

# Postgraduate Certificate Brand Creation





## Postgraduate Certificate Brand Creation

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/brand-creation](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/brand-creation)

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# 01 Welcome

Globalization has touched many areas and branding is no exception, as companies are now focused on developing and working hard to create an identity that makes an impact on the market. That is why companies are constantly looking for professionals who have the tools to innovate and carry out this type of projects. That is why this educational program has been designed to provide important industry content related to key concepts in brand building. This will be supported by audiovisual material that will give dynamism to the program and with the convenience of the 100% online format.



Postgraduate Certificate in Brand Creation  
TECH Global University



“

*This Postgraduate Certificate will contribute to your professional growth and positioning in a sector that is currently booming”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This university program will offer the graduate the most important innovations in creative communication skills to improve the relationship between the brand and the consumer in the advertising area. In this way, TECH will provide the student with didactic resources and skills related to psychological advertising models. In this way, at the end of this Postgraduate Certificate, the professionals will have enhanced their knowledge regarding the differences between the claim and the slogan.



“

*With this program you will  
develop specialized knowledge  
in the current context of brands”*

**TECH makes the goals of their students their own goals too  
Working together to achieve them**

The **Postgraduate Certificate in Brand Creation** will enable the student to:

01

Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas

04

Detail how advertising creative thinking software works

02

Examine the best conditions for stimulating creativity



03

Stimulate the generation of innovative ideas

05

Explain how advertising creative thinking works and its strategic importance



06

Detailed analysis of the target audience and the use of insight in advertising

08

Address key concepts in brand building



09

Know the logical steps in brand building

07

Understand how the advertising message is structured

10

Detect the differences between the claim and the slogan

11

Explain what *branded content* is and its similarities with traditional advertising

12

Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment





13

Obtain a complete view of how creativity adapts to each of the social media

14

Learn how to plan political campaigns

05

# Structure and Content

The Postgraduate Certificate in Brand Creation is an educational program that is essentially oriented towards specific knowledge related to the importance and utilities of a brand. Furthermore, this university program is guided by a theoretical-practical structure, together with the experience and extensive knowledge of an expert and highly qualified team.



“

*A syllabus developed by a professional team specialized in Branding with which you will reach the most ambitious goals in the work field"*

## Syllabus

This Postgraduate Certificate integrates 6 weeks of continuous learning, where TECH, through elite teaching, will help the student reach the pinnacle of their professional career. In this way, the graduates will have the opportunity to apply for positions of great importance in the sector, as they will face the different challenges that revolve around advertising. Therefore, this program offers multiple competencies related to the creative strategies used in the field of advertising and marketing.

The teacher's team has created a very exclusive syllabus that integrates 1 module, with the purpose of providing the graduate with ample knowledge related to the creation of websites based on audiovisual content.

In this sense, the students of this Postgraduate Certificate will delve into each of the psychological advertising models. Because of this, the professional will be one of the best specialists in influencer marketing and interactive experience.

On the other hand, TECH coordinates efficiency and excellence in the best way, which is why this program offers the most complete and highest level of educational updating, positioning its students with the best academic standards at the end of the program. The students will only need an electronic device with internet coverage and in this way, they will easily access the virtual platform from the comfort of wherever they are.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module

### Module 1

### How to create a brand



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Brand Creation completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. How to Create a Brand**

**1.1. Psychological Advertising Models**

- 1.1.1. Henry Joanis Model
- 1.1.2. Fishbein Model
- 1.1.3. Rosser Reeves Model
- 1.1.4. David Ogilvy Model

**1.2. Creative Currents in Advertising**

- 1.2.1. USP
- 1.2.2. Brand Image
- 1.2.3. Permanent Values
- 1.2.4. Show Advertising
- 1.2.5. The Transgression of Codes
- 1.2.6. The attraction of Content

**1.3. What a Brand Is for**

- 1.3.1. Utilities
- 1.3.2. How a Need Is Created
- 1.3.3. Differences between Logo and Brand
- 1.3.4. The Origin of Brands
- 1.3.5. Brand Wheel
- 1.3.6. Brand Positioning
- 1.3.7. When a Brand Is Born
- 1.3.8. Brand, the Difference
- 1.3.9. Creativity is the Luxury

**1.4. The Logical Ladder in Brand Building**

- 1.4.1. The Name
- 1.4.2. Attributes
- 1.4.3. Benefits
- 1.4.4. Group
- 1.4.5. Spokesperson
- 1.4.6. Role Playing

**1.5. The Claim and the Slogan**

- 1.5.1. Differences between Claim and Slogan
- 1.5.2. Claims and Slogans as a Sales Pitch
- 1.5.3. Claims or Slogans to Create Content

**1.6. Creative Strategy**

- 1.6.1. Advertising Strategy with a Creative Approach
- 1.6.2. How to Be Creative in Strategy
- 1.6.3. Creative Strategies Used in the Field of Advertising and Marketing
- 1.6.4. Differences between Marketing Strategy and Advertising Strategy

**1.7. Creative Content Strategies**

- 1.7.1. User-Generated Content
- 1.7.2. Influencer Marketing
- 1.7.3. Interactive Experiences
- 1.7.4. Impactful Visual Content
- 1.7.5. Emotional Narrative
- 1.7.6. Use of New Platforms and Formats

**1.8. Creativity in Media Planning**

- 1.8.1. Media Planning
- 1.8.2. Creative Media Planning
- 1.8.3. Examples of Surprising Media Planning

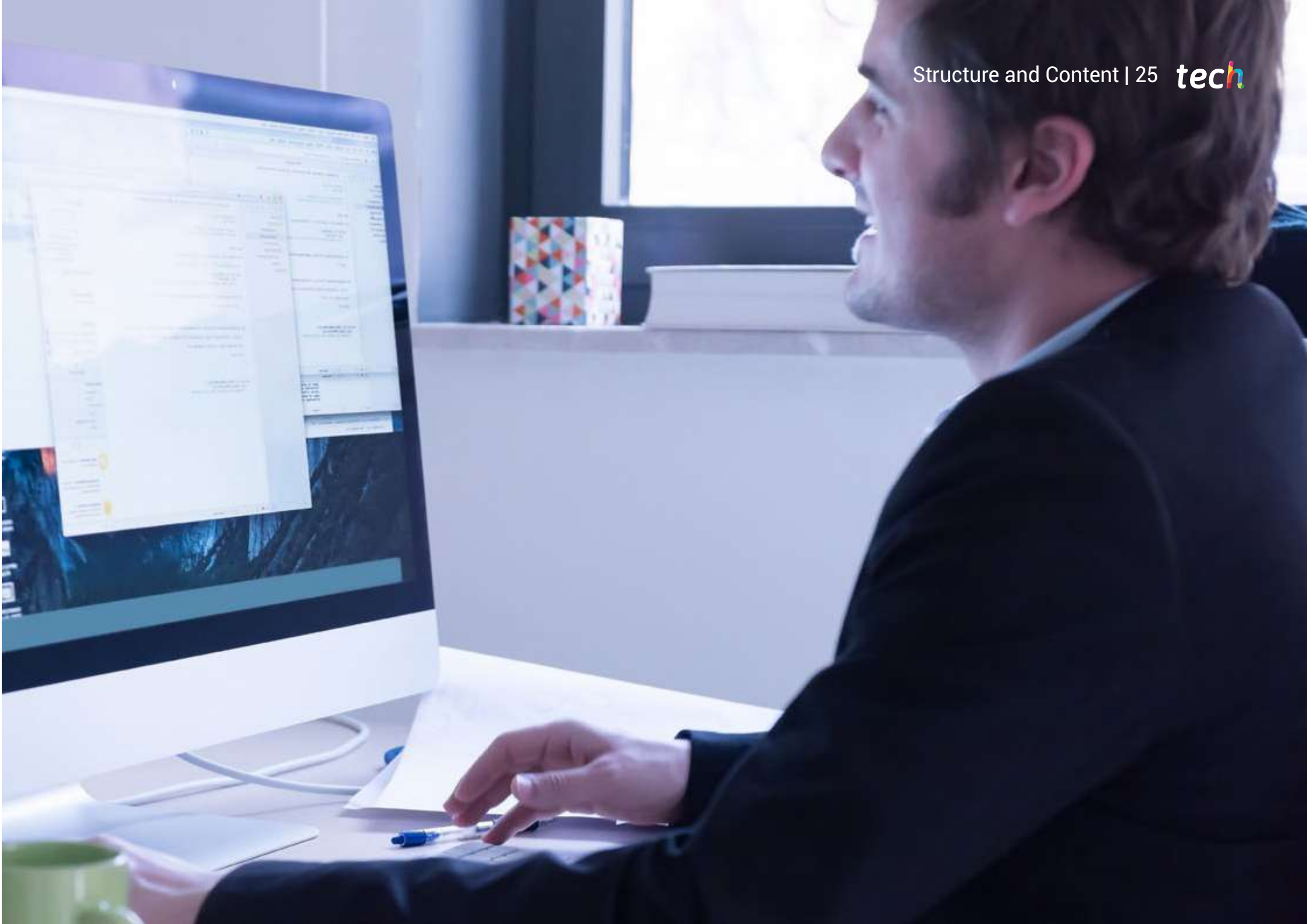
**1.9. Types of Advertising Content**

- 1.9.1. Sponsored Content
- 1.9.2. Linking Brands with Macro Content
- 1.9.3. Creation of Websites Based on Audiovisual Content
- 1.9.4. Create for Social Media
- 1.9.5. Create for Mobile
- 1.9.6. Create for Video Games
- 1.9.7. Create Interactive Content
- 1.9.8. Create Content Directly for Brands

**1.10. Current Context of Brands**

- 1.10.1. Advertising in the Digital Environment
- 1.10.2. Customer Experience
- 1.10.3. Conclusions





# 05 Methodology

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

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





“

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

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



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



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

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

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

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



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.

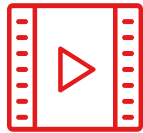
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



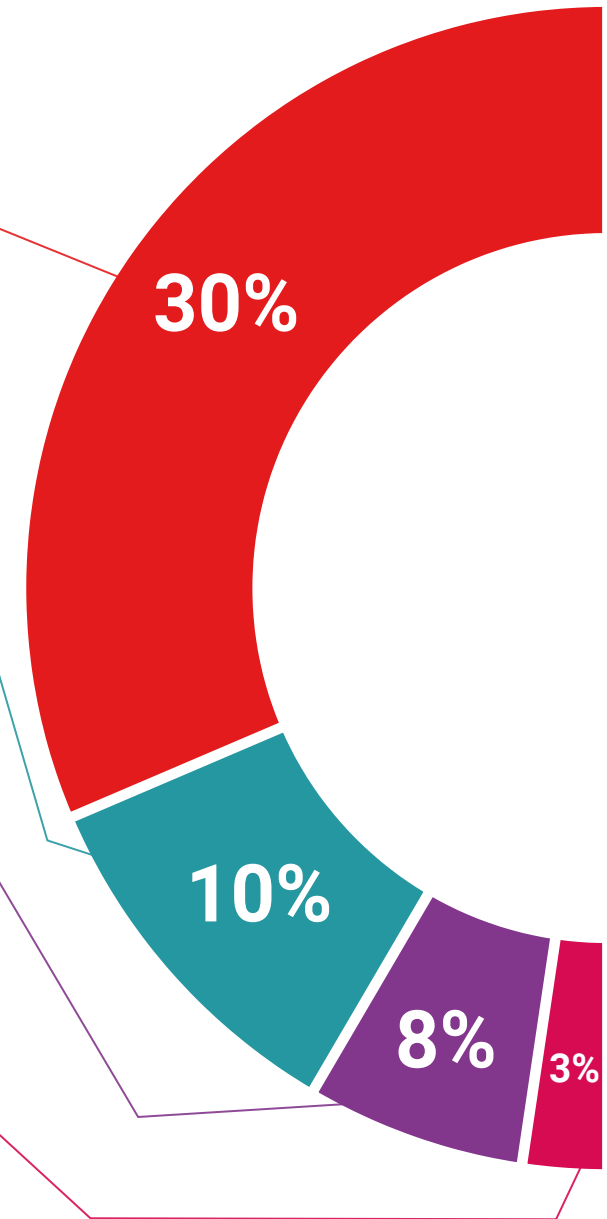
### Management Skills Exercises

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.

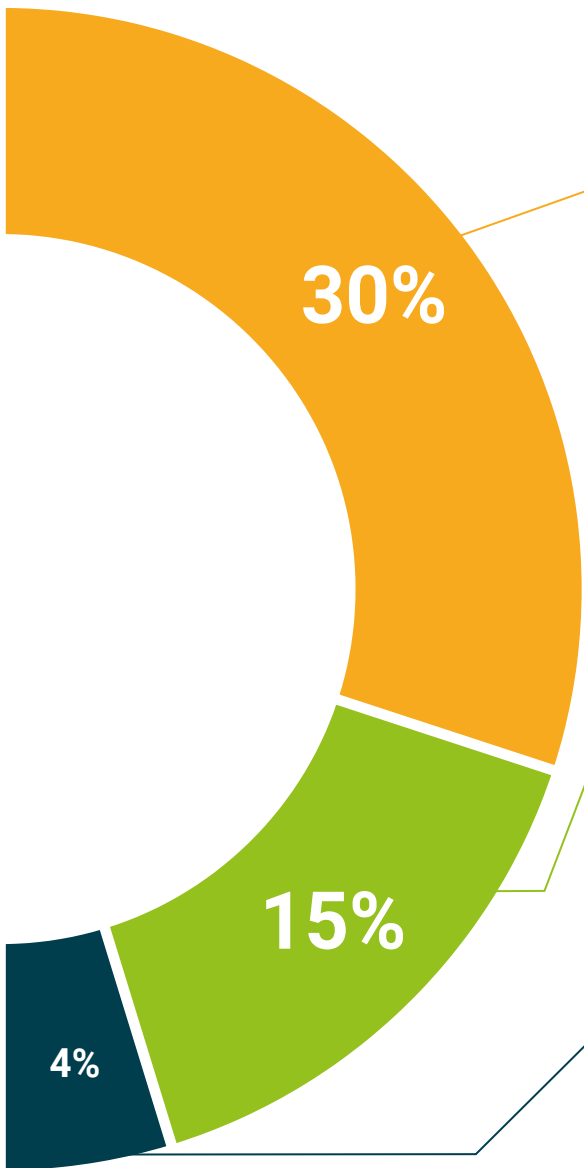


### Additional Reading

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.



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Advertising.



“

*If you have experience in Branding and are looking for an interesting improvement in your career while continuing to work, this is the program for you"*

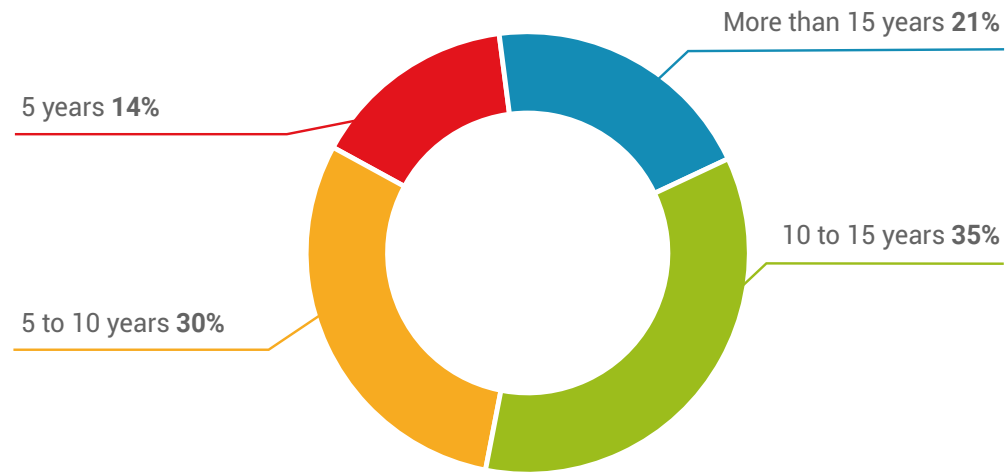
### Average Age

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Between **35** and **45** years old

### Years of Experience

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### Training

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Marketing and Advertising **40%**

Journalism **25%**

Public Relations **20%**

Other **15%**



### Academic Profile

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Marketing and Advertising **40%**

Communication **35%**

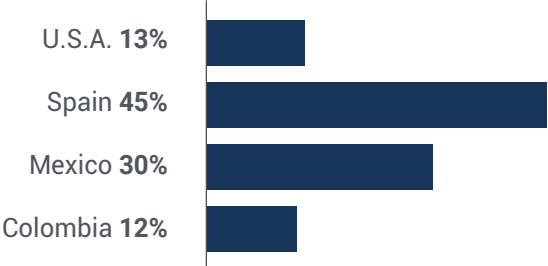
Entrepreneurs **15%**

Other **10%**



### Geographical Distribution

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## Mario García Ruiz

Marketing and Advertising Director

*"I have been impressed with the quality of the contents of this Postgraduate Certificate. You can see the special care that the teachers have put into their elaboration, they are very useful in daily practice and help you to improve your creative abilities. Without any doubt, I think it has been a good investment for my career"*

08

# Course Management

TECH is at the forefront of education and therefore offers elite teaching for the professional who attends its programs with the support of didactic tools that successfully carry out the development of each of its programs. In this sense, the graduate will have access to a syllabus designed by a highly specialized teacher staff in Business and Institutional Communication Management, Advertising and Public Relations. Their extensive experience and strong background in the sector will enable students to solve the various problems that arise during the course of the program.





“

*If you want to succeed, do it with the best and acquire the necessary skills to excel in the Branding industry"*

## Management



### Mr. Labarta Vélez, Fernando

- ♦ Creative Director at El Factor H
- ♦ Marketing Director at La Ibense
- ♦ Creative Director of Events at Beon Worldwide
- ♦ Director of Branded Content in Atrium Digital and Mettre
- ♦ Creative Director at the Southern Communication Group, BSB and at FCA BMZ Cid
- ♦ Speaker at the Master in Business and Institutional Communication Management of the University of Seville
- ♦ Co-author of the book How to create a brand. User and management manual

## Professors

### Mr. Tabares, Esteban

- ♦ Creative Director and Founder of Rocksteady Advertising
- ♦ Creative Director at Tango° Agency
- ♦ Creative Director at Geometry Global
- ♦ Creative Director at Ogilvy Action
- ♦ Degree in Advertising and Public Relations
- ♦ Underground BA Creativity School
- ♦ Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction





09

# Impact on Your Career

This university program has been developed with the purpose of providing the graduates with the key competencies that will lead them to assume the necessary challenges in the business and advertising areas. In this way, TECH emphasizes on providing an education of the highest standards, focused on the efficiency of each of its programs. In this way, it will guarantee the students a top-level learning in the transgression of the codes.



“

*The differences between marketing strategy and advertising strategy is one of the skills that you will undoubtedly master by the end of this Postgraduate Certificate"*

### Are you ready to take the leap? Excellent professional development awaits you.

TECH's Postgraduate Certificate in Brand Creation is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

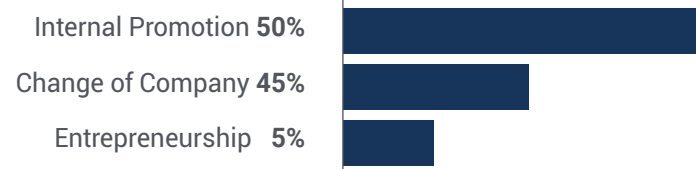
*A Postgraduate Certificate designed and formulated for the best. Enroll now!*

*In TECH you will expand your skills in creative content strategies and emotional storytelling.*

#### When the change occurs



#### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university training and updating"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

---

02

### **Retaining high-potential executives to avoid talent drain**

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### **Building agents of change**

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 11 Certificate

The Postgraduate Certificate in Brand Creation guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



“

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

This program will allow you to obtain your **Postgraduate Certificate in Brand Creation** 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: **Postgraduate Certificate in Brand Creation**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



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