

Postgraduate Certificate Copywriting for Launches



Postgraduate Certificate Copywriting for Launches

- » 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 qualifications in the fields of Social Sciences, Communication, Administrative and Business Administration

Website: www.techtute.com/us/school-of-business/professional-master-degree/copywriting-launches

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01 Welcome

In recent years, *Copywriting* has become one of the best persuasive writing techniques for companies to present their services and products to their clients. Therefore, achieving sales objectives requires an exquisite work of planning the Launch in all its phases. Mastering each one of them, the various strategies used, as well as the tools employed will give a plus to the professionals who wish to develop in this field. Therefore, this 100% online program is born, which brings together, in only 180 hours, the most advanced knowledge in this area through the most innovative didactic material. A unique opportunity for progression, achievable thanks to the excellent program developed by the best experts in *Copywriting*.



Postgraduate Certificate in Copywriting for Launches
TECH Global University



“

You will be able to improve your skills to manage Launches in the world of Copywriting through the best specialists"

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 Global 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.



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 studies in the academic community"



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 (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic 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 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 Global University community.

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

04 Objectives

Thanks to this program, in just 6 weeks, students will obtain essential knowledge to prepare a Launch from start to finish through a series of creative pieces in the different stages. An education that will allow them to master the strategies and tools currently used by all *copywriters* who develop a Launch. It will also increase their skills to manage departments of Communication and Marketing agencies working on this type of digital projects.



“

You will achieve a clear and direct vision of each of the phases that make up a successful Launch thanks to Copywriting techniques"

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

The **Postgraduate Certificate Copywriting for Launches** will qualify the students to:

01

Understanding what a launch is and what it is used for.

02

Identify what types of launches exist

03

Know all the stages in a launch

04

Understand how to apply *Copywriting* in each stage of a launch.



05

Know all the pieces of *Copywriting* involved in a launch

06

Manage the real-time results of the different phases of the launch and act accordingly.

07

Know the tools that help to successfully manage a launch.

08

Learn what to do in the post-launch phase.



05

Structure and Content

TECH's firm commitment to an exclusively online methodology makes it easier for students to complete university programs and reconcile them with the most demanding responsibilities. Based on this, we have developed this comprehensive syllabus focused on Copywriting for Launches. All this, in addition, with quality multimedia pills, available 24 hours a day, 7 days a week, from any digital device with an Internet connection.



“

*You will master SEO optimization
and the most effective tools for
live broadcasts”*

Syllabus

This university program has a syllabus designed by the excellent team of professionals that make up this program. The graduates will start from the most basic understanding of what a Launch is and what it is for, to fully understand the existing types of Launches, the different phases, techniques and tools used to make this sales strategy a success.

To achieve this goal, this academic institution provides numerous additional didactic material based on video summaries, detailed videos, case studies and specialized readings with which you will be able to further extend the information of this Postgraduate Certificate.

A complete study plan of 180 hours of lectures, which will not require long hours of memorization. Thanks to the *Relearning* method used by TECH in all its academic proposals, the students will progress naturally through the content, assimilating the key concepts in a much more agile and simple way.

This learning effectiveness is combined with the flexibility that distinguishes this Postgraduate Certificate. Therefore, with no classroom attendance or classes with fixed schedules, the graduates will have greater freedom to self-manage their time to access this advanced academic option.

This Postgraduate Certificate program is spread out over 6 weeks and is divided into 1 module:

Module 1

Copywriting for launches

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Copywriting for Launches 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. Copywriting for Launches

1.1. Understanding What a Launch is and What it is Used for.

- 1.1.1. What is a Launch
- 1.1.2. The Elements of a Launch
- 1.1.3. Differentiation.
- 1.1.4. Offer
- 1.1.5. Levels of Consciousness
- 1.1.6. A Relationship of Enthusiasm

1.2. Types of Releases

- 1.2.1. Which One to Choose and Why
- 1.2.2. Seed Launch
- 1.2.3. R2X Launch
- 1.2.4. Meteoric Launch
- 1.2.5. *Product Launch Formula* (PLF)
- 1.2.6. *Webinars*, Workshops or Masterclasses
- 1.2.7. Challenges
- 1.2.8. Thematic Releases
- 1.2.9. *High Ticket*

1.3. The Phases of a Launch

- 1.3.1. The Pre-launch
- 1.3.2. The Pre-sale
- 1.3.3. Recruitment
- 1.3.4. Seduction or Indoctrination
- 1.3.5. Selling
- 1.3.6. Closing
- 1.3.7. Post-launch

1.4. How to Apply Copywriting in Each Phase of the Launching Process

- 1.4.1. How to Apply the *Copy* in the Recruitment Phase
- 1.4.2. Techniques in the Seduction Phase
- 1.4.3. Techniques in Pre-sales and Sales
- 1.4.4. Examples of Success Stories

1.5. The Creative Idea as the Cornerstone of the Launch

- 1.5.1. What is the Creative Concept?
- 1.5.2. Formulas to Create the Creative Concept
- 1.5.3. The Method to Break into the Market with the Creative Idea
- 1.5.4. Examples of Creative Ideas that have Worked

1.6. How to Orchestrate a Launch

- 1.6.1. The Fundamental Elements to Orchestrate a Successful Launch.
- 1.6.2. Having a Scorecard
- 1.6.3. Internal Communication
- 1.6.4. Follow-up of the Launching and of the Scorecard

1.7. The Marketing Elements Involved in a Launch and their Function

- 1.7.1. *Copy Pieces* in the Acquisition Phase
- 1.7.2. *Copy Pieces* in the Pre-launch Phase
- 1.7.3. *Copy Pieces* in the Launch Phase
- 1.7.4. *Copy Pieces* in the Sales Phase

1.8. Measuring a Launch in Real Time

- 1.8.1. Metrics and KPIs
- 1.8.2. Measurement Tools
- 1.8.3. Performance Monitoring
- 1.8.4. Post-launch Analysis

1.9. The Post-launch Stage

- 1.9.1. Analyzing and Acting after the Sale
- 1.9.2. Strategies to Keep the Customer Happy after the Sale
- 1.9.3. Strategies to Increase the Average Ticket Price
- 1.9.4. Strategies to Build Customer Loyalty

1.10. Tools to Effectively Manage a Launch

- 1.10.1. Internal Communication
- 1.10.2. Project Management and Organization
- 1.10.3. Productivity Optimization
- 1.10.4. For Hosting Digital Products
- 1.10.5. To Optimize SEO
- 1.10.6. For Live Broadcasts
- 1.10.7. For Content Channels
- 1.10.8. Others



“

You have at your fingertips the most current and effective tools to carry out a Launch with total guarantee”

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.



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

This program is open to university graduates who have previously completed any of the following qualifications in the field of Social Sciences, Communication, Marketing and Public Relations.

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

It can also be taken by professionals who, being university graduates in any area, have work experience in the field of Online Marketing.





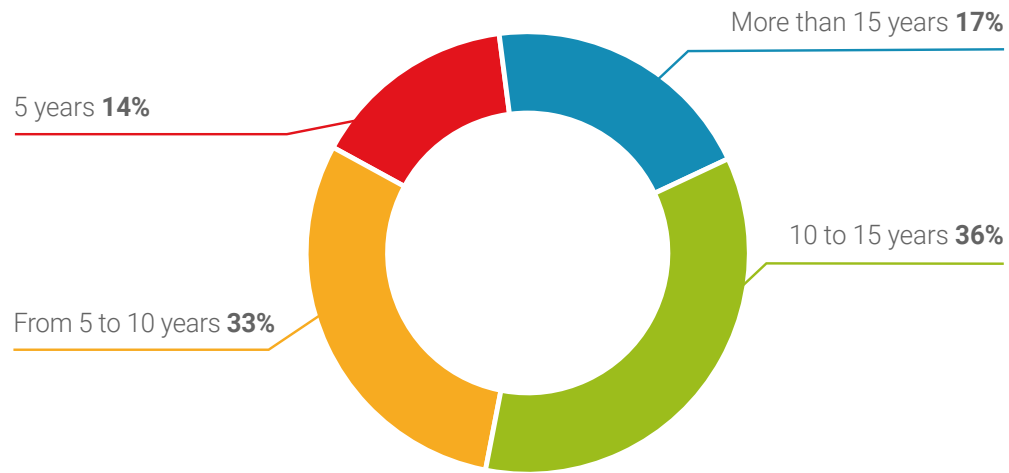
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*Succeed in the world of Copywriting,
specializing with TECH”*

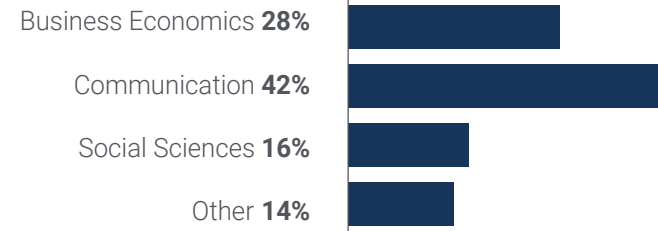
Average Age

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

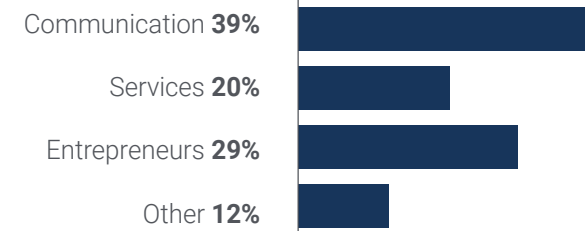
Years of Experience



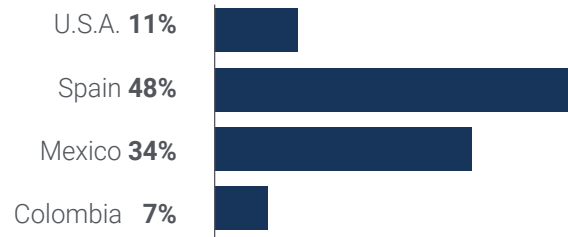
Training



Educational Profile



Geographical Distribution



Raúl Estévez

Director of Marketing and Advertising Agency

"A Postgraduate Certificate that has allowed me to improve step by step in the creation of a Launch. An improvement that has been reflected in my projects and in the satisfaction of my clients. A progress that has led me to give an important boost to my career in the Copywriting world"

08

Impact on Your Career

This Postgraduate Certificate will lead the professionals to develop a much deeper understanding of the launching strategies used in *Copywriting*. This knowledge is very useful to be able to manage campaigns in this sector with total guarantee of success. In this way, students will be closer to fulfilling their career aspirations of promotion and salary increase, in an industry that requires specialists in continuous updating of their knowledge and skills.



“

*You will increase your possibilities
of professional growth through an
avant-garde university proposal”*

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

The Postgraduate Certificate in Copywriting for TECH Launches 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 interact with the best, this is the place for you”

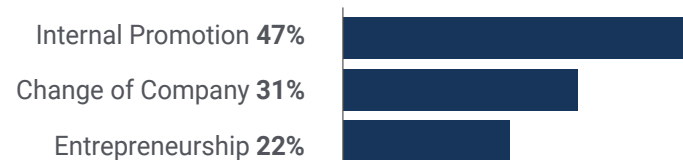
Develop your own Copywriting style in your next Launches, applying the techniques of this Postgraduate Certificate.

Be prepared to face any challenge during the execution of a Launch. Enroll now.

Time of Change



Type of Change



Salary Increase

This program represents a salary increase of more than **23.14%** for our students



09

Benefits for Your Company

Large Communication and Marketing agencies are increasingly demanding more specialized professionals to be able to face any project with guarantees. In this sense, the professionals who take this program will bring great benefits given their skills for the realization and management of any Launch through the various channels, applying the latest trends in this field. Undoubtedly, a quid pro quo, which will have a direct impact on the quality of the services provided, on the reputation of the companies and on the fulfillment of the clients' objectives.





“

Obtain important Launching projects thanks to the skills you will obtain after completing this university proposal”

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 Launches 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 Launches** 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 Launches**

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 Launches

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate Copywriting for Launches