Postgraduate Certificate
Copywriting for Websites and Social Media

tech technological university

![tech technological university]

Postgraduate Certificate
Copywriting for Websites
and Social Media

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » 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.techtitute.com/pk/school-of-business/postgraduate-certificate/copywriting-websites-social-media**

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01
Welcome

The digital universe has expanded significantly in recent years, leading companies to want to establish an online presence to conduct their business and increase sales. From their own websites to various profiles on the leading social media platforms, having attractive and persuasive content is crucial. In this regard, professionals who wish to advance in this sector and lead communication and advertising departments in this area must have a thorough mastery of Copywriting applied to this field. This is where TECH's 100% online program comes into play, addressing the needs of this industry with an updated and rigorous syllabus developed by the best specialists in the field.

Postgraduate Certificate in Copywriting for Websites and Social Media
TECH Technological University

Lead the best Copywriting departments responsible for managing the web and social media communication of companies"

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 Technological 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 Technological 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 academic option is to provide students with the most advanced learning for their development in the field of Copywriting. A growing field that requires specialists with extensive skills for persuasive writing on the web and on social media channels where a company is present. In addition, this certificate will enhance their leadership skills for managing and leading teams responsible for this work in leading communication agencies.

Become an expert in UX Writing with this 100% online university degree"

TECH makes the goals of their students their own goals too
Working together to achieve them
The **Postgraduate Certificate in Copywriting for Websites and Social Media** qualifies students to:

01 Learn to create or revise the texts for a homepage, about me, services, and sales sections

02 Know how to create or review texts for an online store and product sheets

03 Delve into a specialized branch of Copywriting: UX Writing

04 Learn to manage and draft all messages involved in the customer's online experience

05 Understand what Content Marketing is and how to apply Copywriting in its Strategies

06 Learn the specifics of major social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn, Pinterest, Twitter) and how to write messages on them most effectively
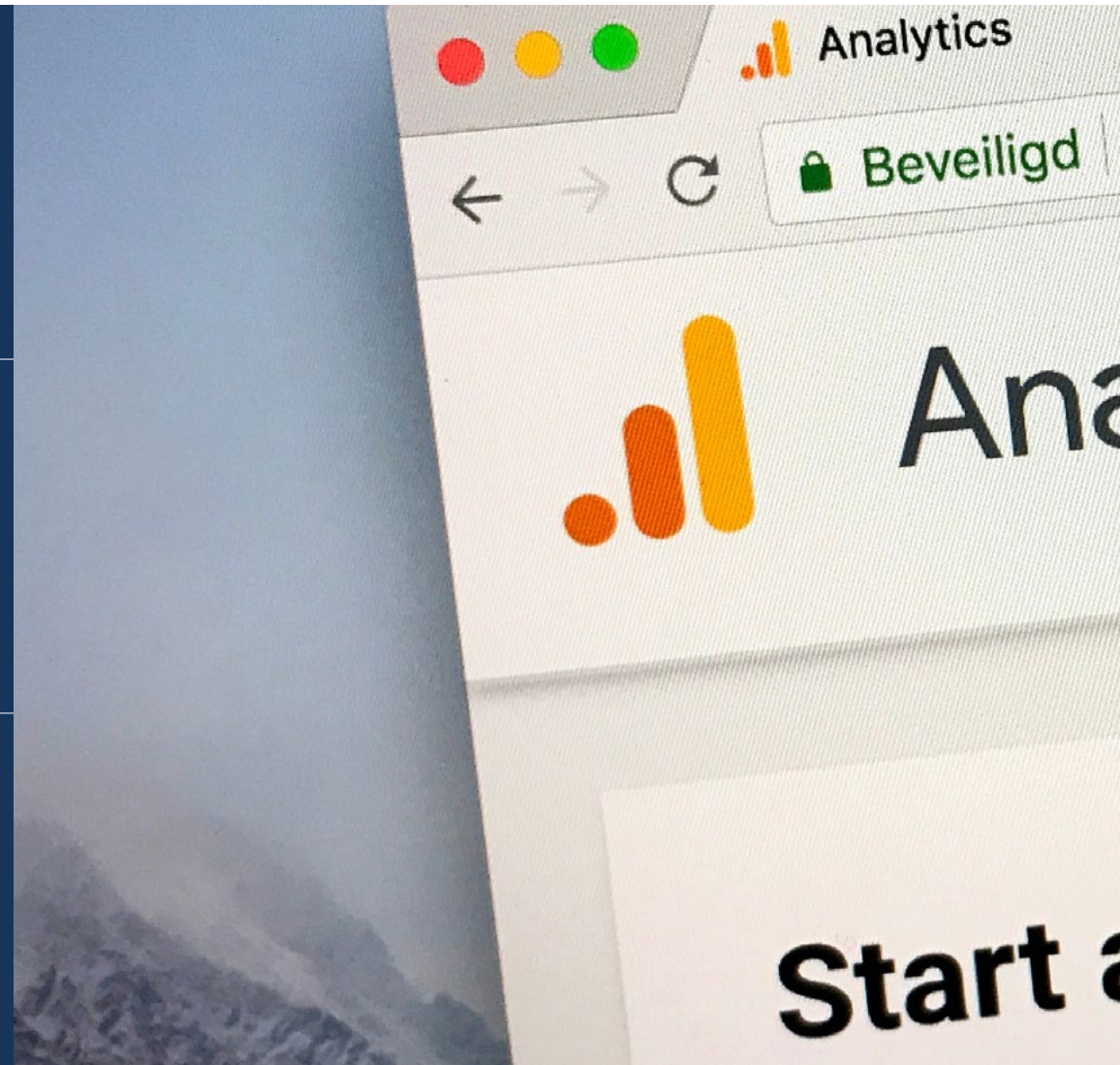
07 Describe the specificities of video scripts and podcasts and write them effectively
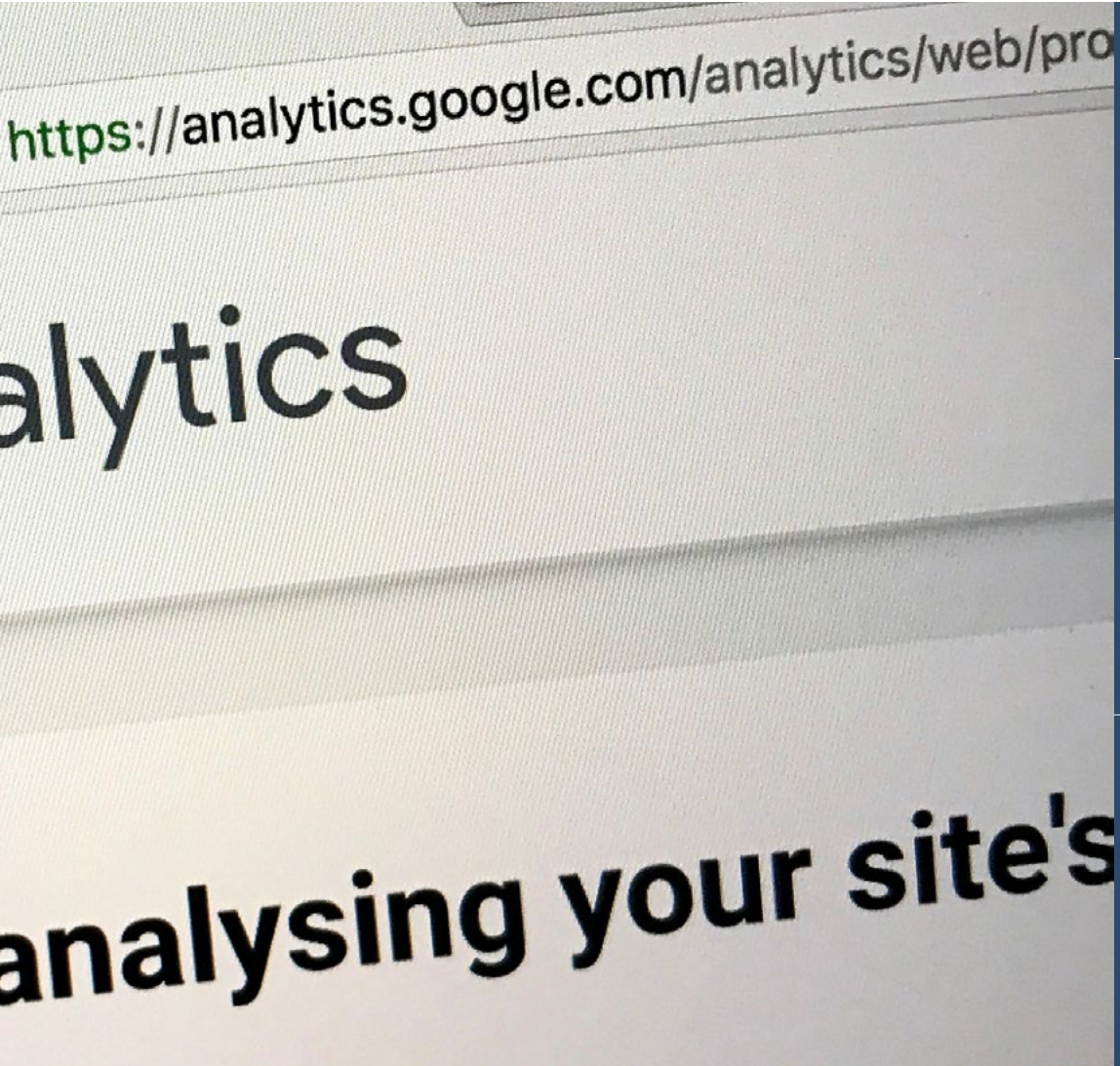
08 Learn to write blog articles

09 Manage and draft all messages involved in the customer's online experience

10 Understand what keywords are and how they are used

11 Create a content calendar

12 Delve into the result measurement

Structure and Content

This 12-week academic program is designed to provide the most effective techniques and tools for mastering persuasive language used on websites and social media. All of this is achieved through the most innovative educational materials in today's academic landscape. As a result, students will be able to dynamically and efficiently expand their knowledge in this field.

If you have a mobile phone with Internet connection, you will be able to access the syllabus of this Postgraduate Certificate whenever and wherever you want"

Syllabus

This program consists of a syllabus of 150 teaching hours that will allow professionals to stay informed about the most sophisticated and precise techniques used by copywriters to generate content for websites and Social Media. This knowledge is focused on writing texts aimed at increasing business sales and improving their reputation.

Following this philosophy, students will receive high-quality education where they can keep up with new ways of selling, tools for generating ideas with Artificial Intelligence, and creating copy for Facebook, Instagram, TikTok, or LinkedIn. Additionally, they will delve into the Copywriting strategies used on each of the pages that make up a website in great detail.

Furthermore, thanks to the Relearning system employed by TECH in all its programs, students will be able to reduce the long hours of study and memorization common in other pedagogical methods.

This is a unique opportunity to achieve advanced learning from real experts through a flexible academic option. Without the need for in-person attendance or fixed class schedules, graduates have greater freedom to self-manage their access time to this Postgraduate Certificate and balance their daily personal and professional activities with cutting-edge education.

This Postgraduate Certificate program is spread out over 12 weeks and is divided into 1 module:

Module 1	Copywriting for web
Module 2	Copywriting for Content Marketing and Social Media

Where, When and How is it Taught?

TECH offers you the opportunity to develop this Postgraduate Certificate in Copywriting for Websites and Social Media entirely online. During the 12 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 web

1.1. The Home Page
1.1.1. Functions of The Home Page
1.1.2. Value Proposition
1.1.3. Marketing Message
1.1.4. The Storyline
1.1.5. The Body of the Text
1.1.6. Calls to Action
1.1.7. Resources
1.1.8. Website Measurement

1.2. About Me Page
1.2.1. Functions of the About Me Page
1.2.2. Structure
1.2.3. Showing Who's Behind the Brand
1.2.4. Advice
1.2.5. Adding Emotion

1.3. Service Page
1.3.1. Main Purpose of the Services Page
1.3.2. Creating the Offer
1.3.3. Types of Offers
1.3.4. Structure of the Services Page

1.4. Sales Letter or Sales Page
1.4.1. Importance and Function of the Sales Page
1.4.2. Landing Pages vs.. Sales Page
1.4.3. Structure and Key Elements of Sales Letters
1.4.4. Video Sales Pages
1.4.5. Other Landing Pages

1.5. Online Store Pages and Product Sheets
1.5.1. General Features of Online Stores
1.5.2. Ecommerce Structure
1.5.3. The Importance of Products Sheets
1.5.4. How to Create Them to Sell More

1.6. UX Writing or How to Improve the User Experience Through Your Texts
1.6.1. Understanding UX Writing
1.6.2. What Is UX Writing
1.6.3. Differences Between UX Writing and Copywriting
1.6.4. Microcopy and UX Writing

1.7. UX Writing and Brand Engagement
1.7.1. Onboardings
1.7.2. Buttons of Calls to Action
1.7.3. Product Descriptions
1.7.4. Forms
1.7.5. Confirmation Messages
1.7.6. Password Recovery and Email Validation Messages
1.7.7. Success Messages
1.7.8. Empty States
1.7.9. Waiting Messages
1.7.10. Frequently Asked Questions Guide
1.7.11. Error Messages

1.8. Inclusivity and Diversity in UX Writing
1.8.1. The Importance of Accessibility in Our Texts
1.8.2. Audience Diversity and User Experience
1.8.3. The Role of Language in User Experience
1.8.4. Guidelines for Writing Inclusively

1.9. Accessibility and UX Writing
1.9.1. The Importance of Accessibility in Texts
1.9.2. How to Make Our Texts Accessible
1.9.3. Screen Readers
1.9.4. The ALT Attribute

1.10. UX Writer as a Specialization
1.10.1. Profile of a UX Writer
1.10.2. Necessary Skills
1.10.3. Useful Resources
1.10.4. Final Reflections

Module 2. Copywriting for Content Marketing and Social Media

2.1. Understanding the New Way of Selling
2.1.1. What is Content Marketing?
2.1.2. Types of Content We Can Create
2.1.3. Articles
2.1.4. Interviews
2.1.5. Lists
2.1.6. News
2.1.7. Videos
2.1.8. Stories (Storytelling)
2.1.9. Success Stories
2.1.10. Guest Articles
2.1.11. Infographics, Statistics, or Graphics

2.2. Tools for Generating Content Ideas
2.2.1. Specific Online Tools
2.2.2. GPT Chat
2.2.3. Recycling Topics
2.2.4. Content Curation
2.2.5. From FAQs (Frequently Asked Questions)

2.3. Social Media: Great Allies of Copywriting
2.3.1. Copywriting for Social Media
2.3.2. Identify the Competition
2.3.3. Get to Know Followers
2.3.4. Seek Opinions

2.4. Specifics of Each Social Media Platform
2.4.1. Copy for Facebook
2.4.2. Copy for Instagram
2.4.3. Copy for Pinterest
2.4.4. Copy for TikTok

2.5. Copywriting for LinkedIn
2.5.1. The Copy in the Banner
2.5.2. The Copy in the Profile
2.5.3. The Copy in the "About" Section
2.5.4. Types of Content to Post
2.5.5. Other Aspects of the Professional Network

2.6. Copywriting for Audio and Video Scripts
2.6.1. Audio or Video
2.6.2. Videopodcasts: The Best of Both Worlds
2.6.3. How to Make Videos for YouTube
2.6.4. The Importance of Creating a Script for Podcasts
2.6.5. How to Create a Podcast Script Step by Step
2.6.6. Measure and Convert with a Podcast Strategy

2.7. Copywriting for Blogs
2.7.1. Get to Know the Audience: What Would You Want to Read?
2.7.2. Which words to choose
2.7.3. How to Structure the Article
2.7.4. Which images to choose
2.7.5. How to improve SEO

2.8. Keywords for an SEO Strategy
2.8.1. Sources of Keywords
2.8.2. Tools for Keyword Research
2.8.3. Organize Your Keyword Research
2.8.4. Search Intent
2.8.5. Buyer journey
2.8.6. Analyze the SERP

2.9. The Contingency Plan
2.9.1. Analysis of the Situation
2.9.2. Definition of Objectives and KPIs
2.9.3. Target Audience
2.9.4. Content Strategy Definition
2.9.5. Channel Definition
2.9.6. Editorial Calendar
2.9.7. Results Measurement

2.10. Copy for Merchandising, Packaging, and Other Physical Formats
2.10.1. The Benefits of Copy in Physical Formats
2.10.2. Wrappers and Labels
2.10.3. Advertising and Signage
2.10.4. Documentation and Invoices
2.10.5. Store, Office, or Physical Location

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

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, being university graduates in any field, possess work experience in the field of Online Marketing.
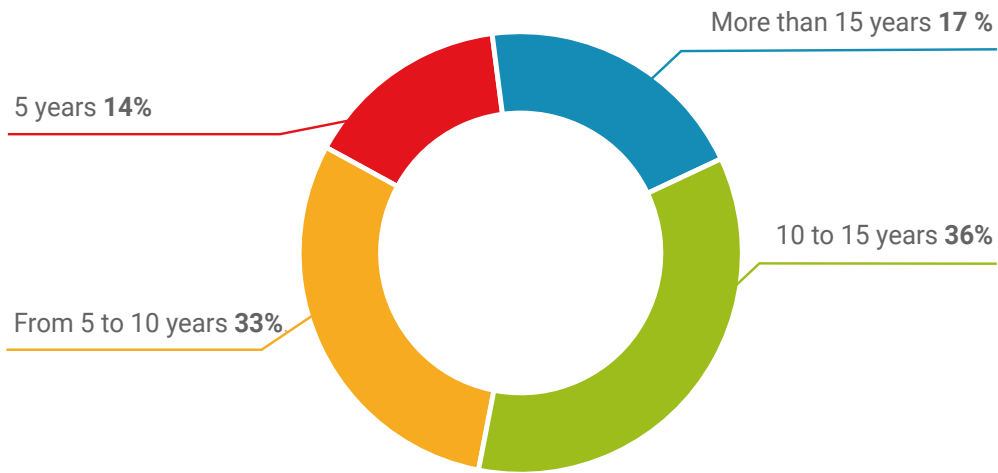
Elevate your content with the ideas you can obtain through the latest Artificial Intelligence tools"

Average Age

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

Years of Experience

More than 15 years **17 %**

5 years **14%**

10 to 15 years **36%**

From 5 to 10 years **33%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Other **14%**

Academic Profile

Communication **39%**

Services **20%**

Entrepreneurs **29%**

Other **12%**
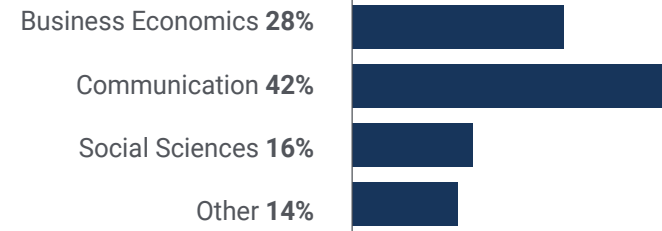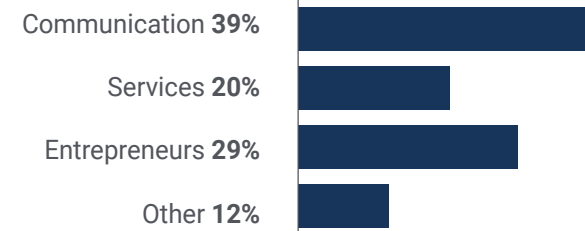
Geographical Distribution

USA. **11%**

Spain **48%**

Mexico **34%**

Colombia **7%**
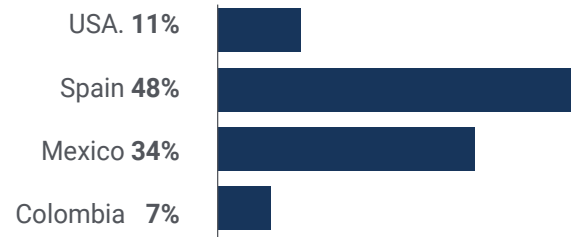
Guillermo Anceume

Copywriter at Marketing and Advertising Agency

"Mastering digital business communication with the most effective copywriting techniques has enabled my professional growth and that of my team. An achievement I have attained with the support of this certificate and its excellent faculty"

08
Course Management

Students who access this university degree have the guarantee of being able to access a syllabus that has been prepared and developed by the best experts in Communication and Digital Marketing. Their deep professional background in advertising agencies and independently in the Copywriting sector are a guarantee for students seeking to obtain an education close to the current technological reality and of direct application for their daily professional performance.

You have at your disposal the most comprehensive Copywriting program for the Web and Social Media, created by distinguished experts in this field"

Management

D. Berenguer Falcó, José
- Head Editor at PCcomponentes and copywriter for professional agencies and brands
- Innovation Consultant at Barrabés.biz
- Social Media and Copywriter at Cacahuete Comunicación
- Head Editor at Diego Coquillat.com
- Head Editor at 10 Restaurantes. He is
- a Layout and Editor at Difussion Media
- SEO Writer for various communication agencies
- Communication Director at Eco Expansion
- Press and Communication Manager at the Illustrious Bar Association of Elche
- Head of the Communication Department at the European Center for Innovative Companies in Elche
- Graduate in Journalism

Professors

D. Egea, Adrián

- ◆ Social Media Manager and Online Communication at Cacahuete Comunicación
- ◆ Copywriter for PcComponentes
- ◆ Copywriter for Unancor
- ◆ Journalist at TeleElx
- ◆ Graduate in Journalism from Miguel Hernández University

" *TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"*

09
Impact on Your Career

The intense competition in the digital world necessitates that copywriters possess a strong command of writing techniques and strategies employed to impact the increase in business sales. Enrolling in this program enhances these skills and has a direct impact on the daily professional practice of the students. This ability will also lead them to fulfill their professional aspirations for growth in a thriving and constantly evolving sector.

"

Increase your professional growth opportunities in the field of Copywriting thanks to TECH"

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

The TECH's Postgraduate Certificate in Copywriting for Websites and Social Media 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.

You will achieve your professional goals, increasing your mastery of the world of copywriting. Enroll now.

Whether leading your agency or team, you will have the knowledge to thrive in the Copywriting sector"

Time of change

| During the program 11% | During the first year 63% | After 2 years 26% |

Type of change

Internal Promotion **47%**
Change of Company **31%**
Entrepreneurship **22%**
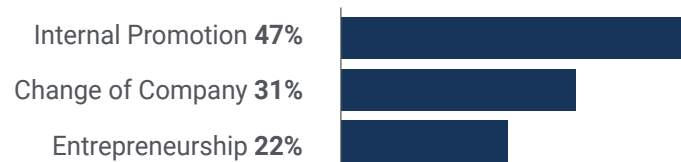
Salary increase

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

Salary before	A salary increase of	Salary after
$28,200	**23.14%**	**$34,725**

10
Benefits for Your Company

Companies are increasingly demanding professionals who excel in the field of Copywriting. For this reason, pursuing this academic option represents not only an added benefit for the students but also for communication agencies or freelance profiles looking to expand their service portfolio and provide higher quality to their clients. These advantages, in turn, have a positive impact on business competitiveness and an optimal business reputation.

" *Stand out and promote yourself within the companies you work for as a copywriter through this university program"*

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 Copywriting for Websites and Social Networks guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Copywriting for Websites and Social Media** contains the most complete and up-to-date program on the market.

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

The certificate 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 Copywriting for Websites and Social Media**
Official Nº of Hours: **300 h.**

tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Copywriting for Websites and Social Media

This is a qualification awarded by this University, equivalent to 300 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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Postgraduate Certificate
Copywriting for Websites and Social Media

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Certificate
Copywriting for Websites and Social Media

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