-week Internship Program, graduates will acquire the most avant-garde techniques to write creative content and attract the attention of the audience. In this way, they will become competent professionals and will take advantage of all the job opportunities that this field offers.



This learning opportunity, 100% practical, will allow you to access the most relevant companies in the Copywriting sector and develop advanced skills to stand out in the market"

1. Updating from the Latest Technology Available

The *Copywriting* field has evolved by leaps and bounds in recent years thanks to the implementation of new technologies, such as Artificial Intelligence. Aware of its importance, this Internship Program will provide graduates with the most cutting-edge tools to generate creative ideas and high quality content in the most efficient way. In this way, they will be at the forefront of an area of work that is highly demanded by companies.

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

During this program, students will join a work group made up of professionals dedicated to *Copywriting*. Together with them, they will be involved in the development of creative projects to influence audience behavior and lead them to carry out specific actions. They will also receive specialized guidance in the productive dynamics of the institution, through a designated tutor.

3. Entering First-Class Professional Environments

For this academic itinerary, TECH has selected top-level institutions that will provide graduates with an intensive stay in *Copywriting*. In this way, they will have the opportunity to gain access to prestigious centers in order to gain an insight into the reality of the profession. In addition, it should be noted that these organizations are internationally recognized, both for their innovative tools and their competitive professionals.



4. Putting the Acquired Knowledge into Daily Practice from the Very First Moment

Unlike other academic programs, TECH's Internship Programs go beyond theoretical competencies, as professionals will acquire advanced skills to perform their work with maximum efficiency. From the first day, students will join a prestigious company and, together with the work team, will participate in its dynamics to foster an ongoing relationship with clients.

5. Expanding the Boundaries of Knowledge

With the objective of expanding the labor horizons of its students, TECH has chosen institutions of international reference within *Copywriting* for the development of this Internship Program. Thanks to this, graduates will enjoy a learning experience in top-level companies.



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

03 Objectives

The objectives of this Internship Program will focus on equipping business professionals with the skills and knowledge necessary to create persuasive and effective content that will drive the success of their companies. Graduates will understand the needs and desires of their audience, master techniques for writing compelling and engaging messages, and acquire the ability to develop a consistent brand voice. In addition, they will use Digital Marketing tools and strategies, analyzing and evaluating the effectiveness of their *Copywriting* efforts.



General Objectives

- Understand the fundamental principles of *copywriting*
- Learn to identify and understand the target audience
- Know the different platforms and media for the effective application of *copywriting*
- Acquire knowledge about the proper use of keywords and SEO
- Understand how to build and maintain a consistent brand voice
- Learn how to use tools and resources to optimize the writing process
- Improve the ability to analyze and evaluate the effectiveness of advertising copy
- Become familiar with Digital Marketing strategies
- Develop the ability to solve problems and face challenges in copywriting
- Learn to stay updated on trends and best practices in *copywriting*





Specific Objectives

- ♦ Analyze examples of effective *copywriting* in different industries
- ♦ Define the brand identity and tone of voice for the company
- ♦ Research and understand the needs and desires of the target audience
- ♦ Practice writing compelling and engaging headlines
- ♦ Learn how to structure messages to capture attention and maintain interest
- ♦ Develop skills in writing persuasive product and service descriptions
- ♦ Explore *storytelling techniques to connect emotionally with the audience*
- ♦ Master the art of writing compelling calls to action
- ♦ Study search engine optimization (SEO) content strategies
- ♦ Understand the principles of persuasion and consumer psychology as applied to *copywriting*
- ♦ Practice writing content for different communication channels, such as social media, blogs and emails
- ♦ Acquire skills to analyze and improve the effectiveness of advertising copy
- ♦ Become familiar with technological tools and resources for content creation and management
- ♦ Perform practical editing and proofreading exercises to improve the quality of the text

04 Educational Plan

This Internship Program in *Copywriting* consists of a 3-week practical stay in a prestigious center, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist. Students will be accompanied by a group of professionals who will provide them with the most innovative techniques to write persuasively on different platforms and media. In this way, they will be able to capture the public's attention both to generate sales and to improve conversion rates in different channels.

In this training proposal, which is completely practical, the activities are aimed at developing and perfecting the skills necessary to provide *Copywriting*, services, and are oriented towards specific training for the exercise of the activity, in a booming sector.

Students have an ideal opportunity to learn by working in a field with enormous potential, which requires constant updating on the techniques of persuasive writing, innovations to develop interactive content and personalize content dynamically according to user preferences in real time.

The practical education 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:



You will be specialized in an institution at the forefront of technology, which will allow you to acquire advanced skills to make a quality leap in your professional career"

Module	Practical Activity
Copywriting Strategies:	Research target audiences and their content preferences
	Conduct performance testing and analysis of different <i>copywriting approaches</i>
	Integrate <i>storytelling techniques</i> 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 <i>copywriting</i>
	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 <i>landing pages</i>
	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 <i>business copywriting</i>
	Analyze the competition and finding opportunities to differentiate the company's message
	Constantly update on the latest trends and best practices in <i>business copywriting</i>



You will learn firsthand the reality of working in the area, in a demanding and rewarding environment"

05 Where Can I Do the Internship Program?

In line with its commitment to provide quality academic itineraries, TECH carefully selects the companies where students can carry out this Internship Program. In this sense, it has selected prestigious international companies, so that graduates can comfortably carry out their on-site stay and optimize their skills. In this way, they will be integrated into a work team made up of Marketing professionals, who will provide them with the latest knowledge in the field of *Copywriting*.




You will carry out your Internship Program in a renowned institution, where you will be supported by the best professionals in the sector"





The student will be able to do this program 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



Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology"

06

General Conditions

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 Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION Some centers may require a certificate of prior education for the Internship Program. 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. 3.- DOES NOT INCLUDE: The Internship Program 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.

07 Certificate

This program will allow you to obtain your **Internship Program diploma 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** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Internship Program in Copywriting**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Assessment: **5 ECTS Credits**





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