

# Postgraduate Certificate Corporate Identity





## Postgraduate Certificate Corporate Identity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/corporate-identity](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/corporate-identity)

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# 01

# Welcome

Corporate image is one of the factors that are considered fundamental within organizations, and that is not always taken care of as it deserves. Corporate image is currently one of the most important elements that companies have at their disposal to make their public understand who they are, what they do and how they differ from the competition. For this reason, TECH has developed a complete program for the professional to develop the necessary skills to create a corporate identity that complies with the brand values. Additionally, students will specialize under the guidance of professionals with extensive experience in the sector, recognizing and identifying the professional profiles of the advertising professional, as well as the main functions and requirements that must be fulfilled for their professional development.



Postgraduate Certificate in Corporate Identity.  
TECH Technological University



“

*In this Postgraduate Certificate in Corporate Identity, you will learn how to express the brand values of a company, making them stand out from the rest”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*



## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning 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

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

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

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

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

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

# 04 Objectives

The Postgraduate Certificate in Corporate Identity is designed for students to develop their skills in the creation of corporate identity, in sense and form. Throughout the course, students will develop new competencies and enhance their skills for academic and professional growth in an environment that requires an up-to-date and committed profile. In this way, after completing the program, the professional will be able to make the right decisions focused on the sector, from an innovative perspective with an international vision.



“

*You will learn how to manage institutional communication in all circumstances, even in crisis episodes in which the message is aligned with the interests of the different stakeholders”*



**TECH makes the goals of their students their own goals too.  
We work together in order to achieve them.**

The **Postgraduate Certificate in Corporate Identity** will enable students to:

01

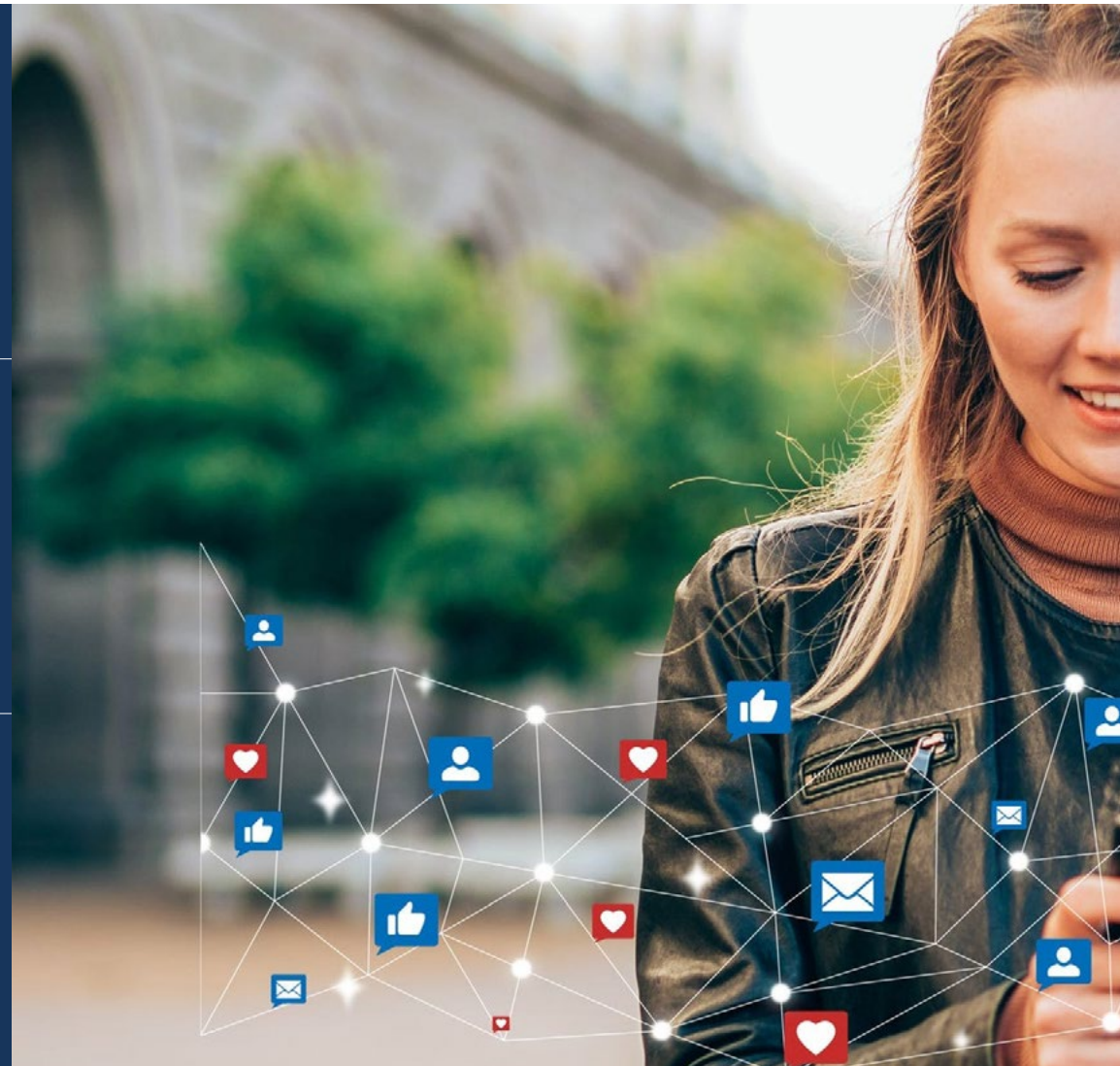
Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools

02

Know the fundamentals of advertising and the agents involved in the advertising creation process

03

Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development





04

Manage institutional communication in all circumstances, even in crisis episodes in which the message is aligned with the interests of the different stakeholders

05

Manage the communication of any event related to corporate communication

06

Create the corporate image of any entity from any of its attributes

05

# Structure and Content

The content of this Postgraduate Certificate in Corporate Identity has been elaborated taking into account the needs of the student focused on corporate identity advertising, analyzing the behavior of the brand and projecting its values. In this way, the professional delves into the design aspects involved in the promotion of a brand. As a result, they will master some key issues to achieve the conceptualization of a successful idea.



“

*With this TECH Postgraduate Certificate, you will deepen your knowledge in the analysis of brand values and project them in an appropriate way to the public"*

## Syllabus

The Postgraduate Certificate in Corporate Identity of TECH Technological University is an intensive program that prepares students to enter the field of advertising through corporate identity.

Through this complete Postgraduate Certificate, the students will acquire the necessary knowledge to advance in this professional field, favoring the development of managerial competencies that will allow them to make decisions, facing the business challenges that the scenario presents thanks to fresh and innovative ideas in line with cultural manifestations.

Throughout 150 hours of preparation, the student will analyze a multitude of practical cases through individual practice and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

In this way, the Postgraduate Certificate focuses on the fundamental aspects of the advertising base that is present today, through a curriculum designed to specialize professionals with a strategic and oriental approach to this sector from an international and innovative perspective.

Therefore, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in a creative and strategic field, through innovative content based on the latest trends supported by the best educational methodology, which will provide them with the skills to develop efficiently in this field.

This Postgraduate Certificate is developed over 6 week and is divided into 1 module:

### Module 1

### Corporate Identity





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

TECH offers the possibility of developing this Postgraduate Certificate in Corporate Identity completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Corporate Identity

### 1.1. The Importance of Image in Businesses

- 1.1.1. What is Corporate Image?
- 1.1.2. Differences between Corporate Identity and Corporate Image
- 1.1.3. Where can the Corporate Image be Manifested?
- 1.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

### 1.2. Research Techniques in Corporate Image

- 1.2.1. Introduction
- 1.2.2. The study of the Company's Image
- 1.2.3. Corporate Image Research Techniques
- 1.2.4. Qualitative Image Study Techniques
- 1.2.5. Types of Quantitative Techniques

### 1.3. Image Audit and Strategy

- 1.3.1. What is Image Audit?
- 1.3.2. Guidelines
- 1.3.3. Audit Methodology
- 1.3.4. Strategic Planning

### 1.4. Corporate Culture

- 1.4.1. What is Corporate Culture?
- 1.4.2. Factors Involved in Corporate Culture
- 1.4.3. Functions of Corporate Culture
- 1.4.4. Types of Corporate Culture

### 1.5. Corporate Social Responsibility and Corporate Reputation

- 1.5.1. CSR: Concept and Application of the Company
- 1.5.2. Guidelines for Integrating CSR into Businesses
- 1.5.3. CSR Communication
- 1.5.4. Corporate Reputation

### 1.6. Corporate Visual Identity and Naming

- 1.6.1. Corporate Visual Identity Strategies
- 1.6.2. Basic Elements
- 1.6.3. Basic Principles
- 1.6.4. Preparation of the Manual
- 1.6.5. The Naming

### 1.7. Brand Image and Positioning

- 1.7.1. The Origins of Trademarks
- 1.7.2. What is a Brand?
- 1.7.3. The Need to Build a Brand
- 1.7.4. Brand Image and Positioning
- 1.7.5. The Value of Brands

### 1.8. Image Management through Crisis Communication

- 1.8.1. Strategic Communication Plan
- 1.8.2. When it all Goes Wrong: Crisis Communication
- 1.8.3. Cases

### 1.9. The Influence of Promotions on Corporate Image

- 1.9.1. The New Advertising Industry Landscape
- 1.9.2. The Marketing Promotion
- 1.9.3. Features
- 1.9.4. Dangers
- 1.9.5. Promotional Types and Techniques

### 1.10. Distribution and Image of the Point of Sale

- 1.10.1. The Main Players in Commercial Distribution
- 1.10.2. The Image of Retail Distribution Companies through Positioning
- 1.10.3. Through its Name and Logo



*Master the influence of promotions on corporate image and you will succeed in the promotional area of Marketing"*





# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

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

“

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



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





## A learning method that is different and innovative

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

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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





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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

This Postgraduate Certificate is aimed at university graduates who have previously completed any of the following degrees in communication, design, advertising, sociology, public relations or any other creative branch related to the area of cultural management focused on advertising.

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

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.





“

*Discover the potential of a brand's image  
and project its values successfully  
through graphic design tools"*

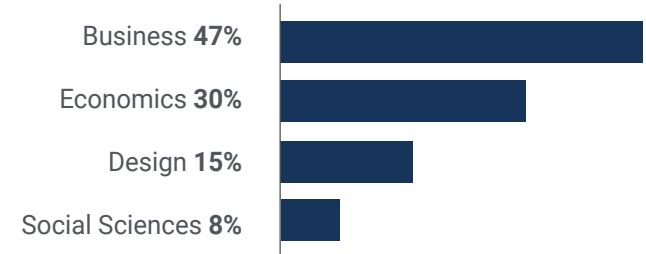
### Average Age

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

### Years of Experience



### Training

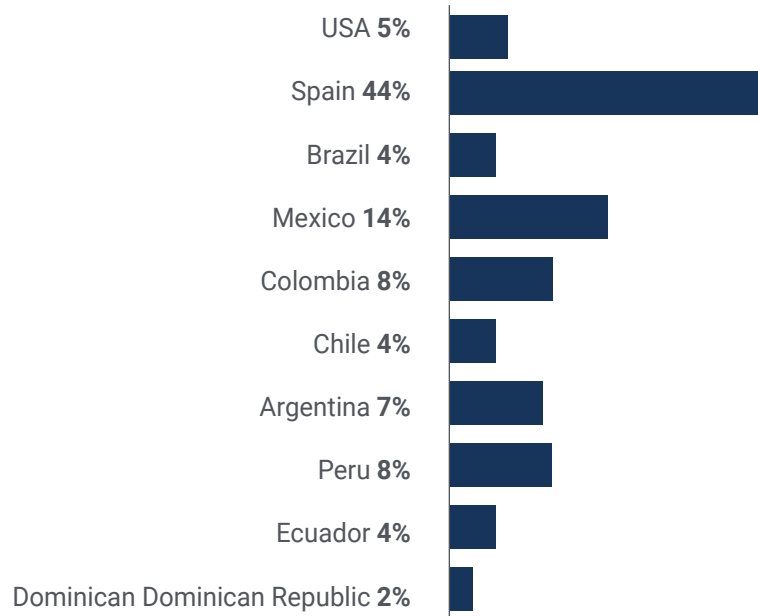


### Academic Profile



## Geographical Distribution

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## Raúl Días

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**Branding and Brand Design Specialist**

*"Developing the personality of a brand has become my dream job, which I have been able to materialize after taking this program. An excellent choice if you are looking to change branches or specialize in this creative and dynamic area"*

08

# Impact on Your Career

TECH Technological University is aware of the fact that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector.





“

*TECH's goal is to see you thrive and that's why it gives you the tools to do so, by putting together a quality program like this one"*

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

TECH's Postgraduate Certificate in Corporate Identity is an intensive program that prepares students to face challenges and strategic decisions to succeed in the advertising field, contemplating cultural manifestations, training them as generators of ideas that raise awareness or put themselves in the place of the potential consumer in an efficient way. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success this field of work.

*You will delve into semiotics, which will guide you, for example, to rigorously unmask ideology in advertising language.*

*In only 6 weeks you will achieve a qualification in Corporate Identity thanks to the intensive learning that characterizes the TECH method.*

#### When the change occurs



#### Type of change



### Salary increase

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This program represents a salary increase of more than **25.42%** for our students.



09

# Benefits for Your Company

The Postgraduate Certificate in Corporate Identity contributes to elevate the organization's talent to its maximum potential through the specialization of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*Surprise the creative department by insisting on the importance of semiotics in advertising campaigns and you will stand out in brainstorming sessions"*



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

01

### Intellectual Capital and Talent Growth

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

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02

### Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

### Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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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 current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10 Certificate

The Postgraduate Certificate in Corporate Identity 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 Corporate Identity** 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 Corporate Identity**

Official N° of Hours: **150 h.**



\*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.





## Postgraduate Certificate Corporate Identity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Certificate Corporate Identity

