

# Postgraduate Certificate Copywriting for Customer Service





## Postgraduate Certificate Copywriting for Customer Service

- » 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, Communication, Administrative and Business Sciences

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/copywriting-customer-service](http://www.techtute.com/us/school-of-business/postgraduate-certificate/copywriting-customer-service)

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# 01

# Welcome

Personalization, real-time interaction, and engagement through social media have transformed customer service procedures and strategies. This is a space where the skills of a copywriter are essential to convey a company's messages in an attractive and persuasive manner. In this way, this professional profile expands its scope of action and becomes critical for businesses and their reputation. In this sense, it is essential that they have a deep knowledge of the different techniques used so that they can apply them daily. Therefore, this 100% online certificate is born, which leads the graduate to obtain top-level learning in this field, thanks to the curriculum developed by authentic specialists in Copywriting.



Postgraduate Certificate in Copywriting for Customer Service.  
TECH Global University

“

*Enhance customer service through the Copywriting techniques you will acquire with this Postgraduate Certificate”*

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:



### 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

---

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"*

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

One of the main goals of this Diploma is to enhance students' knowledge in the field of Customer Service using Copywriting Techniques. This way, they can lead this area for large companies or in their own business, becoming specialists capable of boosting brand image or creatively resolving the issues that arise in this area.

“

*A 100% online, flexible qualification that adapts to your schedule and your professional aspirations in the world of Copywriting"*

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

The **Postgraduate Certificate in Copywriting for Customer Service** qualifies students to:

01

Learn why persuasion techniques in copywriting are important

04

Learn about real examples of persuasive language

02

Understand what emotional language is and how it is used

03

Delve into how the language of benefit is utilized

05

Learn to increase sales with authority and trust





06

Discover how to apply *copywriting* in customer service

08

Recognize the importance of internal communication



07

Know how to manage communication in challenging situations

09

Learn how to approach a B2B presentation

10

Understand what a CRM is and how to apply Copywriting in its context

05

# Structure and Content

The syllabus of this Postgraduate Certificate in Copywriting for Customer Service is designed to enhance the professionals ability to effectively increase sales and interaction with consumers. To achieve this, it provides a theoretical and practical approach in the curriculum that will empower graduates to excel in content creation, handling complaints, or delivering presentations to companies or investors.



“

*Enhance your customer service with the knowledge acquired over these 6 weeks”*

## Syllabus

This academic itinerary provides students with essential knowledge to enhance persuasion in Copywriting, the significant role of emotional language, and how to apply these techniques to increase sales in any business.

It also offers an education that deepens the main strategies used for customer response to various inquiries, complaints, or issues, as well as improving internal communication. To achieve this, professionals will have access to numerous multimedia educational materials, supplementary readings, and successful case studies that will enable them to integrate these skills into their daily work.

Moreover, TECH's Relearning system, based on continuous repetition throughout this university program, will help students reduce their study hours and progress more naturally through the program. This pedagogical approach is much more effective than traditional methods.

It is an excellent opportunity for growth in this field through a certificate that offers advanced, high-quality content and flexibility to accommodate the most demanding daily responsibilities. It is an ideal choice for those seeking to balance their busy schedules with an innovative Postgraduate Certificate.

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

### Module 1

Sales, Customer Service and Copywriting



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

TECH offers you the opportunity to study this Postgraduate Certificate in Copywriting for Customer Service 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 educational experience, key and decisive to boost your professional development and make the definitive leap.*

**Module 1. Sales, Customer Service and Copywriting**

**1.1. Persuasion in Copywriting to Increase Sales**

- 1.1.1. Why it is important to use persuasion in Copywriting
- 1.1.2. Basic principles of persuasion and how it is applied in Copywriting
- 1.1.3. Difference between persuading, influencing, and manipulating
- 1.1.4. Analysis of a reference author

**1.2. Customer needs and desires in persuasion**

- 1.2.1. Persuasion techniques, emotional and benefit language
- 1.2.2. Their applications
- 1.2.3. Why it is important to use customer needs and desires in Copywriting
- 1.2.4. Identifying customer desires

**1.3. The role of benefit language in Copywriting in persuasion**

- 1.3.1. Why it is important to use benefit language in Copywriting
- 1.3.2. Identifying the benefits of the product or service
- 1.3.3. Using benefit language in Copywriting and increase sales
- 1.3.4. How to use customer testimonials to increase trust

**1.4. The role of benefit language in Copywriting**

- 1.4.1. Why emotional language is important in Copywriting
- 1.4.2. Identify Customer Emotions
- 1.4.3. How to use emotional language to persuade and increase sales
- 1.4.4. Emotions most commonly used in Copywriting for sales

**1.5. Copywriting to increase sales: authority and trust**

- 1.5.1. How to use Copywriting to build authority in your sales
- 1.5.2. Building authority in Copywriting through demonstration and experience
- 1.5.3. Building trust in Copywriting through transparency and honesty
- 1.5.4. Reasons why trust is important in Copywriting

**1.6. How to improve your customer service with Copywriting**

- 1.6.1. How and why to welcome the customer using Copywriting
- 1.6.2. Communication of incidents affecting the customer
- 1.6.3. Handling payment claims and other administrative matters
- 1.6.4. Structure of customer communications using Copywriting

**1.7. Basic structures for responding quickly to complicated situations**

- 1.7.1. When we have to say NO to a customer
- 1.7.2. When we have to apologize
- 1.7.3. When we have to deliver bad news
- 1.7.4. A real case

**1.8. Copy in internal communication**

- 1.8.1. The importance of internal communication: attention to internal audiences
- 1.8.2. Email communications
- 1.8.3. Communications on a visual board
- 1.8.4. Formal communications: contract signing or contract termination

**1.9. B2B or investor company presentations**

- 1.9.1. What is the elevator pitch
- 1.9.2. How to produce it
- 1.9.3. Preparing a company presentation
- 1.9.4. Creating a corporate video or company presentation

**1.10. Well-implemented CRM and success stories**

- 1.10.1. What is CRM
- 1.10.2. The Case of Apple
- 1.10.3. The Case of Amazon
- 1.10.4. The Case of Zara
- 1.10.5. The case of British Airways



“

*You will effectively handle the most complex situations caused by customer complaints”*

06

# 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.*



## A learning method that is different and innovative

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

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

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

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

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

## Relearning Methodology

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

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

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

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

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



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

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



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

Individuals who hold a university degree in the field of Social Sciences, Communication Sciences, Marketing, and Public relations studies and have previously completed any of the following qualifications are eligible to enroll in this Postgraduate Diploma.

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

In addition, this program is also open to professionals who, despite having a university degree in any field, possess work experience in the field of Online Marketing.







“

*Apply the successful cases in CRM from Apple, Amazon, or British Airways to your company as shown in this university program”*

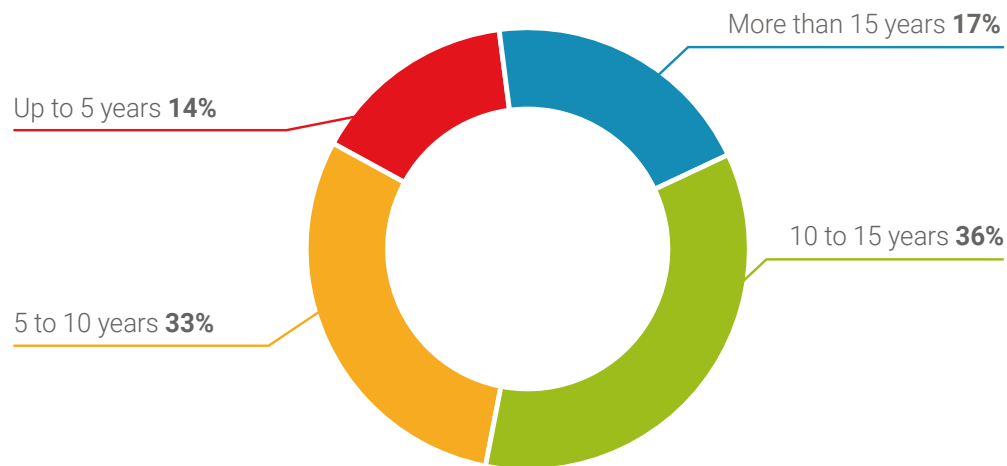
### Average Age

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

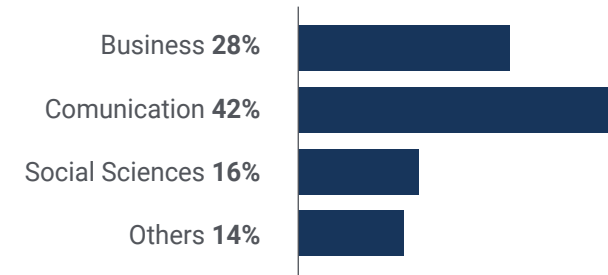
### Years of Experience

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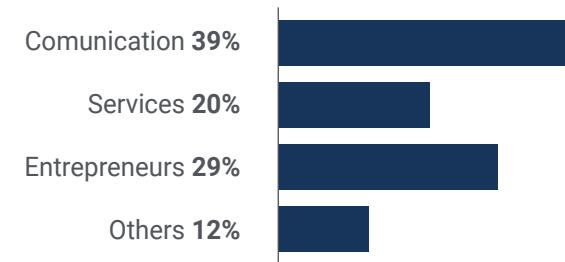
### Training

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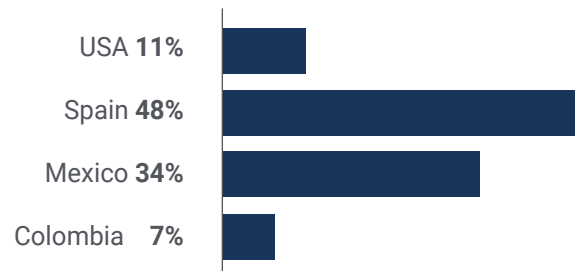
### Educational Profile

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## Geographical Distribution

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## Cristina González

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Copywriter at AC Communication

*"Thanks to this Diploma, I have been able to create an exceptional experience in customer service, both for our clients and within our own company. The techniques I have learned have helped me to grow professionally in a highly competitive industry"*

08

# Impact on Your Career

The ability to write persuasive messages and effectively solve problems will position the professional as a true expert in this field, expanding their job opportunities in the Copywriting sector. Additionally, they can aspire to take on roles of greater responsibility and leadership in the Customer Service field, either independently or within communication agencies.



“

*Achieve greater professional versatility through a unique academic option in the academic field, known for its high-quality content”*

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

The Postgraduate Certificate in Copywriting for Customer Service is an intensive program that prepares you to face challenges and business decisions in the field of *Copywriting*. 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.

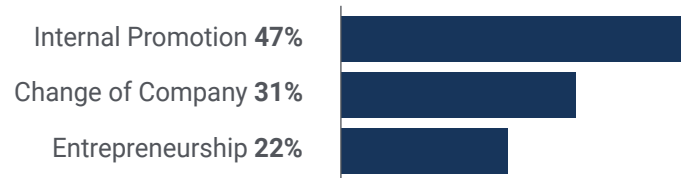
*Achieve your professional growth goals with the guidance of prominent experts in Copywriting.*

*Apply neuromarketing in your projects and make a noticeable leap in your work.*

### Time of Change



### Type of change



## Salary increase

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The completion of this program represents a salary increase of more than **23.14%** for our students.



09

# Benefits for Your Company

A company that has specialized experts in Copywriting with a focus on Customer Service will enhance communication, increase satisfaction and loyalty, boost conversions and sales, strengthen the brand image, and stand out from the competition. These benefits directly contribute to the overall growth and success of the company in a competitive digital environment.





“

*You will gain greater recognition within the industry with a university degree that has significant direct applicability in Customer Service"*

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.

# 10 Certificate

The Postgraduate Certificate in Copywriting for Customer Service 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 Copywriting for Customer Service** 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 Copywriting for Customer Service**

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.



## Postgraduate Certificate Copywriting for Customer Service

- » Modality: online
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- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate

## Copywriting for Customer Service