

# Postgraduate Certificate

## Branding & Naming.

### Brand Management in the Launching of New Products





## Postgraduate Certificate Branding & Naming. Brand Management in the Launching of New Products

- » Modality: online
- » Duration: 4 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in the sector

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/branding-naming-gestion-marcas-lanzamiento-nuevos-proyectos](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/branding-naming-gestion-marcas-lanzamiento-nuevos-proyectos)

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# 01 Welcome

The launch of a new product is one of the most essential phases of a new product, since it is the key moment when the customer becomes aware of the commercial proposal. Good branding and naming are part of any successful strategy, because in order to penetrate the collective memory, you need a slogan that captures the viewer's attention and takes them to a more favorable place. Thanks to this TECH degree, the marketing professional will have all the keys to take on larger responsibilities when it comes to managing commercial projects. With good branding and naming, growth opportunities will follow at the same pace as the increase in professional performance.



Postgraduate Certificate in Branding & Naming. Brand Management in the Launching of New Products.  
TECH Technological University



“

*You have a unique opportunity to excel in the field of business marketing. Don't hesitate and enrol now”*

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 centre for intensive managerial skills training.



“

*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 Technological University



### Innovation

The university offers an online learning model that combines 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.

**100,000+**  
executives trained 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:



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

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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.



### Learn with the best

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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 Harvard Business School case studies"*

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*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**

### 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 areas 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

### Be part of an exclusive community

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

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

# 04 Objectives

The professional who attends this program has a clear objective in mind: to improve their professional career by distinguishing themselves from the rest of the competitors in terms of quality and excellence. This TECH degree meets the highest educational standards, so the student is guaranteed to receive the best possible training in Branding and Naming, offered by the most reputable teachers in digital marketing.



“

*Marketing managers in the new digital era must have a clear vision of the latest techniques. That's why this degree is your best option to continue growing in the job market"*

TECH makes the goals of their students their own goals too.

Working together to achieve them.

The Postgraduate Certificate in Branding & Naming, Brand Management in the Launching of New Products will train the student to:

01

Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

02

Establish techniques for creating a personal and professional brand

03

Establish complex communication strategies to achieve a link with all audiences







04

Describe the essential elements of corporate communication management

05

Plan and implement integral communication plans

06

Explore the characteristics of communication in specific sectors

05

# Structure and Content

As Branding and Naming are two very important marketing disciplines, it is essential that the professional in this field receives a complete education on the subject. Thanks to TECH's highly qualified teaching staff, students will learn firsthand the essential managerial techniques of innovation, communication and strategy, which will surely lead them to a more prosperous working future.



“

*By enrolling today in TECH you are laying the foundation for what will be your future career advancement in the digital marketing world"*

## Syllabus

The Postgraduate Certificate in Branding & Naming. Brand Management in the Launch of New Products develops the most important managerial and administrative competencies to lead projects of great relevance, which require highly capable managers.

During the 100 hours of this training, the student has access to first class teaching material, full of details and practical examples that demonstrate the usefulness of all the theory learned.

The teaching load is lightened by not needing a final project to complete the degree, while the continuous audiovisual support makes the study work much more manageable.

A unique training that brings out the best in students, leading them to the marketing management positions they have always wanted.

This Postgraduate Certificate takes place over 1 month and is divided into 6 modules:

<b>Module 1</b>	Innovation Management
<b>Module 2</b>	Managerial Skills
<b>Module 3</b>	Corporate Communication, Brand Strategy and Reputation
<b>Module 4</b>	Strategic Planning in Corporate Communication
<b>Module 5</b>	Managing Aspects of Corporate Communication
<b>Module 6</b>	Communication Strategy in the Digital World



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

TECH offers the possibility of taking this program completely online. Throughout the month of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## **Module 1. Innovation Management**

### **1.1. Launch and Industrialization of New Products**

- 1.1.1. Design of New Products
- 1.1.2. Lean Design
- 1.1.3. Industrialisation of New Products
- 1.1.4. Manufacture and Assembly

## **Module 2. Managerial Skills**

### **2.1. Personal Branding**

- 2.1.1. Strategies for Personal Brand Development
- 2.1.2. Personal Branding Laws
- 2.1.3. Tools for Creating Personal Brands

## **Module 3. Corporate Communication, Brand Strategy and Reputation**

### **3.1. Corporate Brand Strategy**

- 3.1.1. Public Image and Stakeholders
- 3.1.2. Corporate Branding Strategy and Management
- 3.1.3. Corporate Communication Strategy in Line With Brand Identity

## **Module 4. Strategic Planning in Corporate Communication**

### **4.1. Creative Strategy Formulation**

- 4.1.1. Explore Alternative Strategies
- 4.1.2. Counter briefing or Creative Briefing
- 4.1.3. Branding and Positioning

## Module 5. Managing Aspects of Corporate Communication

### 5.1. Branding & Naming

- 5.1.1. Brand Management and Coordination in Launching of New Products
- 5.1.2. Brand Repositioning

## Module 6. Communication Strategy in the Digital World

### 6.1. Digital Communication and Reputation

- 6.1.1. Online Reputation Report
- 6.1.2. Netiquette and Good Practices on Social Media
- 6.1.3. Branding and Networking 2.0



*This is the opportunity you've been waiting for to take the definitive leap into marketing management. Specialize in Branding and Naming, managing the most sensitive part of the launching of new products"*

07

# Methodology

This training program offers 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"*

## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



*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 intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

“*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

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

Marketing professionals, especially those seeking a substantial improvement in their career, are the ones who decide to pursue this degree. Together with students from communication and other business fields, they form a multidisciplinary group in which the student can even meet future business partners, suppliers or potential customers.







“

*This is your opportunity to improve your administrative skills and demonstrate that you deserve to advance in your marketing department”*

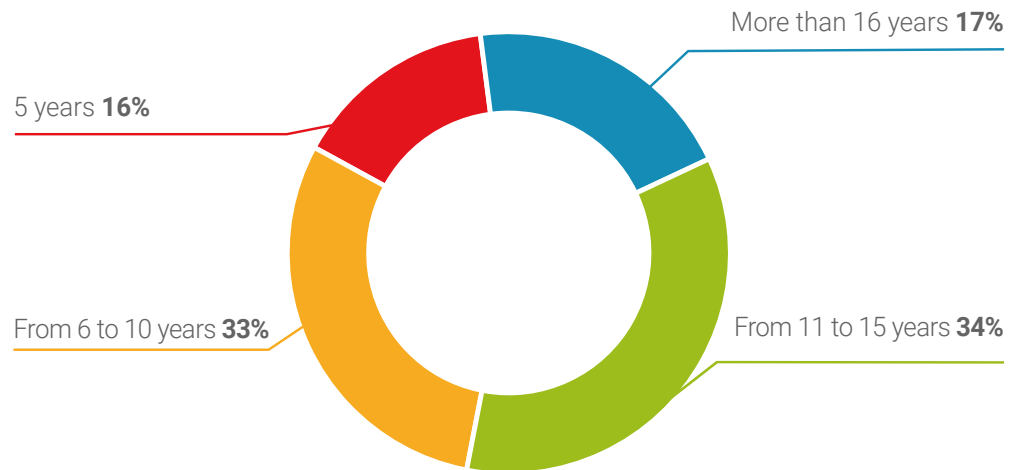
### Average Age

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

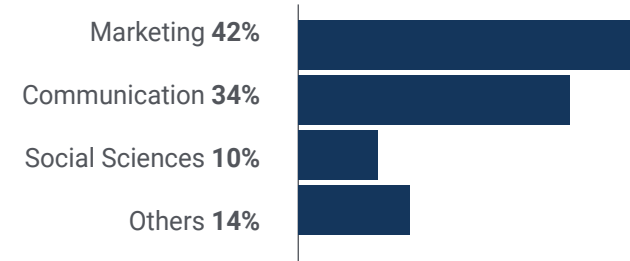
### Years of Experience

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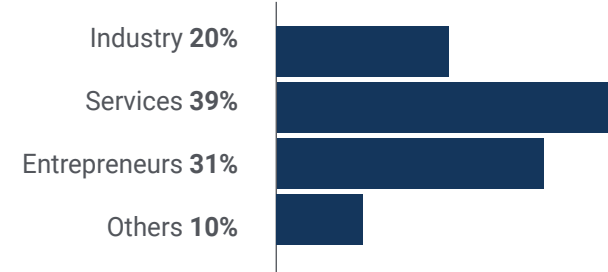
### Training

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### Academic Profile

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## Geographical Distribution

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## Manuel Sánchez

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Marketing Director

*"The initial naming and communication of any new product make the difference between its success and failure. I am aware of this and that is why I took this TECH program, with which I was able to demonstrate greater professionalism and even manage my own marketing team"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.



“

*Our expert teaching team in Branding & Naming. Brand Management in the Launching of New Products will help you to achieve success in your profession”*

## International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized Communication Director highly specialized in the field of Reputation Management.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as Coca-Cola. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer internal interaction platform. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' strategic investments in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous recognitions for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global Congresses and Symposiums with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to develop successful strategic communication plans. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



## Ms. Thole-Muir, Wendy

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- ♦ Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- ♦ Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- ♦ Communications Consultant at ABI, Belgium
- ♦ Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- ♦ Master's Degree in Social Behavioral Studies, University of South Africa
- ♦ Master's Degree in Sociology and Psychology, University of South Africa
- ♦ Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- ♦ Bachelor of Arts in Psychology from the University of South Africa

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### **D. Larrosa Guirao, Salvador**

- ◆ Specialist professor in finance with vast experience in this field and in teaching

## Professors

### **Ms. Gomis Noriega, Silvia**

- ◆ Professor of Innovation
- ◆ Professional with extensive experience and background in teaching





09

# Impact on Your Career

Due to the great effort made by students studying this program, TECH strives to provide all possible resources to ensure that the teaching is decisive in the student's education. Thanks to the marketing management and leadership techniques in this program, students will soon notice how their own personal projects and campaigns improve, determinin a better future for them in the world of marketing.



“

*TECH is ready to give 100% to help you reach your professional goal, giving you the best Branding and Naming techniques in the market"*

*If you want to make a positive change in your profession, the Postgraduate Certificate in Branding and Naming. Brand Management in the Launching of New Products will help you to achieve it"*

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

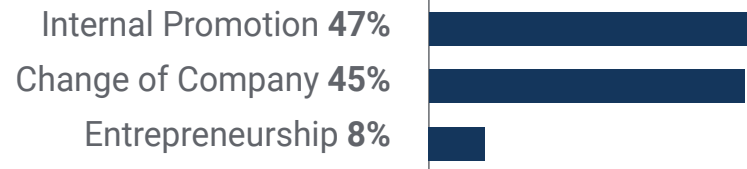
This TECH Postgraduate Certificate takes students to the highest business level, with cutting-edge marketing techniques that will distinguish them as reputable and prestigious professionals in the field of marketing.

*Don't miss the opportunity to train with us and you will find the career boost you were looking for.*

#### 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

As the presentation of a product is fundamental, companies see not only the benefit but also the obligation to incorporate a good marketing professional in branding and naming. Therefore, this degree becomes a springboard to help students improve their professional and personal performance, enabling them to take on more and more responsibilities and, therefore, receive a better salary.





“

*This is the best time for you to commit to a better future in digital marketing with a university that cares about you"*

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

01

### **Intellectual Capital and Talent Growth**

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

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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**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 Branding & Naming. The Postgraduate Certificate in Projects Building guarantees, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

The **Postgraduate Certificate in Branding & Naming. Brand Management in the Launching of New Products** contains the most complete and updated program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** by tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Branding & Naming. Brand Management in the Launching of New Products**

Official Number of Hours: **100 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



## Postgraduate Certificate

Branding & Naming.  
Brand Management  
in the Launching  
of New Products

- » Modality: **online**
- » Duration: **4 weeks**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate

## Branding & Naming.

### Brand Management in the Launching of New Products

