

# Postgraduate Certificate

## Personal Branding on LinkedIn



## Postgraduate Certificate Personal Branding on LinkedIn

- » 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 Sciences, Administrative and Business Sciences. Marketing, and Corporate Communications and

Website: [www.techtute.com/pk/school-of-business/postgraduate-certificate/personal-branding-linkedin](http://www.techtute.com/pk/school-of-business/postgraduate-certificate/personal-branding-linkedin)

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# 01 Welcome

Personal Branding management on LinkedIn is crucial for any professional who wants to stand out in their field and improve their career opportunities. LinkedIn has become an essential tool for networking, sharing knowledge and introducing yourself to potential employers or clients. Companies are also paying more and more attention to the Personal Branding of their employees, as they have realized that the online reputation of their staff also reflects the company's brand. This is why this Postgraduate Certificate program is essential for those professionals looking to specialize in improving the online presence of senior executives and managers of prestigious companies. The Postgraduate Certificate is designed in a 100% online format and offers flexibility for students to organize their academic resources according to their schedule and availability.



Postgraduate Certificate in Personal Branding on LinkedIn  
TECH Technological University



“

*Master the strategies to build an audience from LinkedIn posts thanks to this Postgraduate Certificate”*

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

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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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

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

This Postgraduate Certificate in Personal Branding on LinkedIn helps specialized professionals improve their skills to bring personal branding to executives or managers of large companies. Upon completion of this degree, they will have the necessary tools to develop effective personal branding strategies on LinkedIn, which will allow them to present and promote their clients' image more effectively. In addition, they will also learn how to build valuable relationships with contacts, which can result in business opportunities and professional success for their users.



“

*You will be able to identify the types of content that have the greatest impact on the LinkedIn audience, making you an expert in Personal Branding on this social network”*

**TECH makes the goals of their students their own goals too**  
**Working together to achieve them**

The **Postgraduate Certificate in Personal Branding on LinkedIn** will enable students to:

01

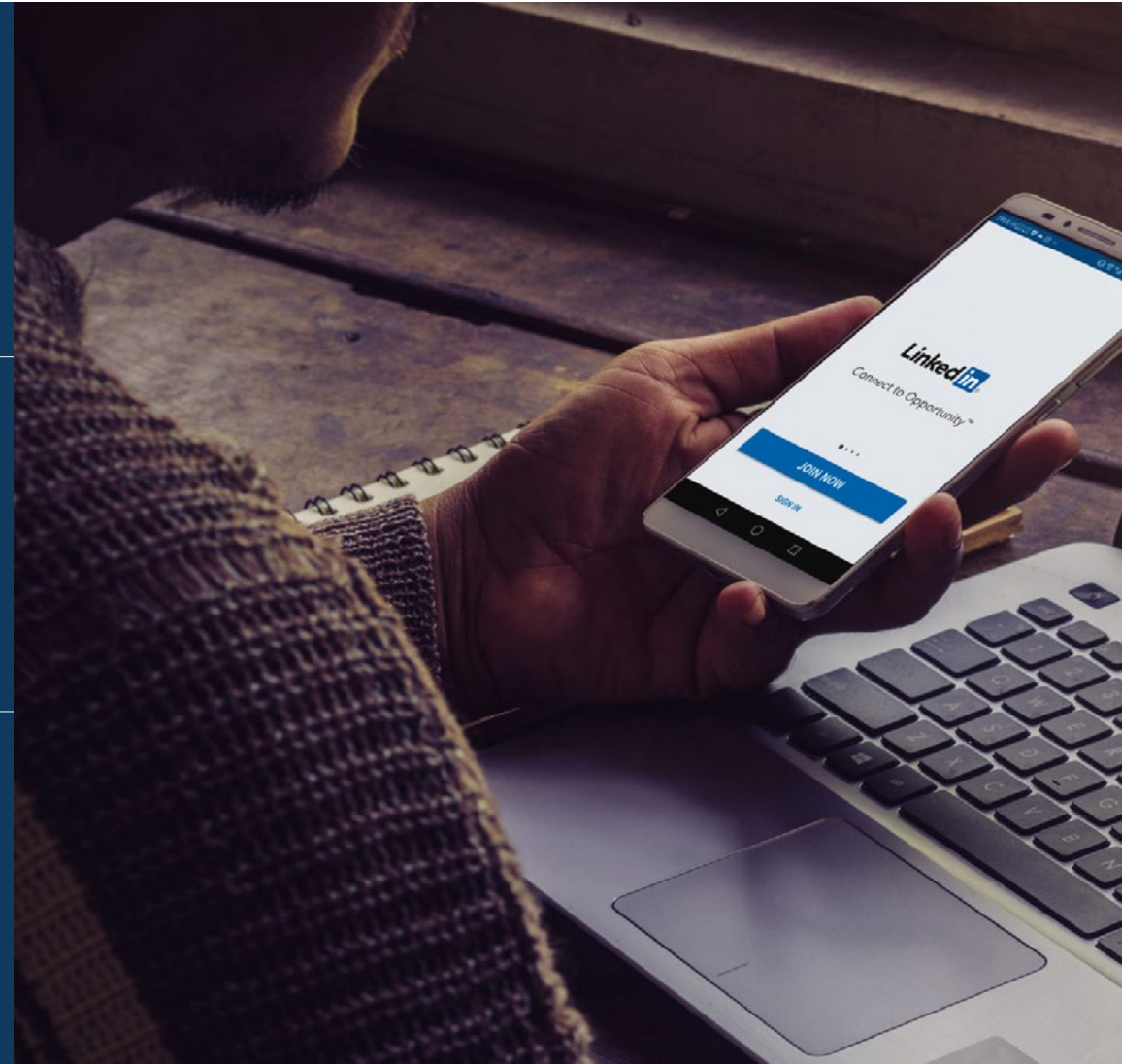
Develop an effective strategy to optimize the LinkedIn profile in order to create a solid, credible profile that stands out above average

02

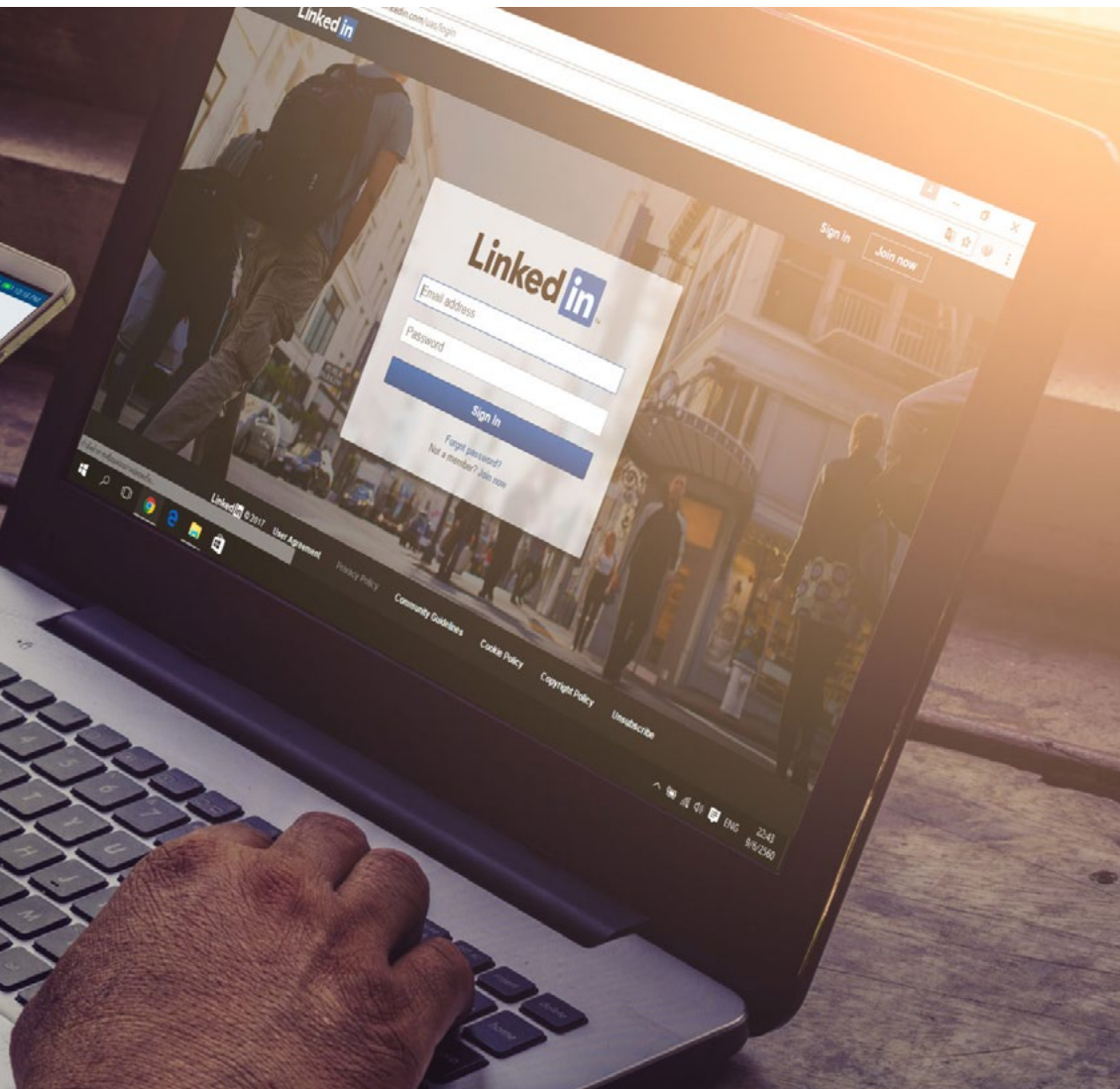
Identify the types of content that have the greatest impact on the LinkedIn audience as a basis for creating valuable and relevant content to strengthen professional reputations

03

Determine a content pillar strategy as the basis for an editorial calendar of publications that convey the knowledge, stories, thoughts and messages that will concretize the personal brand on LinkedIn







04

Examine effective techniques, formats and styles for publishing LinkedIn posts

05

Master tactics for establishing an active and engaged community on LinkedIn through the use of effective connection, interaction, and loyalty strategies

06

Evaluate and analyze the performance of the LinkedIn strategy, by monitoring metrics and analyzing audience activity and behavior, in order to adjust and improve the strategy in real time

05

# Structure and Content

The Postgraduate Certificate in Personal Branding on LinkedIn is a complete and rigorous program that consists of a module designed by a highly specialized teaching team. The curriculum addresses fundamental topics such as profile optimization, quality content creation, online reputation management and building valuable relationships on LinkedIn. In addition, students will also acquire skills in data analysis and marketing strategies on the platform. A set of pedagogical resources that, without a doubt, position this Postgraduate Certificate program as the best option in the academic market.



“

*TECH's Relearning methodology offers you a unique learning experience that will lay the foundations for your professional success in Personal Branding”*

## Syllabus

The objective of the Postgraduate Certificate in Personal Branding on LinkedIn is to provide students with the necessary skills to make effective decisions in the field of Corporate Communication. During the 150 hours of duration, it seeks to develop managerial competencies to improve professional performance in changing environments.

The content of the program focuses on the latest trends in Branding Online and is based on an innovative, strategic and global curriculum. Students will have the opportunity to work on real case studies, supported by the best educational methodology and a teaching team of exceptional quality.

The syllabus focuses on relevant topics such as strengthening the user profile on LinkedIn, building an audience of followers, connecting with active users, the importance of emotion and the use of technical or scientific data, among others. Students will acquire skills and tools to create and manage an effective personal brand, as well as to solve critical situations in a creative and efficient way.

The Postgraduate Certificate in Personal Branding on LinkedIn offers comprehensive training in personal branding techniques and management skills to improve professional performance in an ever-changing business environment. This program is delivered in a 100% online format and uses the Relearning methodology to offer professionals flexibility in the organization of academic resources in a personalized way.

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

### Module 1.

Personal branding on LinkedIn. Visibility and engagement strategies for building a Personal Brand on LinkedIn. Personal branding on LinkedIn



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

TECH offers students the opportunity to take this Postgraduate Certificate in Personal Branding on LinkedIn entirely 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 branding on LinkedIn. Visibility and engagement strategies for building a Personal Brand on LinkedIn. Personal branding on LinkedIn

**1.1. Strengthening the User Profile LinkedIn User Profile**

- 1.1.1. Analysis of a LinkedIn user profile
- 1.1.2. Clarification of the objectives of using of LinkedIn
- 1.1.3. Identification of areas for improvement in the LinkedIn profile

**1.2. Constructing the audience of followers on LinkedIn**

- 1.2.1. Definition of the LinkedIn audience
- 1.2.2. Tailoring the message to the audience on LinkedIn
- 1.2.3. Building an audience from LinkedIn from LinkedIn posts

**1.3. Reference community on LinkedIn company "customer-centric"**

- 1.3.1. Finding content leaders on LinkedIn
- 1.3.2. Identifying other community members on LinkedIn
- 1.3.3. Interacting and collaborating with other community members on LinkedIn

**1.4. Connecting with active users on LinkedIn**

- 1.4.1. Importance of finding active users on LinkedIn
- 1.4.2. Writing an invitation to connect on LinkedIn
- 1.4.3. Interacting with new contacts on LinkedIn

**1.5. Developing a solid content strategy through thematic pillars thematic pillars**

- 1.5.1. Identification and positioning of the thematic pillars
- 1.5.2. Identification of the thematic pillars in the strategy
- 1.5.3. Development and maintenance of the thematic pillars over time

**1.6. Linking the thematic pillars to the personal story. The importance of emotion**

- 1.6.1. Identification of stories related to the thematic pillars that build credibility and viral potential
- 1.6.2. How to tell effective stories on LinkedIn
- 1.6.3. How to connect personal stories with key messages on LinkedIn
- 1.6.4. Case Study

**1.7. Generating impactful content on LinkedIn. Importance of inspiring and teaching**

- 1.7.1. Use of technical or scientific data related to thematic pillars to create educational content
- 1.7.2. Benchmarking: case studies of viral content creators on LinkedIn using these techniques
- 1.7.3. Translating analysis into practice

**1.8. Preparing Posts for LinkedIn**

- 1.8.1. Selecting the content and format with the greatest potential for posts on LinkedIn
- 1.8.2. Creating a variety of formats and styles for posts on LinkedIn
- 1.8.3. Publication and follow-up of the first posts on LinkedIn

**1.9. Growing your LinkedIn account: followers and engagement versa**

- 1.9.1. Importance of LinkedIn follower monitoring
- 1.9.2. Monitoring follower growth on LinkedIn
- 1.9.3. Using follower data on LinkedIn

**1.10. Trend and pattern identification in audience behavior**

- 1.10.1. Reinforcement of strengths and weaknesses to improve the editorial strategy
- 1.10.2. Digital tools for advanced use of LinkedIn
- 1.10.3. Optimal use of LinkedIn as an instrument to strengthen the digital personal brand



“

*You will get the opportunity to strengthen your practical and theoretical skills on Personal Branding on LinkedIn in a flexible and fast way with the multimedia resources and conventional materials of this program”*

# 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.



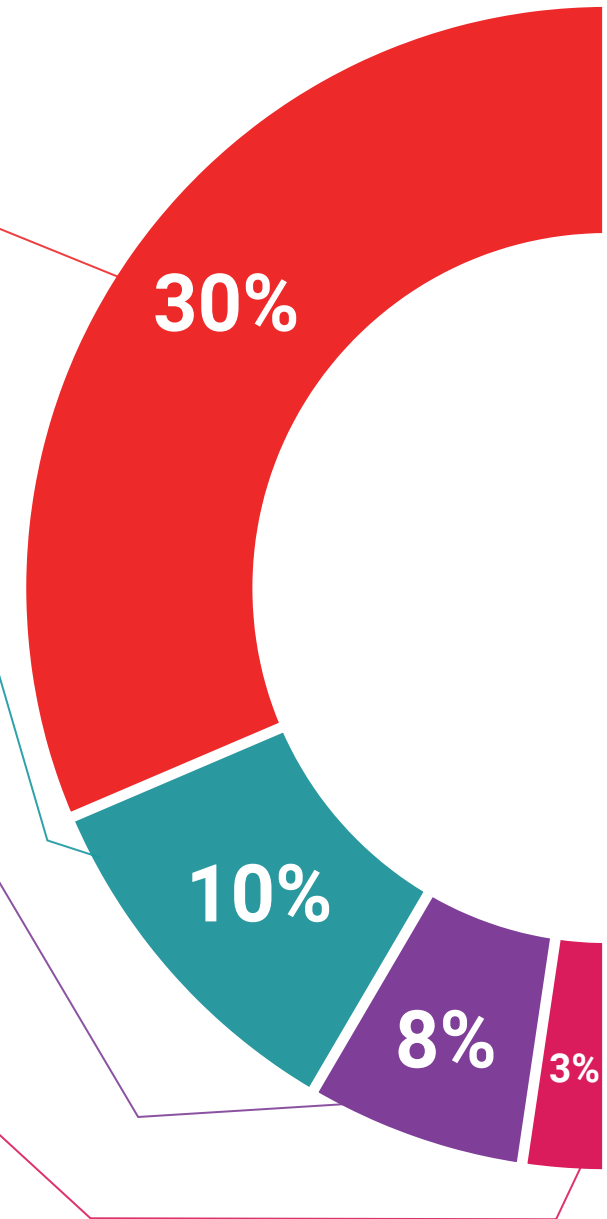
### Management Skills Exercises

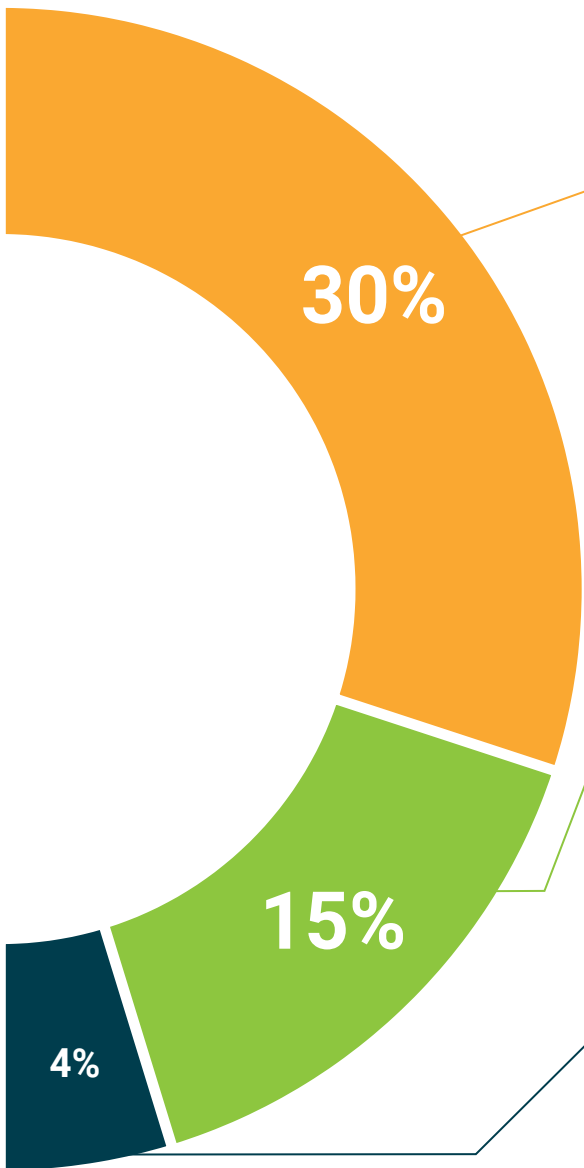
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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.



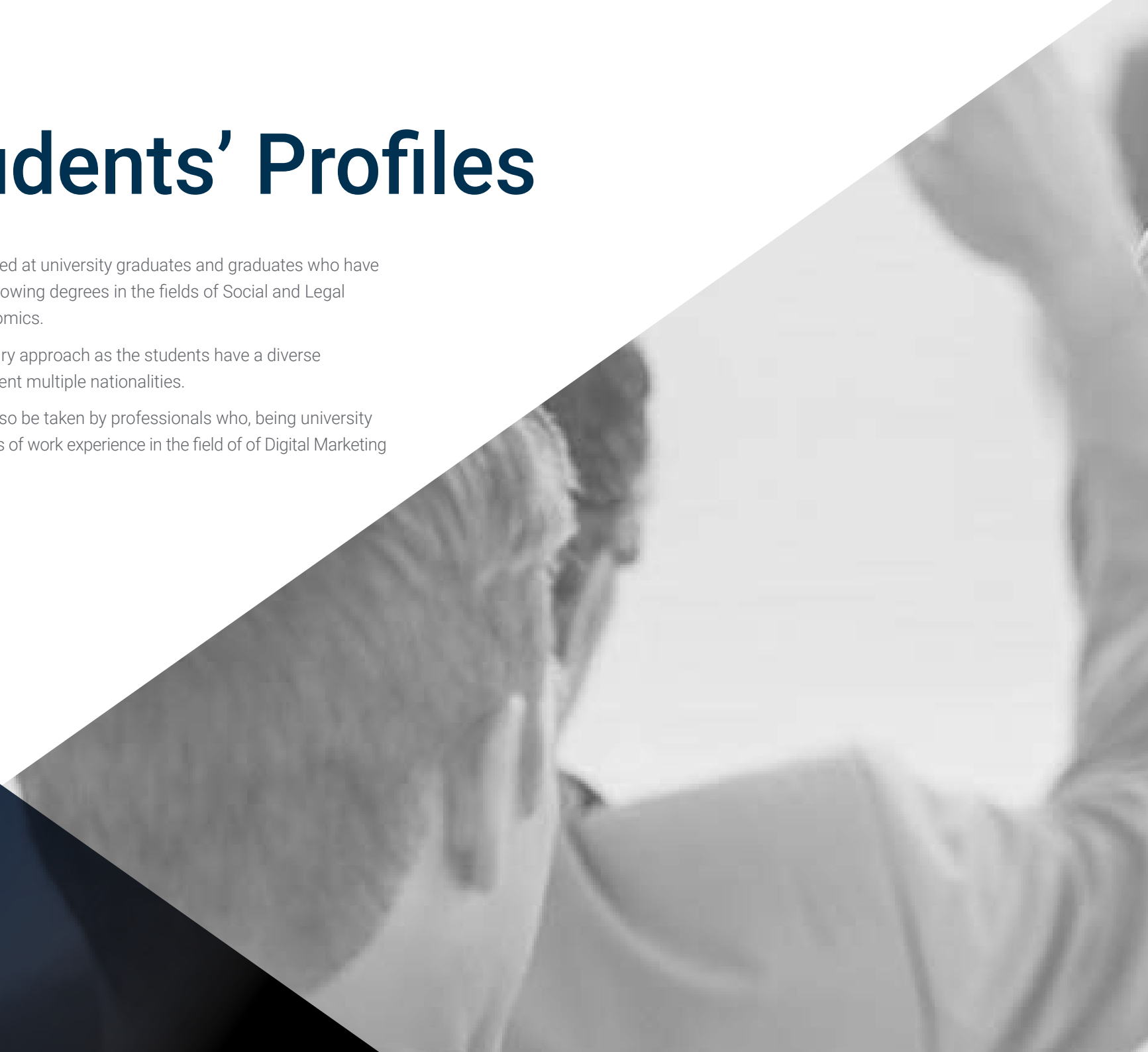
07

# Our Students' Profiles

The Postgraduate Certificate is aimed at university graduates and 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 Digital Marketing







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*Take advantage of this opportunity to improve your knowledge in the field of digital reputation, applying key techniques and tools that will allow you to stand out in this area”*

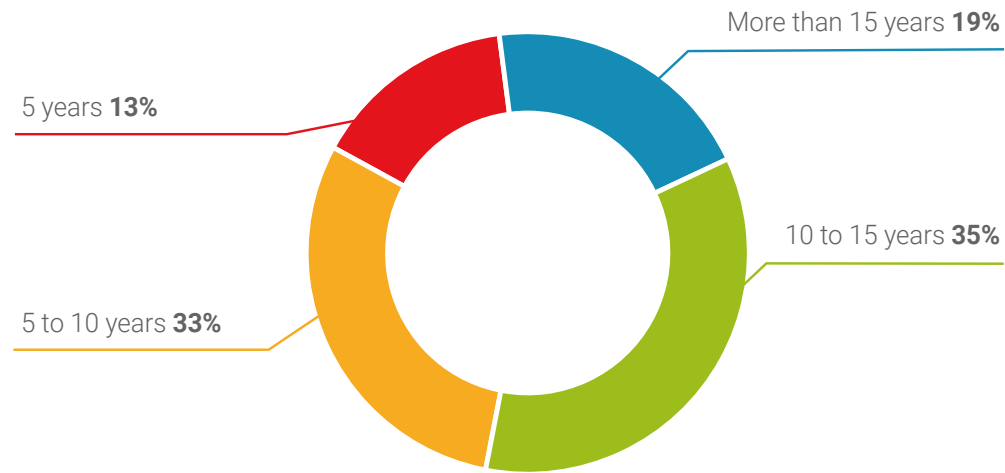
### Average Age

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

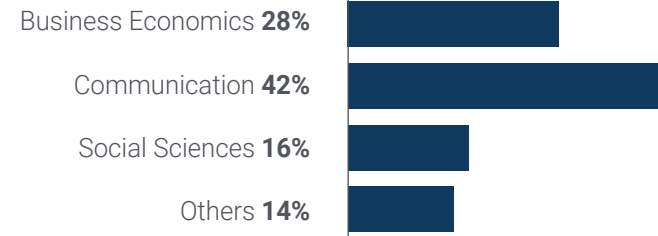
### Years of Experience

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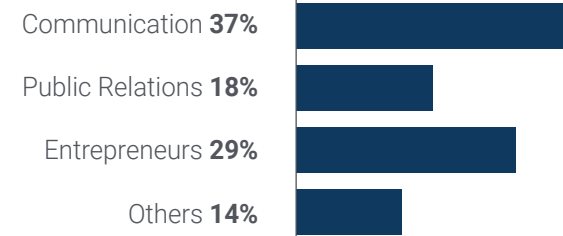
### Training

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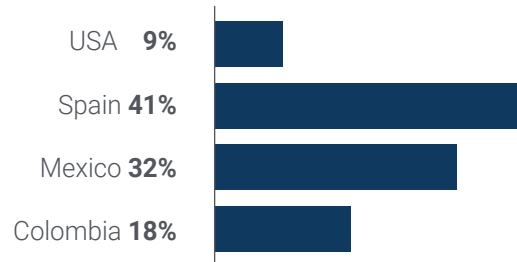
### Educational Profile

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## Geographical Distribution

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## Santiago Gómez

LinkedIn Personal Branding Consultant

*"Thanks to the Postgraduate Certificate in Personal Branding on LinkedIn, I have managed to improve the personal branding of my managers on the platform and stand out from the competition. The Relearning methodology and the program content have provided me with useful and practical tools for success in my professional career"*

08

# Course Management

The academic team of this Postgraduate Certificate is composed of experts in personal brand management on LinkedIn. Each of the professionals has extensive experience in the field of personal branding and networking, and are committed to providing students with the tools and skills necessary to achieve success in the working world. In addition, because they are in the workforce, they provide students with a comprehensive perspective of the current and future workings of the industry.





“

*TECH has selected the most expert academic team in the industry to provide you with the most up-to-date content in just 6 weeks”*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ 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

### D. Rueda Salvador, Daniel

- ◆ Positions: Personal Brand Consultant on LinkedIn
- ◆ Marketing Strategy Coordinator at KIND APP in Sweden
- ◆ Arts Program Coordinator in the Department of Arts and Humanities at New York University
- ◆ Managed the marketing strategy for the fashion accessories collection of the AITA brand
- ◆ Project Manager / Marketing & Events at Top Gear Promotions in Dubai
- ◆ Operations Coordinator for Eurofragrance in Dubai
- ◆ Business Development Manager at Intercom Group in Barcelona
- ◆ Degree in Film & TV Production at the National University of Colombia
- ◆ Master's Degree in Entrepreneurship & Innovation from Sten K, Johnson Centre for Entrepreneurship Lund University
- ◆ Master's Degree in Public Relations & Protocol from ESERP Business School
- ◆ Master's Degree in Retail Management from the Autonomous University of Barcelona.

09

# Impact on Your Career

The Postgraduate Certificate in Personal Branding on LinkedIn has a significant impact on the careers of specialized professionals in the sector. By acquiring practical and theoretical skills in the area, graduates can develop strong and effective personal brands and make great executives stand out in their work sector. All this together with the Relearning methodology under which this degree is designed, make this Postgraduate Certificate program a unique opportunity to build a successful career.







“

*You will be a specialist capable of understanding LinkedIn's algorithms to guide your clients to success”*

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

The Postgraduate Certificate in Personal Branding on LinkedIn of TECH is an intensive program that prepares you to face challenges and business decisions in the Digital 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.

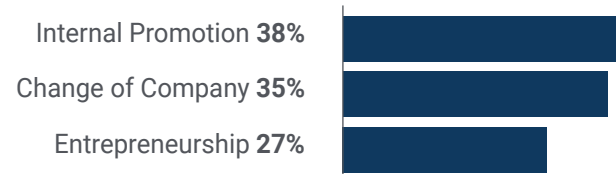
*This Postgraduate Certificate will make you an expert in follower monitoring and reinforcement of strengths and weaknesses. You will be able to improve your clients' editorial strategy.*

*Delve into Benchmarking thanks to real case studies designed by viral content creators on LinkedIn.*

#### 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

Companies can gain many benefits by having a specialist who has completed this Postgraduate Certificate program on their team. These professionals are able to develop effective personal branding strategies on the platform and improve the company's digital reputation. In addition, their skills in social media management and the creation of quality content can increase the organization's visibility and attract new customers. Ultimately, having trained Personal Branding specialists on LinkedIn is an advantage for any company that wants to stand out in today's digital marketplace.





“

*You are facing a definite opportunity to boost your career in Brand Building and achieve professional success”*

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.

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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 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 Branding on LinkedIn 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 Personal Branding on LinkedIn** 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.

Program: **Postgraduate Certificate in Personal Branding on LinkedIn**

Official No. 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.



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- » Exams: online

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