

# Internship Program

## Personal Brand Construction



**tech** global  
university

Internship Program  
Personal Brand Construction

# 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 digital era, social networks have become powerful tools for professionals to distinguish themselves from the competition. One way to do this is through Personal Branding, a term that refers to considering oneself as a brand. Its objective is to differentiate oneself from the rest in an increasingly competitive market by establishing a unique and relevant identity that sets professionals apart from competitors. By designing a strong personal brand on these platforms, specialists increase their visibility and expand their reach to a wider audience. Given this, TECH has developed an Internship Program that will provide the most innovative techniques to build professional identities.



*Thanks to this Internship Program, you will develop the most creative strategies to stand out in the market and differentiate yourself from the competition"*





In a highly competitive market, professionals face the challenge of differentiating themselves from their competition and standing out in the job market. One of the most effective techniques to stand out is the creation of a Personal Brand. In this sense, experts take advantage of online platforms such as LinkedIn or personal websites to create a solid digital presence. In this way, they post relevant content, share their accomplishments and participate in relevant conversations in their industry with the goal of increasing both their visibility and credibility. This allows them to cultivate meaningful relationships while demonstrating their expertise and leadership.

To assist them with this work, TECH is developing a pioneering Internship Program in Personal Brand Building. Graduates will enjoy a 120-hour internship at a benchmark institution in this field, where they will develop strategies for personal branding. In addition, students will be supported by a team of top-level specialists, with whom they will actively work on strengthening personal brands. These experts will help graduates to acquire new competencies, with which they will optimize their daily practice to a higher level. In line with this, they will pass on the latest trends in order to implement innovative proposals and experiment with new approaches.

Likewise, during the practical stay, students will be supervised by an assistant tutor. This figure will ensure that all the requirements for which this Internship Program has been designed are met. In addition, they will provide them with personalized advice to resolve any doubts they may have and give them personalized advice. Thanks to this, graduates will enjoy an effective academic experience, which will allow them to make the leap to the most prestigious companies in the field of Personal Branding.

# 02

## Why Study an Internship Program?

In a highly competitive job market, having a strong personal brand helps professionals stand out from the crowd and be recognized for their skills. Aware of this, TECH develops a university degree that will allow students to enter a real work environment where they will put into practice the latest techniques in the field of Personal Branding. For 3 weeks, graduates will be integrated into a multidisciplinary work team, where they will contribute to the process of creating content for different social media platforms. In this way, students will enjoy an intensive academic experience that will significantly broaden their professional horizons.



*TECH is a university at the forefront of technology, which puts all its resources at to your disposal to help you achieve business success"*

### **1. Updating from the Latest Technology Available**

Technology plays a key role in building a personal brand in the digital age. For example, websites or social networks are powerful platforms for experts to promote their professional identity globally. In addition, these tools allow sharing relevant content, interacting with the audience and increasing online visibility. For this reason, this TECH Internship Program will provide students with the most innovative tools to carry out their work efficiently.

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

Throughout the practical period, students will have the support of a large team of professionals who will transmit the latest trends in Personal Branding. Graduates will also be assisted by a specific tutor, who will help them to perfect their procedures and competencies.

### **3. Entering First-Class Professional Environments**

TECH carefully selects all available centers for Internship Programs. As a result, graduates will have guaranteed access to a reference business environment in the field of Personal Branding. All this with the support of a team of experts who will help them carry out the activities and strengthen their skills to optimize their daily practice.



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

In its commitment to offer programs adapted to the demands of today's labor market, TECH has created this Internship Program where students will develop their knowledge from day one. In this way, graduates will develop their work in a first-class environment, where they will carry out visibility strategies for building a personal brand on different platforms.

#### **5. Expanding the Boundaries of Knowledge**

TECH offers the opportunity to carry out this Internship Program in centers of international importance. Thanks to this, graduates will be able to expand their frontiers and catch up with the help of the best professionals, who work in renowned institutions.



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

# 03

## Objectives

Through this Internship Program, graduates will develop a comprehensive strategy to build, manage and promote their personal image effectively. In this sense, professionals will manage the main digital platforms (such as Twitter, Facebook or TikTok) to maintain a professional online presence that reflects their personal brand. In addition, they will regularly evaluate the effectiveness of their strategy to make adjustments as needed and adapt to changes in their objectives. At the same time, experts will improve your communication skills to convey your personal brand message clearly, persuasively and consistently in a variety of contexts.



### General Objectives

---

- Identify and define the main elements to effectively develop and manage a personal brand
- Discover the elements that will help you work on 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



*You will evaluate the effectiveness of your Personal Branding strategy and make adjustments to adapt to changes in your objectives, audience*





## Specific Objectives

---

- Develop an in-depth understanding of the importance of personal branding
- Identify and define the values, strengths and skills that contribute to personal branding
- Develop a solid strategy for building and managing a personal brand
- Use digital platforms and social media effectively to promote your personal brand
- Improve communication skills to convey marketing messages clearly, consistently and persuasively
- Regularly evaluate the effectiveness of your personal branding strategy and make adjustments as needed



*TECH brings you closer to your professional goals with this program, with which you will answer all of today's challenges in Personal Branding"*

# 04 Educational Plan

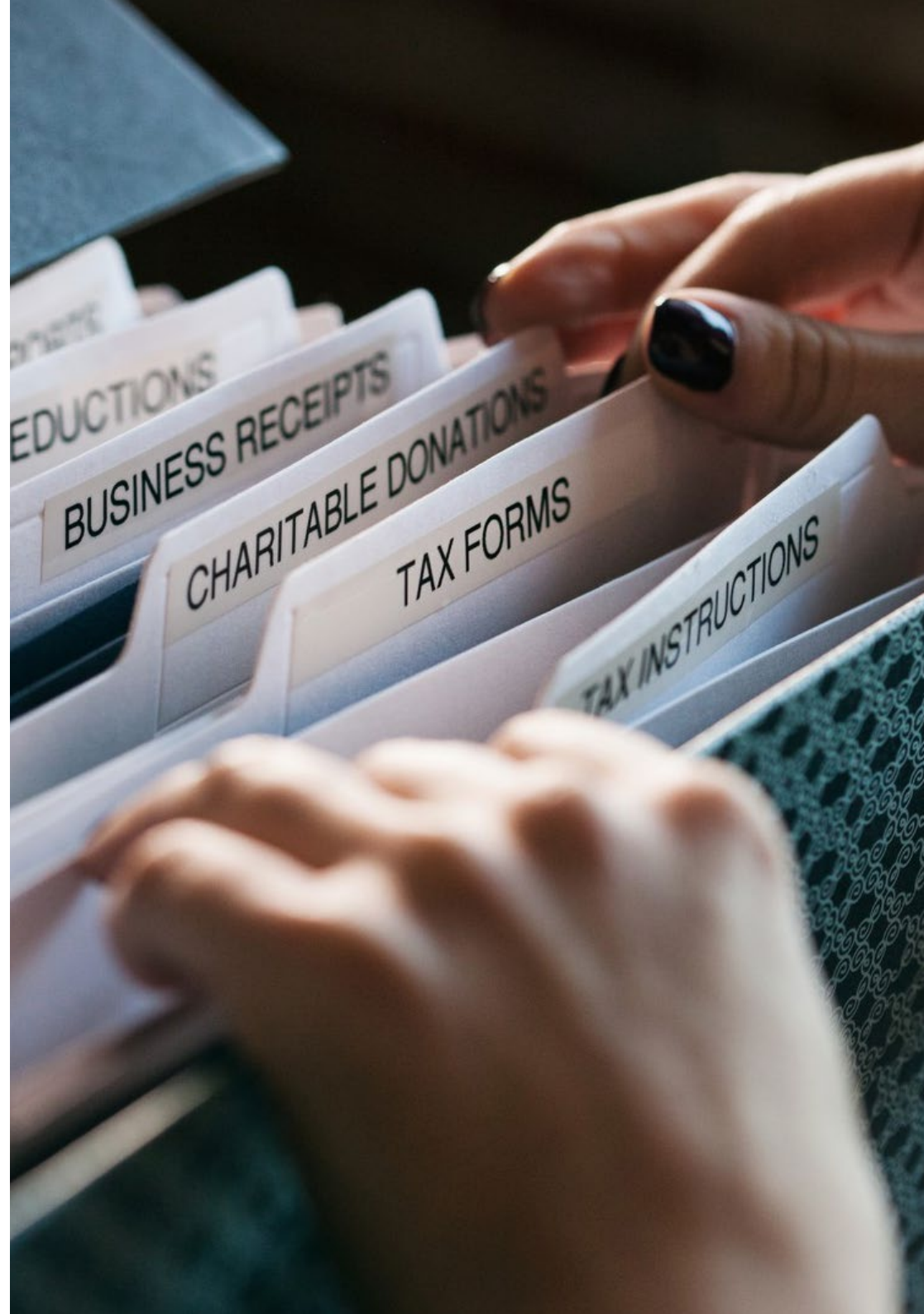
The Internship Program's Internship Program in Personal Branding consists of a practical stay in a prestigious organization, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training with an assistant specialist. Thanks to this, students will be able to develop professionally in a real scenario, where they will contribute to the construction of personal brands.

In this completely practical training proposal, the activities are aimed at developing and perfecting the necessary competencies for the provision of personal brand building services, and are oriented towards specific training for the exercise of the activity.

This is an excellent opportunity for students to learn about the current situation of the labor market and to develop their work in a real scenario. Students will join a work team made up of professionals who will help them to develop advanced skills in order to optimize their daily practice.

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 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
<b>Personal Branding</b>	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
<b>Self-diagnosis for Brand Building</b>	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
<b>Personal Storytelling</b>	Develop a compelling personal narrative that highlights your experiences, achievements and values
	<i>Apply storytelling techniques to deliver your messages in a captivating manner</i>
	Plan specific actions to build and promote your personal brand
	Incorporate emotional elements to capture attention and generate audience interest

Module	Practical Activity
<b>Visibility Strategies on Social Networks</b>	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
<b>Inbound Marketing</b>	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 develop your internship in a recognized institution, where you will have the support of a team of experienced professionals in the sector"*

# 05 Where Can I Do the Internship Program?

With the objective of providing an education of excellent quality, TECH has made an effort so that this Internship Program can be taught in various entities on an international scale. In this way, graduates are faced with a unique academic proposal to grow professionally alongside the best specialists in the sector in various reference organizations.




*Take your Internship Program with professionals with experience in Personal Branding"*





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 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** 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 Personal Brand Construction**

Duration: **3 weeks**

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

Accreditation: **5 ECTS**







Internship Program  
Personal Brand Construction

# Internship Program

## Personal Brand Construction