Postgraduate Certificate
Copywriting

tech *technological university*

Postgraduate Certificate

Copywriting

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Aimed at: **University graduates who have previously completed any of the qualifications in the fields of Social Sciences, Communication, Administrative and Business Administration**

Website: **www.techtitute.com/in/school-of-business/postgraduate-certificate/copywriting**

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01
Welcome

The rise of digital marketing and companies around the creation of persuasive content in this ecosystem, the Copywriting sector has been consolidated, hoping that this growth will continue to rise. A space that requires highly qualified professionals not only in the mastery of the word, but also in all existing tools for its development and creation. So, this 100% TECH program offers the graduates the opportunity to obtain advanced knowledge on the creation of captivating messages, content curation or Neurocopywriting. All this with the best didactic material, elaborated by specialists in this field, allowing them to grow as freelancers or in the best existing communication and advertising agencies.

Postgraduate Certificate in Copywriting.
TECH Technological University

Become a true Copywriting professional through this 100% online Postgraduate Certificate"

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

"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:

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.

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"

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

The objective of this Postgraduate Certificate is to provide students with extensive knowledge about Copywriting, its functions and techniques used for writing the most convincing narrative. In this way, the graduates will obtain a learning that will open a field of professional possibilities in a booming sector. A unique opportunity that only TECH, the world's largest digital university, can offer.

Enhance your persuasive writing skills and create the most impactful content for your clients"

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

01 Knowing what Copywriting is

02 Develop the skills a *copywriter needs*

03 Learn the techniques to research the brand and its competition

04 Define the ideal customer

05 Identify universal purchase motivators

06 Knowledge of psychology, neuromarketing, generational marketing and neuro*copywriting*

07 Discover what transcreation is and how it is done

08 Identify the principles of persuasion

09 Learn more than 12 different Copywriting formulas

10 Write effective headlines

11 What is storytelling for and how to create it

12 Learn how to professionally curate content

Structure and Content

This Postgraduate Certificate has a study plan of what is and what does a copywriter do nowadays in order to get into the necessary tools for persuasive writing and professional development in this sector. All this, in only 12 weeks and with the most advanced syllabus, created by specialized teachers in this sector.

"
Go further from the main copywriting formulas used by copywriters to the less recurrent ones"

Syllabus

This program was created with the aim of providing students with the latest information about the professional profile in the Copywriting sector and the most recent trends used by *copywriters* to write really persuasive texts.

A complete syllabus oriented to the growth of the graduates in a sector that requires highly qualified professionals with in-depth knowledge on the creation of headlines, *storytelling* or the most effective *call to action* (CTA). All this, moreover, from a theoretical-practical approach and very useful for their daily performance.

For this purpose, high quality didactic resources such as video summaries, videos in detail, specialized readings and case studies are available for you to access comfortably from any digital device with an Internet connection.

An academic itinerary that will allow you to assimilate in a simple and faster way the key concepts thanks to the *Relearning*method used by this academic institution.

An excellent opportunity to study a unique and flexible university proposal. Therefore, without the need to go to any center in person, or have classes with restricted schedules, the graduates will be able to have greater freedom to self-manage their study time and reconcile it with their daily activities.

This Postgraduate Certificate program is spread out over 12 weeks and is divided into 2 module:

Module 1	The Copywriting: what it is, how to learn it, and what possibilities it offers
Module 2	Copywriting *techniques*

Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Copywriting 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: What It is, How to Learn it, and What Possibilities It Offers

1.1. Discovering Copywriting
1.1.1. What is and What is Not *Copywriting*
1.1.2. The Current *Copywriter's* Profession
1.1.3. Where *Copywriting* Can Be Applied
1.1.4. What Does for a Brand

1.2. Learning to Write
1.2.1. Oral Language vs. Written Language
1.2.2. Grammar Recommendations
1.2.3. Expressive Resources
1.2.4. Orthographic Aspects

1.3. Training Yourself to Write
1.3.1. 10 Different Ways to Count
1.3.2. The Construction of the Text
1.3.3. Exercises to Put the Brain in Word Mode.
1.3.4. Triggers of Ideas
1.3.5. Forced Associations
1.3.6. Transitions

1.4. The Research Stage
1.4.1. Why Research Will Be your Best Ally
1.4.2. Different Tools to Obtain Information
1.4.3. The Art of Creating Questionnaires
1.4.4. Do your Own Research
1.4.5. How to Organize the Information Collected

1.5. Defining the Ideal Customer
1.5.1. Is the Ideal Customer Everyone?
1.5.2. Main Characteristics
1.5.3. Typology of Ideal Customers
1.5.4. Learn to Sell by Value not by Price
1.5.5. Levels of Customer Awareness

1.6. Universal Purchase Motivators
1.6.1. What are They and What Role do They Play in *Copywriting*?
1.6.2. Love, Attraction, Beauty
1.6.3. Money, Status, Lifestyle
1.6.4. Moments, Personality, Health
1.6.5. Security, Trend, Time

1.7. *Copywriting* and Psychology
1.7.1. What do Copywriting and Psychology have to Do with Each Other?
1.7.2. Is the *Copy* a Psychologist?
1.7.3. Developing Empathy
1.7.4. Systematizing Findings
1.7.5. Using Active Language

1.8. Neuromarketing and Neurocopywriting
1.8.1. What is Neuromarketing?
1.8.2. What Neuromarketing Teaches
1.8.3. How Brands Use Neuromarketing
1.8.4. *Neurocopywriting*

1.9. Knowing Generational Marketing
1.9.1. What is Generational Marketing and How does it Influence *Copywriting*?
1.9.2. The Silent Generation
1.9.3. The *Baby Boomers*
1.9.4. The *Millenials*
1.9.5. Generation Z
1.9.6. Digital Natives

1.10. Tools
1.10.1. To Create your Website
1.10.2. To Create your Portfolio
1.10.3. To Create Project Proposals
1.10.4. To Communicate with Clients
1.10.5. Image and Design
1.10.6. Customer Management
1.10.7. Proofreading
1.10.8. Social Media
1.10.9. Content

Module 2. Copywriting Techniques

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.

07

Our Students' Profiles

Graduates who have previously completed any of the following programs in the field of Social Sciences, Communication, Marketing and Public Relations are eligible for this Postgraduate Certificate.

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

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

" *Increase your chances of professional growth as a copywriter with TECH"*
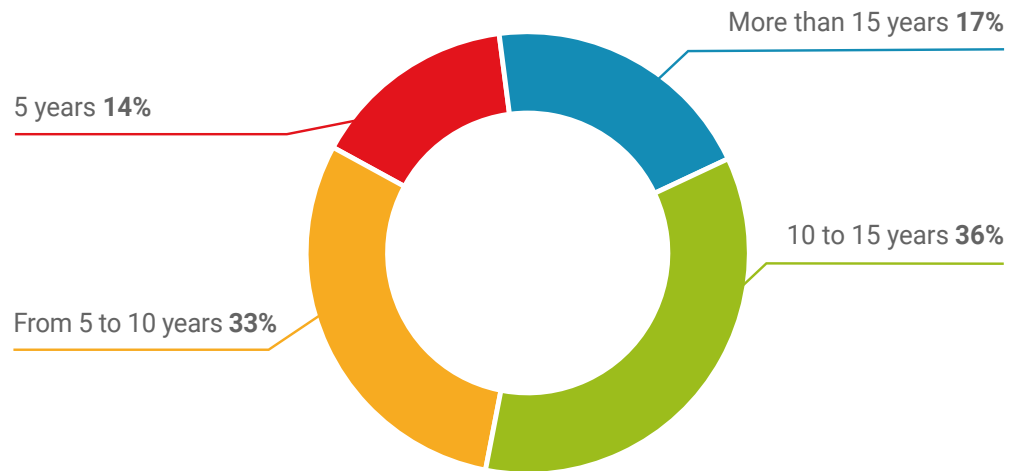
Average Age

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%**

Educational Profile

Communication **39%**

Services **20%**

Entrepreneurs **29%**

Other **12%**
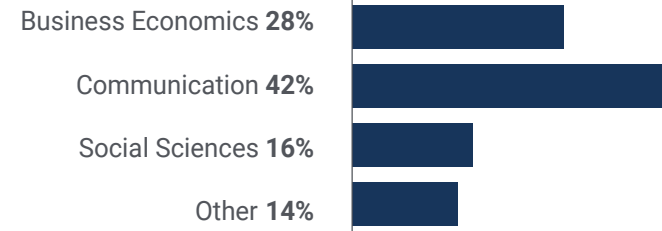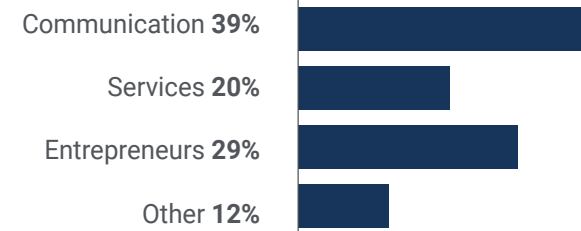
Geographical Distribution

U.S.A. **11%**

Spain **48%**

Mexico **34%**

Colombia **7%**
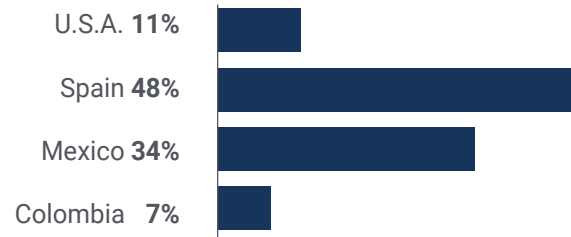
Lucía Martínez

Freelance Copywriter

Thanks to this Postgraduate Certificate I have not only acquired techniques, but I have also learned to think strategically and develop an approach focused on business objectives. This has allowed me to develop more goal-oriented strategies for my clients and to progress in this sector"

08
Course Management

Becoming a top level copywriter requires a deep knowledge of its functions and techniques, acquired through the experience of the best experts. For this reason, TECH has brought together in this program a teaching team with high competencies in this field and an exceptional background working for powerful communication agencies and prestigious brands. In this way, the graduates have the guarantee of access to a high quality education.

A university program that will allow you to be up to date on Copywriting from experts with an excellent professional background"

Management

Mr. Berenguer Falcó, José

- Editor in chief at PCcomponents and copywriter for professional agencies and brands
- Innovation Consultant at Barrabés.biz
- SocialMedia and Copywriter at Cacahuete Comunicación
- Editor in Chief at Diego Coquillat.com
- Editor-in-Chief of 10 Restaurants. He is
- Layout and copywriter at Difussion Media
- SEO copywriter for several communication agencies
- Communications Director at Eco Expansion
- Head of Press and Communication of the Bar Association of Elche
- Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- Graduate in Journalism

Professors

Ms. Mas Valle, Alba

- Content writer for communication agencies
- Teacher at the Sorolla Group
- Coordinator and promoter of multidisciplinary activities at Miguel Hernández University
- Degree in Social and Health Sciences
- Professional Master's Degree in Secondary Education
- Postgraduate Diploma in team management skills and talent management
- Higher Cycle in Gender Equality Promotion
- AWAI's Accelerated Program for Six-Figure Copywriting program

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

Impact on Your Career

The professionals who take this academic option will have a great opportunity to acquire all the essential skills and techniques to succeed as freelance copywriters or to grow in the most prominent communication agencies. This program leads to the generation of new service ideas, develop them in a creative way and offer your Copywriting services with a proper professional approach.

" Create your own style as a copywriter and achieve professional success with the education obtained in this program.

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

TECH's Postgraduate Certificate in Copywriting 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.

Meet your professional growth goals with the help of outstanding Copywriting experts.

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

Time of Change

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

Type of Change

Internal Promotion **47%**

Change of Company **31%**

Entrepreneurship **22%**
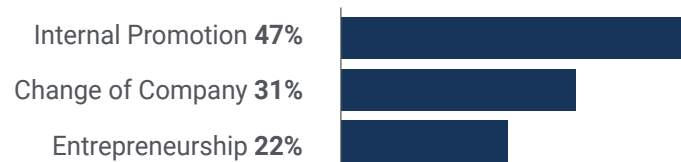
Salary Increase

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

Today, many companies choose to outsource marketing services, content writing or advertising campaign development. In this scenario, students who complete this program offer the current market additional knowledge on how to carry out strategic online sales campaigns, create persuasive messages and use competitive research techniques to attract buyers. A value that has a direct impact on the profits of the companies in which they work.

Provide your best copywriting services to the biggest brands of the moment thanks to this intensive learning"

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.

Certificate

The Postgraduate Certificate in Copywriting 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 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**

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

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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