

# Postgraduate Certificate

## Creative Branding: Communication and Management of Creative Brands





## Postgraduate Certificate Creative Branding: Communication and Management of Creative Brands

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University graduates who have previously completed a degree in the field of Business Management, Marketing, Communication or Design

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/creative-branding-communication-management-creative-brands](http://www.techtute.com/us/school-of-business/postgraduate-certificate/creative-branding-communication-management-creative-brands)

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# 01

# Welcome

In its broadest sense, branding can be defined as the process of building a brand. Therefore, during this process, each and every one of the elements that make up the visual and representative part of the company are chosen, in such a way that it correctly communicates its values, message and ideas clearly to its target audience. Fully aware of the importance of branding, this academic program focuses on training professionals to be able to lead and manage these processes, encouraging creativity, idea management and the implementation of the best options according to the company's objectives. A syllabus that will be spread over six weeks of intensive training and that will represent a before and after in the student's professional career.



Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands. TECH Global University



“

*The process of managing and developing branding is a complex and highly important process in the development of a company. Learn how to do it with this TECH program"*

02

# Why Study at TECH?

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



“

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

## At TECH Global University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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

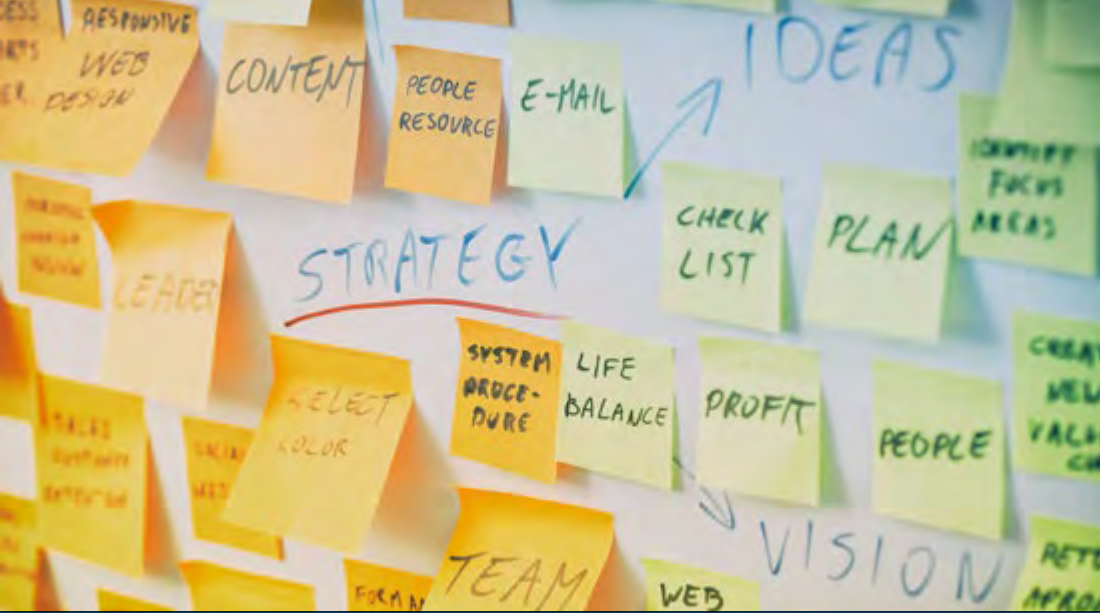


### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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

---

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

---

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

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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

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

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

**04**

### Take on new responsibilities

---

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

# 04 Objectives

After completing this comprehensive Postgraduate Certificate designed by TECH, students will have acquired a series of competencies and skills that will enable them to work in the creative industries management environment with a higher success rate, thereby meeting their professional objectives. An academic experience that, as it is delivered in a completely online mode, allows the professional to continue to grow their career without neglecting their work and the rest of their daily obligations.





“

*TECH's goal is clear: to update your knowledge and take you to the top of your profession"*

Your goals are our goals.

We work together to help you achieve them.

The **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** will equip students to:

01

Acquire and understand knowledge useful for the training of students, providing them with skills for the development and application of original ideas in their personal and professional work

04

Integrate one's own knowledge with that of others, making informed judgments and reasoning on the basis of the information available in each case

02

Understand how creativity and innovation have become the drivers of the economy

03

Problem solving novel environments and in interdisciplinary contexts in the field of creativity management





05

Know how to manage the process of creation and implementation of novel ideas on a given topic

06

Acquire specific knowledge for the management of companies and organizations in the new context of the creative industries

07

Progressively and constantly update in autonomous training environments

08

Possess tools to analyze the economic, social and cultural realities in which the creative industries are developing and transforming today



09

Help students acquire the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments

10

Gain knowledge to manage companies and organizations in the new context of creative industries

11

Organize and plan tasks with the use of available resources in order to face them in precise time frames





12

Use new information and communication technologies such as tools for training and the exchange of experiences in the field of study

13

Develop communication skills, both written and oral, as well as the ability to make effective professional presentations in daily practice

14

Acquire market research skills, strategic vision, digital and co-creation methodologies

05

# Structure and Content

The objective of this Postgraduate Certificate is to provide the student with the best academic knowledge. To achieve this, TECH professionals will provide you with the most complete and up-to-date content bank on the market, which will serve as theoretical support when facing your daily practice with total success. In addition, this syllabus has been designed by a group of prestigious teachers who will accompany the student throughout the academic process.





“

*Studying with a quality syllabus will multiply your job opportunities exponentially"*

## Syllabus

In their maxim of providing a quality program for all students, TECH professionals have designed this complete academic program that will introduce students to everything related to branding and communication management in companies in the creative sector. This will be carried out over six weeks of intensive study that will represent a before and after in the student's professional career.

To this end, the program will take an in-depth look at what branding is. The process will be defined as all those steps that lead a brand to become what it is. It seeks to give weight and show all the qualities that the brand itself has so that the customer can know the values and vision that the company has and that serves to differentiate it from others.

On the other hand, communication in this sector will be approached from a global perspective that includes the strategic process and the choice of audiences.

Likewise, this program is designed to be studied with a methodology that promotes the acquisition of skills in the field of market research, strategic vision, digital marketing and co-creation.

On the other hand, jobs in this sector are constantly evolving. Therefore, the program aims to provide students with the necessary skills to develop and evolve their professional profile in both business and entrepreneurial environments.

All of this, condensed into an academic program divided into ten academic units taught over 6 weeks, is intended to represent a turning point in the student's professional career. In this way, and after completing the program, the student will be able to start working in companies in the creative industry with a higher success rate.

This Postgraduate Certificate is developed over 6 weeks consists of 1 module:

### Module 1

Creative Branding: Communication and Management of Creative Brands



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

TECH offers the possibility of developing this Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands 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. Creative Branding: Communication and Management of Creative Brands**

**1.1. Brands and Branding**

- 1.1.1. The Brands
- 1.1.2. The Evolution of Branding
- 1.1.3. Positioning, Brand Personality, Notoriety

**1.2. Brand Building**

- 1.2.1. Marketing Mix
- 1.2.2. Brand Architecture
- 1.2.3. Brand Identity

**1.3. Brand Expression**

- 1.3.1. Graphic Identity
- 1.3.2. Visual Expression
- 1.3.3. Other Elements that Reflect the Brand

**1.4. Communication.**

- 1.4.1. Focuses
- 1.4.2. Brand Touchpoints
- 1.4.3. Communication techniques and tools

**1.5. Branded Content**

- 1.5.1. From Brands to Entertainment Platforms
- 1.5.2. The Rise of Branded Content
- 1.5.3. Connecting with the Audience through Unique Storytelling

**1.6. Visual Storytelling**

- 1.6.1. Brand Analysis
- 1.6.2. Creative Advertising Concepts
- 1.6.3. The Creative Fan

**1.7. Customer Experience**

- 1.7.1. Customer Experience (CX)
- 1.7.2. Customer Journey
- 1.7.3. Brand Alignment and CX

**1.8. Strategic Planning**

- 1.8.1. Objectives
- 1.8.2. Identification of Audiences and *Insights*
- 1.8.3. Designing the Corporate Strategy:

**1.9. Performance**

- 1.9.1. Briefing
- 1.9.2. Tactics
- 1.9.3. Production plan

**1.10. Assessment**

- 1.10.1. What to Evaluate?
- 1.10.2. How to Assess it? (Measuring Tools)
- 1.10.3. Results Reports





06

# Methodology

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

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







“

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

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

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

“

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



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



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

### A learning method that is different and innovative

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

“

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

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

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



## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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







### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



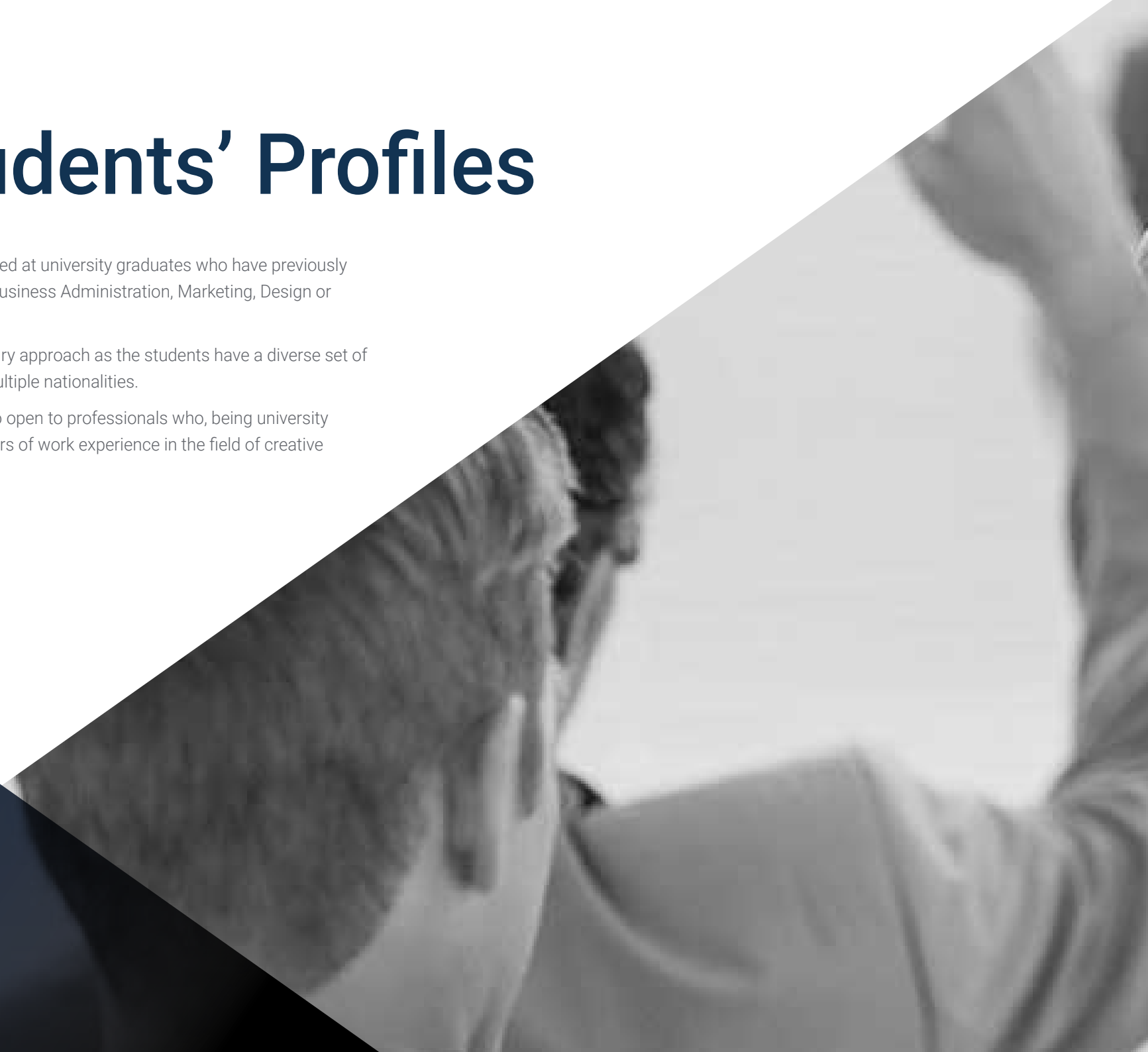
07

# Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates who have previously completed a degree in the field of Business Administration, Marketing, Design or Communication.

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

The Postgraduate Certificate is also open to professionals who, being university graduates in any field, have two years of work experience in the field of creative business management.





“

*We were looking for you, who are willing to do anything to grow your career"*

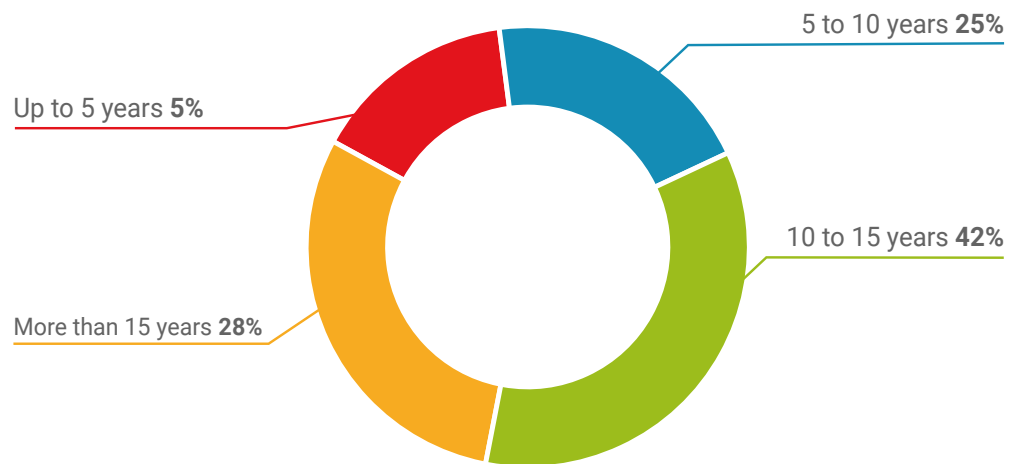
### Average Age

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

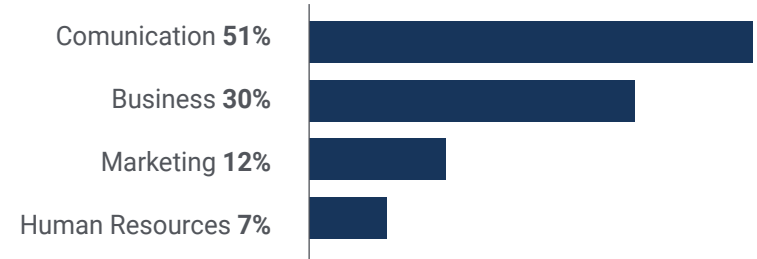
### Years of Experience

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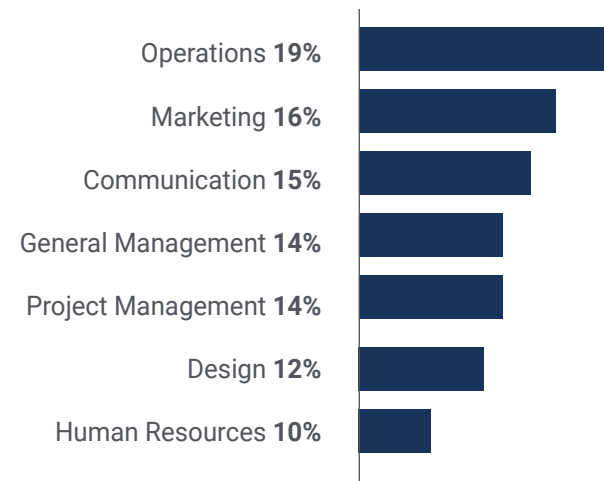
### Training

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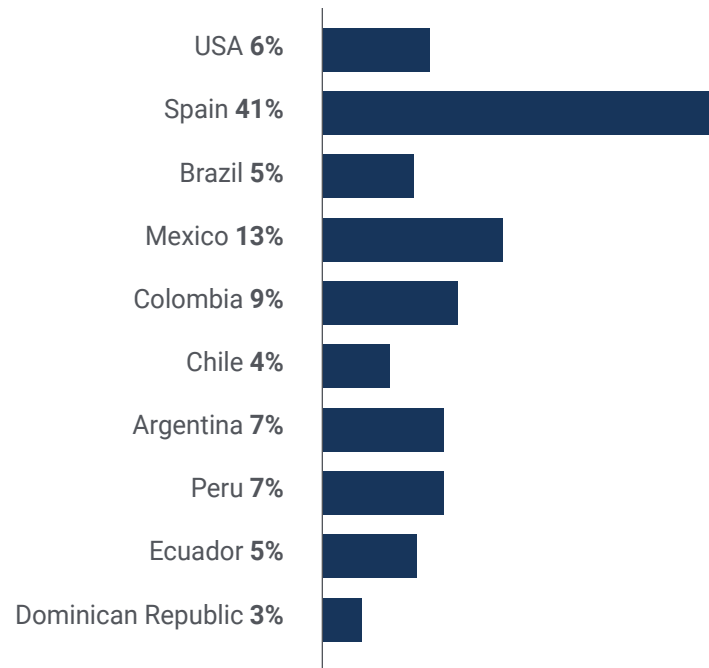
### Academic Profile

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## Geographical Distribution

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## Ariadna González Suárez

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CEO of a Textile Company

*"It has been a great experience to take this TECH program. It has given me a series of incredible tools that have allowed me to advance and differentiate my professional profile. Thank you, TECH, for offering courses like this"*

08

# Course Management

In order to help students develop their professional careers, TECH has brought together the most complete and specialized teaching staff on the international scene for this Postgraduate Certificate. This will ensure that students who update their knowledge at this University will have the certainty of having the most complete and effective knowledge on the market, thereby being able to work in the creative sector industries with a higher success rate.



“

*We have a teaching team with extensive experience that will help you to specialize in this sector”*

## International Guest Director

S. Mark Young is an internationally renowned expert who has focused his research career on the Entertainment Industry. His results have received numerous awards, including the 2020 Lifetime Achievement Award in Accounting and Management from the American Accounting Association. He has also been honored three times for his contributions to the academic literature in these fields.

One of the most outstanding milestones of his career was the publication of the study “Narcissism and Celebrities”, together with Dr. Drew Pinsky. This text compiled direct data on famous personalities from Cinema or Television. In addition, in the article, which would later become a best-selling book, the expert analyzed the narcissistic behaviors of celluloid stars and how these have become normalized in the modern media. At the same time, he addressed the impact of these on contemporary youth.

Also throughout his professional life, Young has delved into organization and concentration in the film industry. Specifically, he has investigated models for predicting the box-office success of major motion pictures. He has also contributed to activity-based accounting and the design of control systems. In particular, he is recognized for his influence in the implementation of effective management based on Balanced Scorecard.

Likewise, academic work has also shaped his professional life, and he has been elected to lead the George Bozanic and Holman G. Hurt Research Chair in Sports and Entertainment Business. He has also lectured and participated in study programs related to Accounting, Journalism and Communications. At the same time, his undergraduate and graduate studies have linked him to prestigious American universities such as Pittsburgh and Ohio.





## Dr. Young, S. Mark

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- Director of the George Bozanic and Holman G. Hurt Chair in Sports and Entertainment Business
- Official Historian of the University of Southern California Men's Tennis Team
- Academic researcher specializing in the development of predictive models for the motion picture industry
- Co-author of book "Narcissism and Celebrities"
- Ph.D. in Accounting Science from the University of Pittsburgh
- M.S. in Accounting from The Ohio State University
- B.S. in Economics from Oberlin College
- Member of the Center for Excellence in Teaching

“

*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## Management



### Dr. Velar, Marga

- ♦ Corporate Marketing Manager in SGN Group (Nueva York)
- ♦ Forefashion Lab Address
- ♦ Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- ♦ PhD. in Communication from Universidad Carlos III de Madrid.
- ♦ MBA in Fashion Business Management by ISEM Fashion Business School
- ♦ Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra.

# BRANDING





09

# Impact on Your Career

TECH is fully aware that taking a program of this magnitude is a great economic, professional and, of course, personal investment.

Therefore, the student's ultimate goal in carrying out this great effort should be to achieve professional growth.



“

*This program will have a high impact on your career and will help you reach the top of your profession"*

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

The Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands is an intensive program that prepares you to face challenges and business decisions in the field of managing ideas, projects and work. Its main objective is to promote the personal and professional growth of students, developing their creativity and helping them to be able to foster the creativity of others. In this way, TECH motivates the professional to be on the road to success.

If you want to improve, make a positive change at a professional level and network with the best, then this is the place for you.

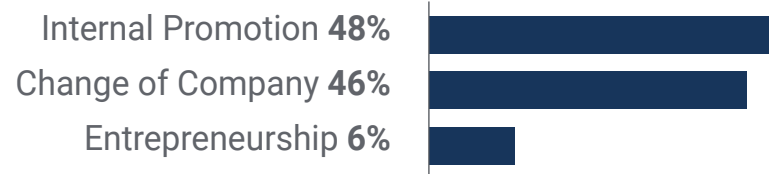
*This Postgraduate Certificate is not an expense. It is an investment that will bring you great economic, personal and professional benefits in the future.*

*Improve your salary and working conditions by studying at the world's largest digital university.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands contributes to elevating the organization's talent to its maximum potential through the education of high-level leaders.

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







“

*If you want to grow your company, or start a business in a booming sector, in this program you will find everything you need to do it with guarantees”*

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

**01**

### Intellectual Capital and Talent Growth

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative 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 real project or develop new projects in the creative field of 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.

# 11 Certificate

The Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



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



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