

# Postgraduate Certificate Personal Brand Impact KPIs



## Postgraduate Certificate Personal Brand Impact KPIs

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences

Website: [www.techtitute.com/pk/school-of-business/postgraduate-certificate/personal-brand-impact-kpls](http://www.techtitute.com/pk/school-of-business/postgraduate-certificate/personal-brand-impact-kpls)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 18*

06

Methodology

---

*p. 24*

07

Our Students' Profiles

---

*p. 32*

08

Course Management

---

*p. 36*

09

Impact on Your Career

---

*p. 40*

10

Benefits for Your Company

---

*p. 44*

11

Certificate

---

*p. 48*

# 01

# Welcome

KPIs are an essential tool for measuring the impact of the personal brand online and offline, offering the possibility of adapting communication strategies to the data obtained to optimize reach and visibility. Consequently, its mastery is crucial to generate a solid self-identity, which captures the attention of potential customers, partners or suppliers. For this reason, TECH has created this program, which will provide students with solid skills in this field to increase their professional growth. Through it, you will be able to work with tangible and intangible KPIs or analyze the keys to improve personal branding in entrepreneurship. In a 100% online mode, you will acquire this learning without having to stick to uncomfortable pre-established schedules.



Postgraduate Certificate in Personal Brand Impact KPIs  
TECH Technological University



“

*Be able to master the different types of tangible and intangible KPIs and analyze their influence on the personal brand to build a solid and recognized self-identity”*

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 center for intensive managerial skills education.



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### 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* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

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



### 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"*

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 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

By taking this Postgraduate Certificate, students will acquire the necessary skills to analyze and interpret KPIs in the field of personal branding, enabling them to make strategic decisions in complex business environments. It also gives them the opportunity to work as part of a team, build their leadership skills and improve their problem-solving abilities. In this way, upon completion, they will be prepared to tackle the challenges of the Marketing and Advertising industry successfully.



“

*Develop your skills to work with KPIs and significantly improve your online positioning”*

**TECH makes the goals of their students their own goals too  
Together they work to achieve them**

The **Postgraduate Certificate in Personal Brand Impact KPIs** will teach the student to:

01

Establish the right KPIs to measure personal branding success based on different variables

04

Substantiate the relationship between influence and personal branding

02

Define the basics to implement a CX project

03

Study success stories in personal branding in different sectors





05

Identify best practices in personal branding

06

Determine specific objectives and goals to improve the impact and effectiveness of the personal brand

07

Analyze the presence of the personal brand in different media and platforms

08

Review and evaluate KPIs for the improvement of the personal branding strategy



05

# Structure and Content

The Postgraduate Certificate in Personal Brand Impact KPIs is structured in different topics that cover aspects such as the types of KPIs, their application in personal branding or the analysis of extracted data, among others. The Postgraduate Certificate offers 100% online teaching, with an innovative methodology based on Relearning, which encourages active learning and the practical application of the knowledge acquired.



“

*The Relearning system of this program allows you to learn at your own pace and without time constraints”*

## Syllabus

The Postgraduate Certificate in Personal Brand Impact KPIs offered by TECH Technological University, is an intensive program that seeks to prepare students to face challenges and make business decisions in the field of Marketing. The program content is designed to foster the development of managerial skills that enable more rigorous decision making in uncertain environments.

Throughout 150 hours of teaching, numerous case studies are discussed individually and in teams, providing a real immersion in real business situations.

This Postgraduate Certificate delves into the application of KPIs in personal branding, examining the different types and their interpretation, and aims to instruct professionals capable of understanding Marketing from a strategic and innovative perspective.

This curriculum is focused on the professional improvement of the

student, preparing them to achieve excellence in leadership and business management. The Postgraduate Certificate is designed with the needs of both the student and the company in mind, offering innovative content based on the latest trends and supported by the best educational methodology and an exceptional teaching team.

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

### Module 1

Personal Brand Impact KPIs: Metrics for measuring results and multi-industry success stories



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

TECH offers the possibility of taking this Postgraduate Certificate completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Personal Brand Impact KPIs: Metrics for measuring results and multi-industry success stories**

**1.1. Personal branding KPIs: Application**

- 1.1.1. Definition and importance of establishing KPIs
- 1.1.2. Types of KPIs and key indicators for measuring the success of personal branding
- 1.1.3. The role of vision and personal brand positioning in KPIs

**1.2. Selecting the right KPIs to measure your personal brand success**

- 1.2.1. Variables for selecting relevant KPIs in the personal branding strategy
- 1.2.2. Identification of the objectives of the personal brand objectives: Definition of personal brand objectives to establish appropriate KPIs
- 1.2.3. Prioritization of KPIs according to the established objectives and goals

**1.3. Types of tangible KPIs for personal branding**

- 1.3.1. Analysis of scope KPIs
- 1.3.2. Analysis of interaction KPIs
- 1.3.3. Analysis of conversion KPIs

**1.4. Types of tangible KPIs for personal branding**

- 1.4.1. Analysis of reputation KPIs
- 1.4.2. Analysis of influence KPIs
- 1.4.3. Analysis of credibility KPIs

**1.5. Personal branding in influence**

- 1.5.1. The figure of the influencer. Typologies of influencers
- 1.5.2. Approach to influencer marketing
- 1.5.3. Benefits, choice and KPIs

**1.6. Interpretation of KPIs: monitoring, measuring and optimizing and optimization**

- 1.6.1. Monitoring: implementation of a system for monitoring and measuring KPIs for personal branding
- 1.6.2. Measurement Data interpretation
- 1.6.3. Optimization: aspects to be assessed in order to adjust the strategy according to the KPIs
- 1.6.4. Final Recommendations

**1.7. Case analysis: personal branding in entrepreneurs and freelancers**

- 1.7.1. Case 1: Presentation, analysis of digital strategy and best practices
- 1.7.2. Case 2: Presentation, analysis of digital strategy and best practices
- 1.7.3. Case 3: Presentation, analysis of digital strategy and best practices

**1.8. Case analysis: personal branding in Influencers**

- 1.8.1. Case 1: Presentation, analysis of digital strategy and best practices
- 1.8.2. Case 2: Presentation, analysis of digital strategy and best practices
- 1.8.3. Case 3: Presentation, analysis of digital strategy and best practices

**1.9. Case analysis: personal branding in athletes**

- 1.9.1. Case 1: Presentation, analysis of digital strategy and best practices
- 1.9.2. Case 2: Presentation, analysis of digital strategy and best practices
- 1.9.3. Case 3: Presentation, analysis of digital strategy and best practices

**1.10. Case analysis: personal branding in employed professionals**

- 1.10.1. Case 1: Presentation, analysis of digital strategy and best practices
- 1.10.2. Case 2: Presentation, analysis of digital strategy and best practices
- 1.10.3. Case 3: Presentation, analysis of digital strategy and best practices



“

*Get the most updated  
knowledge on Personal Brand  
Impact KPIs thanks to this  
Postgraduate Certificate”*

# 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 any of the following degrees in the fields of Social and Legal Sciences, Administration and Economics.

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

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Marketing







“

*The Postgraduate Certificate can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Marketing”*

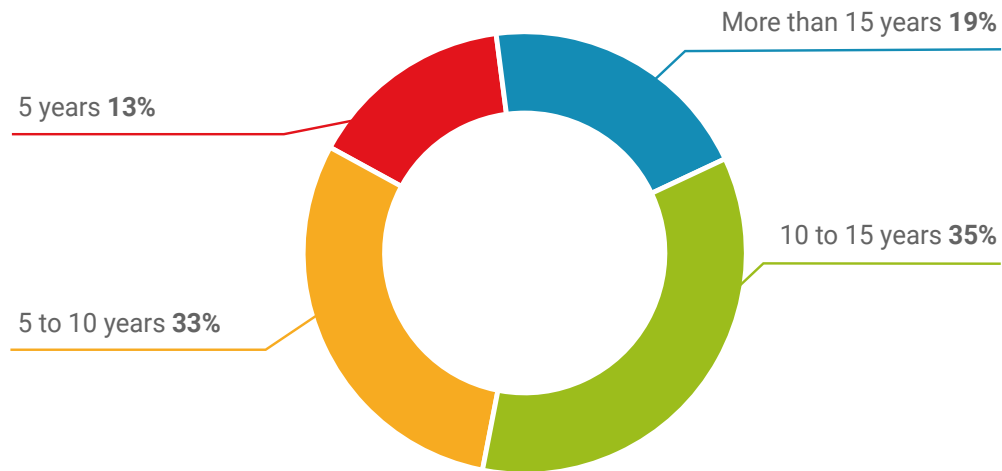
### Average Age

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

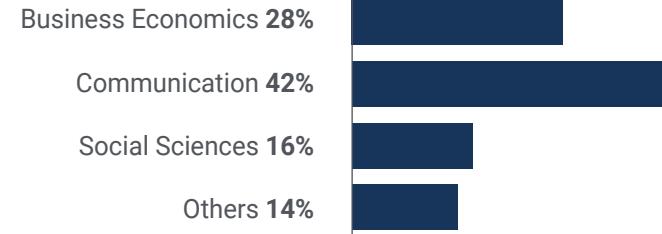
### Years of Experience

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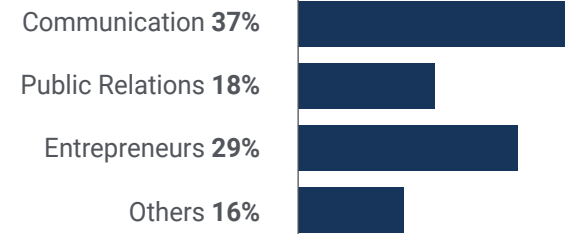
### Training

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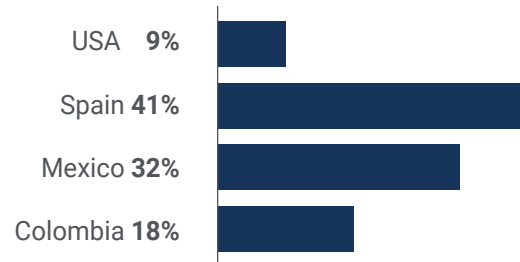
### Educational Profile

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## Geographical Distribution

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## Manuela Gálvez

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Self-employed entrepreneur

*"Thanks to the Postgraduate Certificate in Personal Brand Impact KPIs, I have learned how to measure and improve my online presence. I now have a clear strategy to boost my professional career and achieve my personal branding goals. I fully recommend it!"*

08

# Course Management

In order to offer a first class education, the teaching team of this TECH Postgraduate Certificate is made up of experts with extensive experience in the world of Marketing and Advertising, fields in which they work actively. In this way, extensive experience in the sector guarantees a quality education and updated based on the latest market trends.



A black and white photograph showing three people in profile, looking down at a screen. The image is partially obscured by a dark blue diagonal shape that covers the top right and bottom right portions of the page.

“

*Under the guidance of the best experts in Marketing and Advertising, you will specialize in the management of the Personal Brand Impact KPIs”*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres y Carrera
- ♦ Client Services Director and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications and Social Media Consultant at Best Relations
- ♦ Junior Account Executive Advertising and PR - Noa Nogueira
- ♦ Lecturer at Universidad Europea Miguel de Cervantes
- ♦ Lecturer at Escuela Internacional de Marketing
- ♦ Teacher in Miguel de Cervantes European University
- ♦ Lecturer at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Dr. López Rodríguez, Carla

- ◆ International consultant and personal branding trainer
- ◆ Visual Commercial, responsible for product presentation at Inditex in Austria
- ◆ Lecturer at the University of Vigo
- ◆ Lecturer at Unir University
- ◆ Degree in Advertising and PR from the University of Alicante
- ◆ Graduate in Audiovisual Communication from the University of Vigo
- ◆ PhD in Communication from the University of Vigo with International Mention and Cum Laude
- ◆ Master's Degree in Strategic Management and Innovation in Communication from the University of Malaga

09

# Impact on Your Career

The Postgraduate Certificate in Personal Brand Impact KPIs is a fundamental tool for those experts who seek to stand out in their career and differentiate themselves from the competition. Through this academic Postgraduate Certificate, students will be able to acquire the necessary knowledge to improve their reputation, increase their influence and credibility and achieve the desired success in their professional career.







“

*Generate a change and growth in your professional career thanks to TECH”*

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

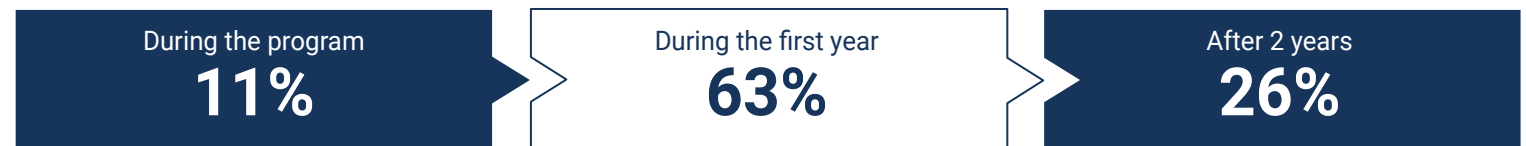
The Postgraduate Certificate in Personal Brand Impact KPIs from TECH is an intensive program that prepares you to face challenges and business decisions in the Marketing field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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.

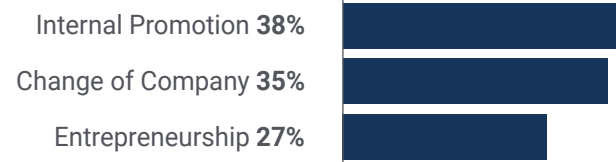
*Enjoy unparalleled professional growth upon completion of the Postgraduate Certificate in Personal Brand Impact KPIs.*

*Increase your salary prospects by pursuing this TECH degree.*

#### Time of change



#### Type of change



## Salary increase

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This program represents a salary increase of more than **23%** for our students



10

# Benefits for Your Company

The Postgraduate Certificate in Personal Brand Impact KPIs contributes to elevating organizational talent to its full potential through the instruction 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.



“

*Specializing in the management of KPIs is crucial to improve the visibility, reach and image projected by your company”*

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

01

### **Growth of talent and intellectual capital**

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

---

02

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

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

---

06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Personal Brand Impact KPIs guarantees students, in addition to the most rigorous and up-to-date education, the access to at 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 Personal Brand Impact KPIs** 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 Personal Brand Impact KPIs**

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 Personal Brand Impact KPIs

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

# Postgraduate Certificate

Personal Brand

Impact KPIs