

# Postgraduate Certificate Personal Branding and Political Campaigns





## Postgraduate Certificate Personal Branding and Political Campaigns

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University Graduates who have previously completed any of the qualifications in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/personal-branding-political-campaigns](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/personal-branding-political-campaigns)

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# 01

# Welcome

The relevance of building a personal brand today is crucial to stand out from the rest of the competition and even more so in political campaigns, as they need to stand out and have immediate recall. Therefore, for both politics and companies it is of vital importance to manage brand strategy and persuasive storytelling. Currently, this type of creative work is carried out by publicists and negotiators specialized in advertising, and due to the high demand it is an area of knowledge that is constantly evolving. Therefore, this program has been designed to provide the professionals with the most innovative academic tools in the field of Personal Branding. This is a program that is flexible thanks to its 100% online mode.



Postgraduate Certificate in Personal Branding and Political Campaigns  
TECH Global University



“

*With this Postgraduate Certificate you will contribute to the development of practical cases presented by experts in Personal Branding and Political Campaigns"*

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 Global 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

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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 Global University community.

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

# 04 Objectives

This academic program will provide the professionals with the most recent innovations in the field of Personal Branding and Political Campaigns, related to theoretical lessons, questions to the expert, discussion forums on controversial topics and individual reflection papers. In addition, TECH will provide different innovative resources in the development of the program, expanding the skills on the different creative networking strategies. Therefore, at the end of this Postgraduate Certificate, the graduates will have strengthened their competencies regarding the importance of personal branding and how to promote it in a creative way.



“

*Reach your goals with the best university:  
TECH will offer you the tools you need to  
successfully develop this program”*

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

The **Postgraduate Certificate in Personal Branding and Political Campaigns** qualifies students to:

01

Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas

04

Detail how the advertising creative thinking software works

02

Examine the best conditions to stimulate creativity

03

Stimulate the generation of innovative ideas





05

Explain how creative thinking in advertising works and its strategic importance

06

Detailed analysis of the target audience and the use of insight in advertising

07

Understand how the advertising message is structured

08

Addressing key concepts in brand building



09

Know the logical steps in brand building

10

Detect the differences between the claim and slogan

11

Explain what branded content is and its similarities with traditional advertising





12

Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment

13

Obtain a complete view of how creativity adapts to each of the social media

14

Learn how to plan political campaigns

05

# Structure and Content

The Personal Branding and Political Campaigns program is a qualification that focuses specifically on competencies that delve into brand identity and graphic image. That is why this program emphasizes a broadly theoretical-practical structure backed by the solid knowledge and experience of a fully specialized faculty.



“

*Expert syllabus and quality content are the key to your learning success”*

## Syllabus

This program integrates 6 weeks of online learning, in which TECH, through a first level education, will lead the professionals to the top of their professional career, reaching the best vacancies in the business sector. In this way, the students will face each of the different barriers imposed by the work environment in the field of Advertising. The program provides a variety of competencies that are directly integrated into project models and their thematic pillars.

In this sense, the teaching team has created a prestigious syllabus that contains 1 module, with the purpose that the graduates acquire knowledge regarding creative *networking* strategies, positioning, advertising and self-promotion.

Likewise, the graduates of this Postgraduate Certificate will gain an in-depth knowledge of the relationship between the creative and the rest of the agents. In this way, students will gain important knowledge regarding the necessary skills to improve problem solving and develop essential professional competencies.

Therefore, TECH guides its teaching from the comfort and excellence with a program that offers the most complete update and the highest academic standards, being a program of great flexibility by only needing an electronic device with an Internet connection.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module.

### Module 1

Personal branding and political campaigns



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

TECH offers the possibility of developing this Postgraduate Certificate in Personal Branding and Political Campaigns completely online. During the 6 weeks of the specialization, the students 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 and political campaigns**

**1.1. Personal Brand**

- 1.1.1. Personal branding wheel
- 1.1.2. Creative Personal Brands
- 1.1.3. Examples:

**1.2. Personal brand development**

- 1.2.1. Positioning
- 1.2.2. Storytelling
- 1.2.3. Social media
- 1.2.4. Advertising and self-promotion

**1.3. Creative networking strategies**

- 1.3.1. Events and conferences
- 1.3.2. Online groups and communities
- 1.3.3. Collaborations

**1.4. Guide to a political campaign**

- 1.4.1. Candidacy analysis
- 1.4.2. Context analysis
- 1.4.3. Objectives

**1.5. Candidate training**

- 1.5.1. Emotional Intelligence
- 1.5.2. Social intelligence
- 1.5.3. Attitude, aptitude, vision, mistakes

**1.6. Strategy**

- 1.6.1. Campaign fundamentals
- 1.6.2. Achieving objectives
- 1.6.3. Schedule
- 1.6.4. An accompanying person

**1.7. Brand Identity**

- 1.7.1. Claim
- 1.7.2. Graphic image
- 1.7.3. Digital window
- 1.7.4. Advertising

**1.8. Human Resources**

- 1.8.1. Vision
- 1.8.2. Roles
- 1.8.3. Examples:

**1.9. Project model**

- 1.9.1. Thematic pillars
- 1.9.2. Essential motivation
- 1.9.3. Examples:

**1.10. Mobilization**

- 1.10.1. Acts
- 1.10.2. The tide
- 1.10.3. Conclusions





# 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.



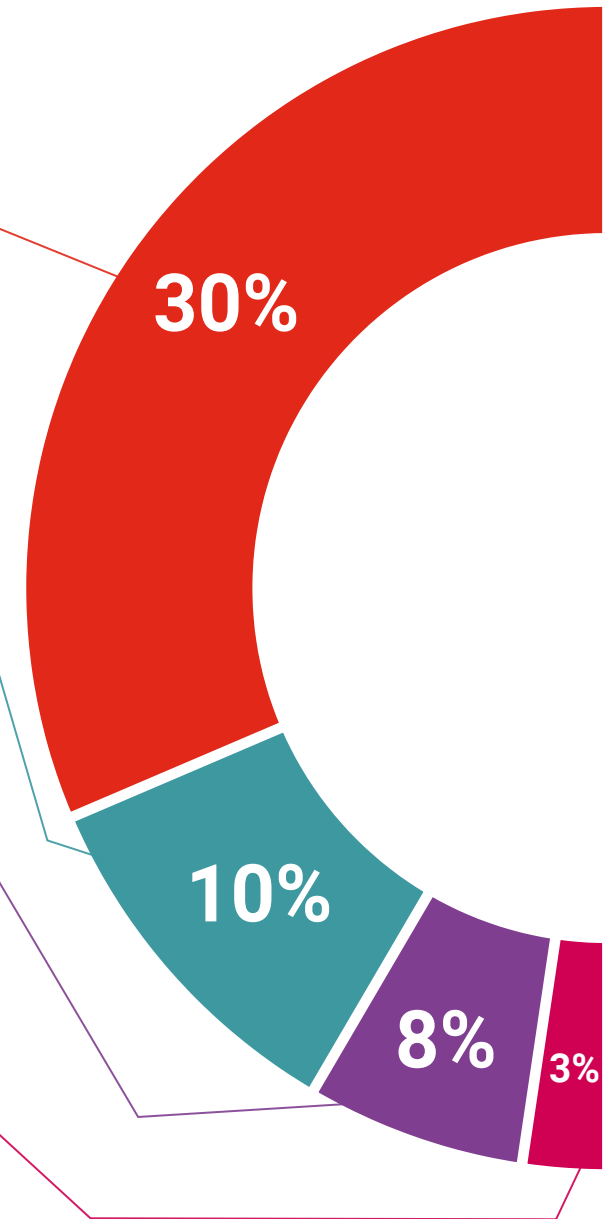
### Management Skills Exercises

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 program is aimed at university graduates and postgraduates who have previously completed any of the following qualifications in the fields of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The program is also open to professionals who, being university graduates in any area, have two years of work experience in the field of advertising.





“

*If you have experience in Personal Branding and Political Campaigns, and you are looking for an interesting improvement in your career while you continue working, this is the program for you”*

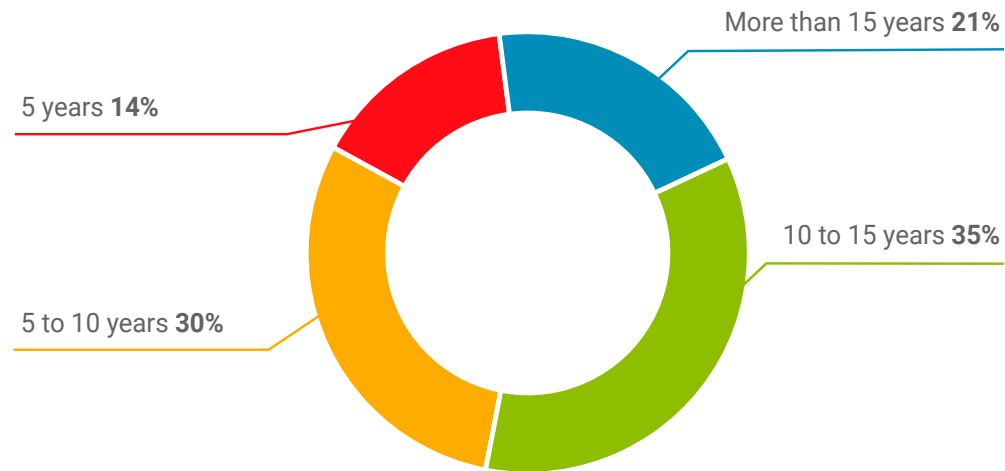
### Average Age

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

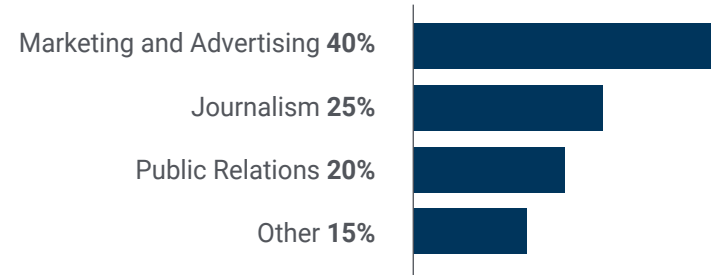
### Years of Experience

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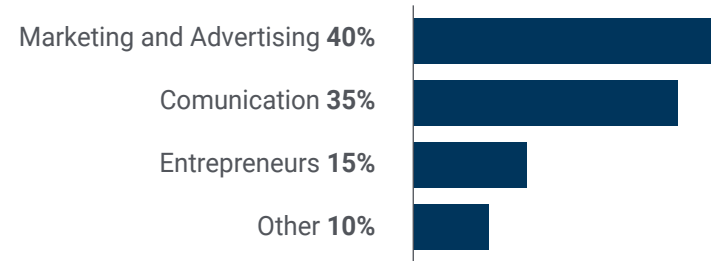
### Training

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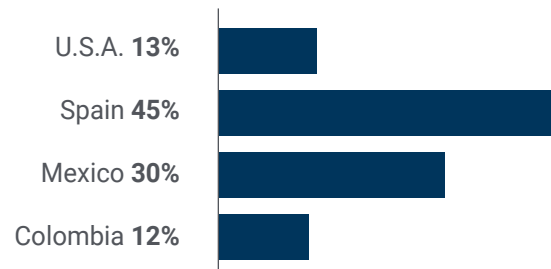
### Educational Profile

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## Geographical Distribution

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## Mario García Ruiz

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Marketing and Advertising Director

*I have been impressed with the quality of the contents of this Postgraduate Certificate. You can see the special care that the teachers have put into their elaboration, they are very useful in daily practice and help you to improve your creative abilities. Without any doubt, I think it has been a good investment for my career"*

08

# Course Management

At TECH, high quality education is everything, that is why it has a first class learning with renowned professionals, where students can expand their knowledge with solid foundations in the planning of political campaigns. Accordingly, this Postgraduate Certificate has an expert teaching staff in Corporate and Institutional Communication and Marketing Management, allowing students to rigorously face the challenges that the academic program proposes.





“

*You will have the support of the best and most qualified team specialized in Storytelling and Social Media"*

## Management



### Mr. Labarta Vélez, Fernando

- Creative Director at El Factor H
- Marketing Director at La Ibense
- Creative Director of Events at Beon Worldwide
- Branded Content Director at Atrium Digital and Mettre
- Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville
- Co-author of the book *Cómo crear una marca. Manual of use and management*





09

# Impact on Your Career

This academic program has been developed with the intention of integrating the professionals with the necessary knowledge in emotional intelligence that will lead them to face the most challenging situations in the advertising field. In this way, TECH delves into detail in the first level teaching, implementing efficiency in each of its programs. In this way, the graduates will be able to couple an elite learning specialized in the development of personal branding.



“

*This is a program that integrates the highest quality in education with the convenience of a 100% online modality”*

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

TECH's Postgraduate Certificate in Personal Branding and Political Campaigns is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. 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.

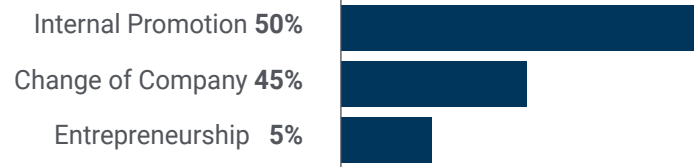
*TECH offers you the most innovative and exclusive content in personal branding strategies with this program.*

*You will be supported with the most exclusive multimedia content in Personal Branding and Political Campaigns, guiding your career to the top.*

#### Time of Change



#### 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

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

*In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through training and university and university updating”*

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 Branding and Political Campaigns 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 Personal Branding and Political Campaigns** 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 Personal Branding and Political Campaigns**

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 EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Modality: online
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