

# Postgraduate Certificate Personal Branding





## Postgraduate Certificate Personal Branding

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Graduates and professionals with demonstrable experience in areas related to communication and institutional or business relations

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

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# 01

# Welcome

Branding is an essential element for any business strategy, as the corporate image is the main sign of identity to an increasingly informed and connected public. Transferring it to the personal sphere, it is important that any professional with a high profile in the field of business has a strong branding strategy, as their personal brand will be a perfect cover letter to access the most prestigious and privileged positions in the sector in which they work. This TECH program instructs its students to build a powerful Personal Brand with which to effectively stand out in their field and significantly expand their possibilities for promotion and professional growth.



Postgraduate Certificate in Personal Branding.  
TECH Technological University



“

*With a well cared and worked Personal Branding, you will be able to reach the most privileged positions”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

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



### Networking

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

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

**200+**  
different nationalities



### Empowerment

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

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



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

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



### Academic Excellence

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

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



### Learn with the best

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

Teachers representing 20 different nationalities.



*At TECH you will have access to Harvard Business School case studies"*

03

# Why Our Program?

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

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



“

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

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

**01**

### A significant career boost

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

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

**02**

### Develop a strategic and global vision of companies

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

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

**03**

### Consolidate the student's senior management skills

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

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

**04**

### Take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

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

07

### Improve soft skills and management skills

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

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

08

### Be part of an exclusive community

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

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

04

# Objectives

The objective of this program is to enable students to create a powerful and current personal brand, aimed at improving their professional status and with a special focus on the main media and technologies used today. With this, your career goals will be much closer, having strong arguments and an impeccable cover letter to access the most interesting management positions in your industry.



“

*The key objective of this degree is for you to achieve a personal brand that demonstrates your professionalism and managerial skills"*

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

The Postgraduate Certificate in Personal Branding will train the student to:

01

Identify and communicate their own most outstanding characteristics

02

Define a personal brand strategy and plan

03

Establish parameters to measure the personal brand







04

Identify useful tools for the construction and maintenance of a personal brand

05

Explain the importance and repercussions of the personal brand for businesses

06

Develop the personal branding in the main platforms and social media

05

# Structure and Content

The Postgraduate Certificate in Personal Branding follows the latest technological, marketing and educational trends in the market. In this way, the student has access to first-class teaching material where they can learn to build their business image from scratch, which will open the doors to that desired future at the top of the best work teams.



“

*This Postgraduate Certificate will mark a before and after in your career, giving you the most powerful tool to position yourself at the forefront of your sector"*

## Syllabus

TECH's Postgraduate Certificate in Personal Branding prepares its students for the challenge of building their personal image, taking into account all the distinctive elements they should incorporate in order to highlight their professional profile.

The teaching content, which follows the most innovative educational methodology, contains all the necessary keys in strategies, laws and tools of Personal Branding that students can use to their advantage to achieve a better professional status.

Thanks to an eminently practical teaching, based on real cases, the student acquires all the knowledge of Personal Branding in a contextual way. During the 100 hours of the program, a multitude of real cases of personal brand creation are analyzed, in which all the tools taught throughout the program are used.

This Postgraduate Certificate takes place over 1 month and is divided into 3 modules:

<b>Module 1</b>	Strategies for Personal Brand Development
<b>Module 2</b>	Personal Branding Laws
<b>Module 3</b>	Tools for Creating Personal Brands



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

TECH offers the possibility of developing this Postgraduate Certificate in Personal Branding completely online. Throughout the month of training, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

## Module 1. Strategies for Personal Brand Development

### 1.1. Personal Brand Definitions and Models

- 1.1.1. What is a Personal Brand?
- 1.1.2. Advice and Tips
- 1.1.3. Digital DNI

### 1.2. Steps for Creating a Personal Brand

- 1.2.1. Definition and Differentiation
- 1.2.2. Objectives
- 1.2.3. Visibility and Action Plan

### 1.3. Success Stories and Different Profiles

- 1.3.1. Famous Personal Brands
- 1.3.2. Personal Branding Focused on Each Professional

## Module 2. Personal Branding Laws

### 2.1. The 3 P's of Personal Branding

- 2.1.1. Purpose
- 2.1.2. Personality
- 2.1.3. Professionalism

### 2.2. Reputation and Online Monitoring

- 2.2.1. Decalogue of Good Reputation
- 2.2.2. Monitoring Tools
- 2.2.3. Personal Brand Opportunities and Benefits

## Module 3. Tools for Creating Personal Brands

### 3.1. Redes sociales

- 3.1.1. LinkedIn
- 3.1.2. Facebook
- 3.1.3. Twitter
- 3.1.4. Other Networks

### 3.2. Blogs, Videoblogs and Video Channels

- 3.2.1. Tools for Generating Attractive Content
- 3.2.2. YouTube
- 3.2.3. Blogs



*You will learn the best-kept secrets of Personal Branding from the most experienced professionals”*



06

# Methodology

This training program offers 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"*

## At TECH Business School we use the Harvard case method

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

“

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



*We are the first online university to combine Harvard Business School case studies with a 100% online learning system based on repetition.*



## A learning method that is different and innovative

This intensive program from TECH Technological University School of Business prepares students to face all the challenges in this area, both nationally and internationally. We are committed to promoting personal and professional growth, the best way to strive for success, that is why TECH uses Harvard case studies, with which we have a strategic agreement that allows us to provide our students with material from the best university the world.

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

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

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

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

## Relearning Methodology

Our university is the first in the world to combine Harvard University case studies with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance Harvard case studies 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.



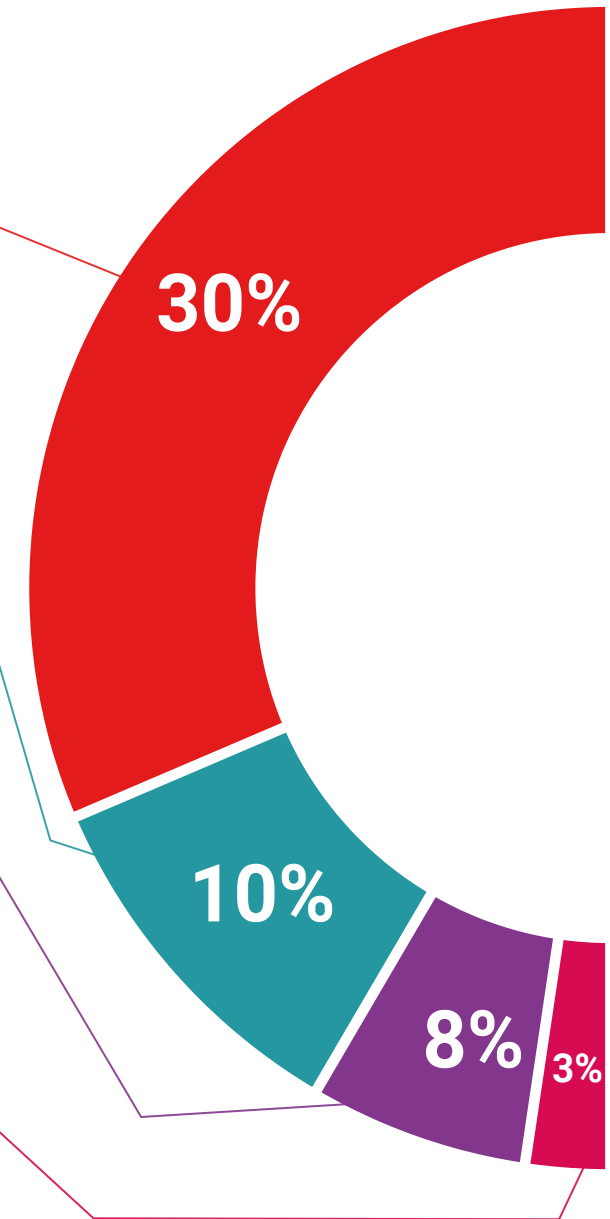
### Management Skills Exercises

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

They will complete a selection of the best business cases used at Harvard Business School. Cases that are presented, analyzed, and supervised by the best senior management specialists in Latin America.



### 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 multimedia content presentation training Exclusive system 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 your goals.



07

# Our Students' Profiles

This program is aimed at corporate and business professionals seeking to stand out from their competitors. This is achieved by building a personal brand according to the profile of each student, with a presence in the main social networks such as LinkedIn, Facebook or Twitter.







“

*If you want to improve your chances of promotion while continuing your professional work, this program is made for you"*

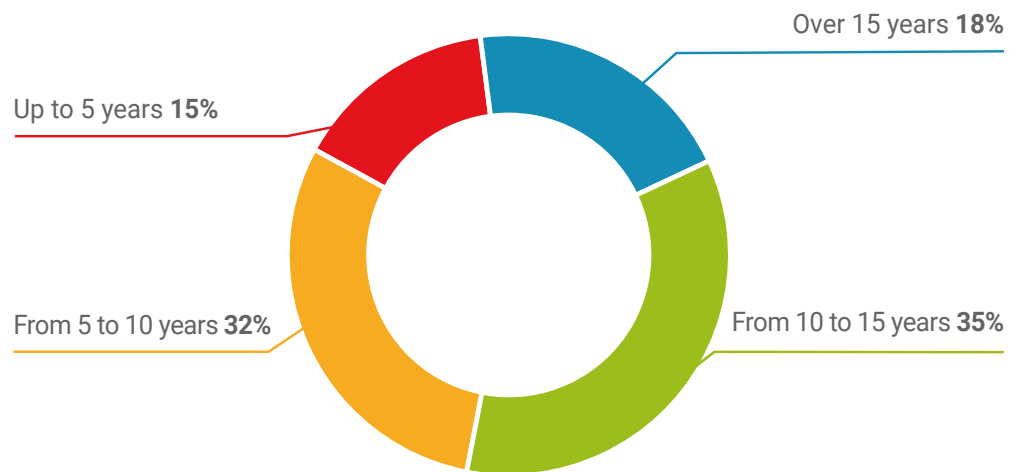
### Average Age

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

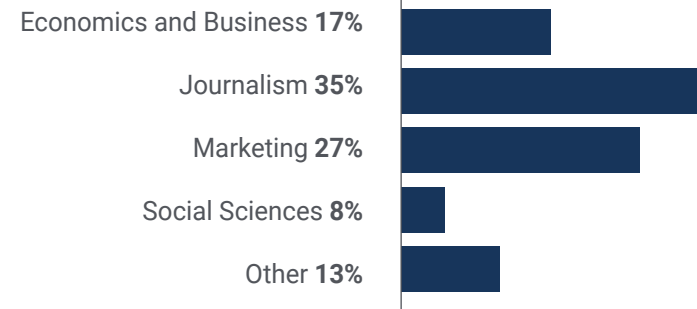
### Years of Experience

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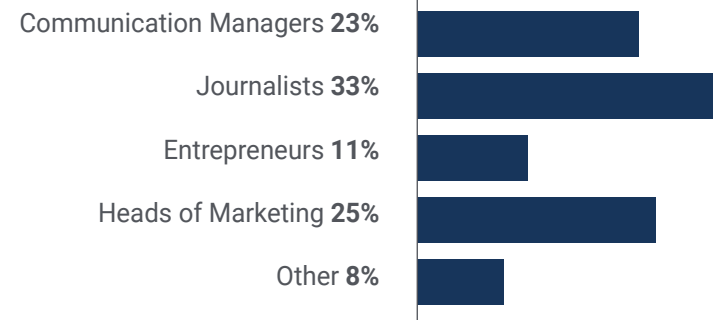
### Training

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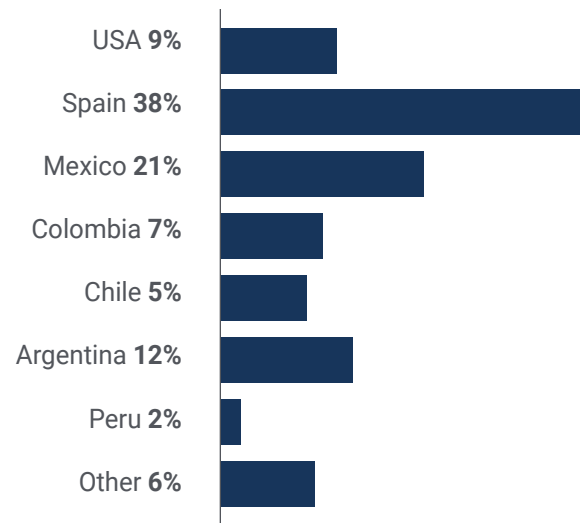
### Academic Profile

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## Geographical Distribution

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## Juan Ramón García Uribe

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Marketing Director

*"Thanks to the personal brand I created in this Postgraduate Certificate, I started to receive very interesting offers, giving me the position I hold today as Marketing Director"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who pour their work experience into our training programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.





“

*Our teaching team, experts in Personal Branding, will help you achieve success in your profession"*

## International Guest Director

Doctor Eric Nyquist is an outstanding professional in the **international sports field**, who has built an impressive career, standing out for his **strategic leadership** and his ability to drive change and **innovation** in top-level sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact at NASCAR**, based in **Florida, United States**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on Chicago's top **sports franchises**. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in sports while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Soccer Federation**.



## Dr. Nyquist, Eric

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- Director of Communications and Impact, NASCAR, Florida, United States
- Senior Vice President, Strategic Development, NASCAR, United States
- Vice President, Strategic Planning, NASCAR
- Senior Director of Business Affairs at NASCAR
- Executive Vice President, Chicago White Sox Franchises
- Executive Vice President, Chicago Bulls Franchises
- Manager of Business Planning at the National Football League (NFL)
- Business Affairs/Legal Intern with the United States Soccer Federation
- Juris Doctor from the University of Chicago
- Master of Business Administration-MBA from the University of Chicago Booth School of Business
- Bachelor's Degree in International Economics from Carleton College



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

## Management



### Mr. Larrosa Guirao, Salvador

- ◆ Specialist professor in finance with vast experience in this field and in teaching

## Professors

### Ms. Gomis Noriega, Silvia

- ◆ Professor of Innovation
- ◆ Professional with extensive experience and background in teaching





09

# Impact on Your Career

This program will have a great positive impact on the career of its students, as TECH puts all its efforts in acquiring the best marketing methodology to boost their personal brand to new heights and business horizons. Therefore, the student's career path will not take long to change after graduating from this program.





“

*You are choosing the right path to finish giving your career a boost and achieve a better job position”*

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

TECH's Postgraduate Certificate in Personal Branding is characterized by leading its students to become better professionals, maximizing 100% of their potential and giving them the communicative tool with which to be reference professionals. Graduates will be prepared to meet the highest communication and business challenges in their field.

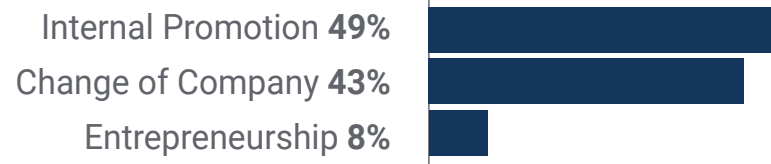
*This is the best opportunity you have to specialize in Personal Branding and successfully launch your personal brand.*

*If you want to make a positive change in your profession, the Postgraduate Certificate in Personal Branding will help you achieve it.*

#### When the change occurs



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

The Postgraduate Certificate in Personal Branding also benefits the companies participating in the program, as it is a business niche that can be exploited at the Marketing level. In addition, recruitment processes will become more simple and agile for human resources departments by helping them know how to filter more effectively the resumes and candidates with a good Personal Branding.



“

*You need a good personal brand to achieve the success you crave and this Postgraduate Certificate will give you that"*

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

01

### **Intellectual Capital and Talent Growth**

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

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02

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

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

03

### **Building Agents of Change**

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

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04

### **Increased International Expansion Possibilities**

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





05

### **Project Development**

The professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This 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 guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Certificate issued by TECH Technological University.



“

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

This **Postgraduate Certificate in Personal Branding** contains the most complete and up-to-date program on the market.

After the student has passed the evaluations, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma 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 Branding**

Official N° of Hours: **100 h.**



\*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.



## Postgraduate Certificate Personal Branding

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Certificate Personal Branding