

Postgraduate Certificate

Self-diagnosis for personal brand building



Postgraduate Certificate Self-diagnosis for personal brand building

- » 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.

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/self-diagnosis-personal-brand-building

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01

Welcome

Self-diagnosis for building a personal brand is an essential step in today's business world. Therefore, this Postgraduate Certificate is an opportunity to acquire practical and strategic knowledge on how to build a solid personal brand and align it with the values and culture of the company. The degree is taught 100% online through an innovative pedagogical methodology known as Relearning, which emphasizes active and practical learning. This provides the student with ample flexibility to organize academic resources, allowing the professional to adjust their time and pace of study. Therefore, this program is a valuable tool for those who wish to advance in their professional career and aspire to new and great jobs.



Postgraduate Certificate in Self-diagnosis for personal brand building
TECH Technological University



“

Thanks to this Postgraduate Certificate you will master key aspects to develop a SWOT analysis that will allow you to diagnose the strengths and weaknesses of your company"

02

Why Study at TECH?

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



“

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

At TECH Technological University



Innovation

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

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



The Highest Standards

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

95% | of TECH students successfully complete their studies



Networking

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

+100000

executives prepared each year

+200

different nationalities



Empowerment

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

+500

collaborative agreements with leading companies



Talent

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

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



Multicultural Context

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

TECH students represent more than 200 different nationalities.

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



Analysis

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



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning 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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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



“

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

By taking this Postgraduate Certificate program, the professional will be able to improve his or her ability to evaluate the personal brand of companies and align it with the values and culture on which the development of organizations is based. They will also delve into different skills of effective communication, leadership and teamwork, as well as acquire practical and strategic knowledge to build a solid and coherent personal brand. In this way, the specialist will be better prepared to stand out in the labor market and advance in his or her professional career.



“

Gain unparalleled career prospects and increase your chances of leading the world's most renowned companies"

TECH makes the goals of their students their own goals too.

Working together to achieve them

The **Postgraduate Certificate in Self-diagnosis of Personal Brand Building** will enable the student to:

01

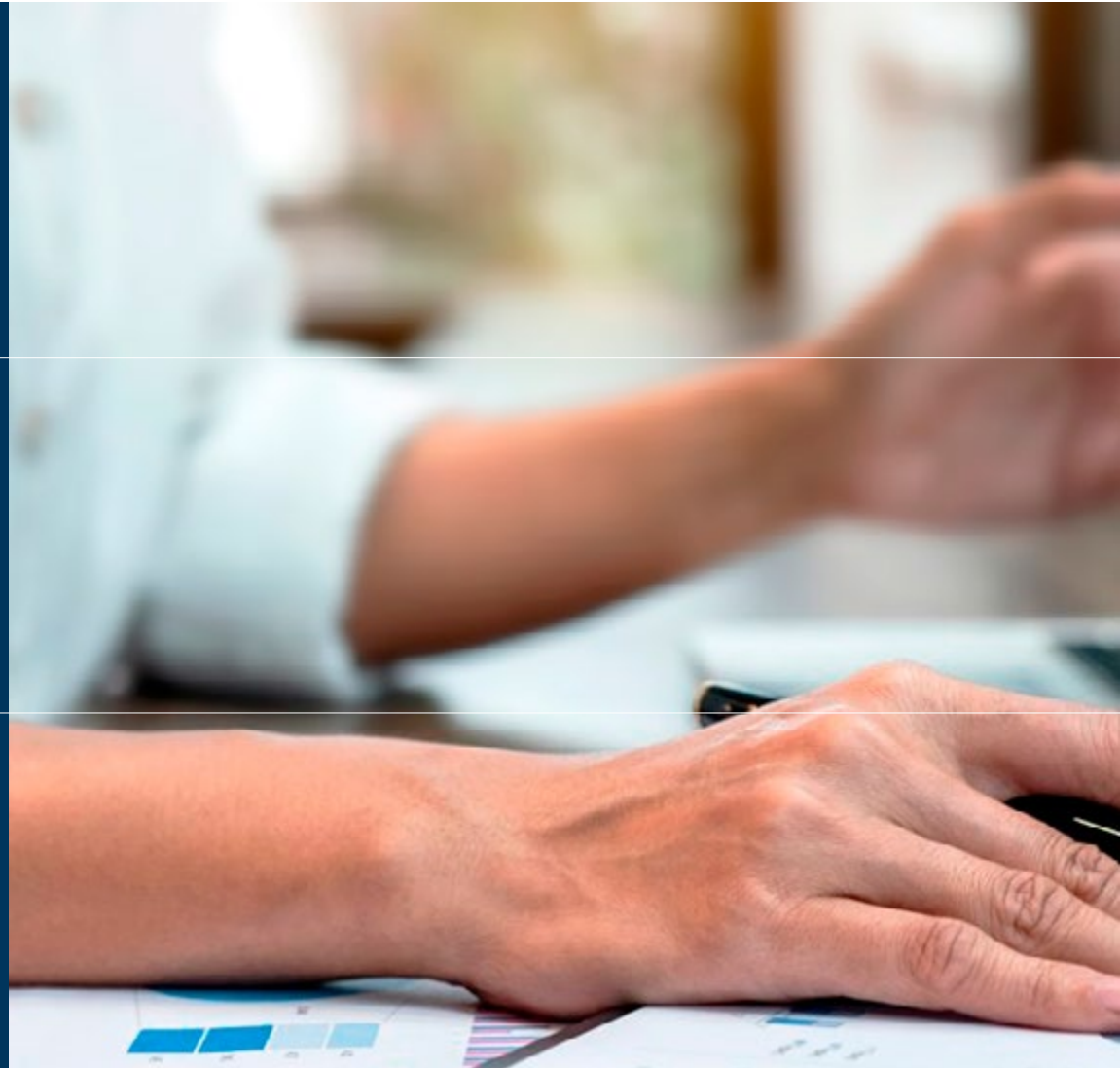
Identify, from the perspective of self-knowledge, the values that are the backbone of the personal brand

02

Evaluate the starting point and take advantage of the most advanced self-knowledge tools

03

Enhancing strengths and differences to work on positioning as a personal brand





04

Extract relevant information on self-knowledge tools such as Ikigai

05

Analyze the true impact of self-awareness on personal branding through case studies

06

Examine actors and personal brands in a relevant sector to inspire you

05

Structure and Content

This Postgraduate Certificate is composed of a high quality didactic module developed by a teaching team with extensive experience in the field of Corporate Communication. The program provides a comprehensive and up-to-date approach to the essential concepts of personal branding and branding, as well as the latest techniques and trends to create and manage an effective personal brand. The 100% online format allows students to organize academic resources according to their needs, while the Relearning pedagogical methodology guarantees personalized training adapted to the learning pace of each student, with the continuous support of experts in the field.



“

The teaching method of this program is completely online, which will allow you to learn without the need to depend on restrictive and uncomfortable schedules"

Syllabus

TECH Technological University's Postgraduate Certificate Self-diagnosis for personal brand building, is focused on equipping the student with skills to make effective decisions in the field of Corporate Communication. With a total of 150 hours of instruction, the Syllabus Centers on the development of managerial competencies in changing Environment, the intention to improve professional Performance and excellence in leadership and business management.

The objective of the Postgraduate Certificate is to instruct students in Branding from an innovative, strategic and global perspective, in order to enhance their professional profile and business management skills. The innovative content is based on the latest trends and is supported by the best educational methodology and exceptional quality faculty.

The syllabus focuses on topics such as SWOT analysis, benchmarking, personal branding objectives, value propositions, audience identification and business models, among others. Students have the opportunity to work both individually and in teams on practical cases to immerse themselves in real business situations.

In conclusion, the Postgraduate Certificate in Self-Diagnosis of Personal Brand for Building offers a complete training in personal branding techniques and skills to solve critical situations in a creative and efficient way. Training. is delivered in a 100% online format and uses the Relearning methodology to offer students flexibility in organizing academic resources in a personalized way.

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

Module 1.

Self-diagnosis for personal brand building. Reputation in the market, SWOT, auditing and benchmarking personal branding

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Self-diagnosis for personal brand building completely online. Throughout the 12 months of the educational program, 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 forward.

Module 1. Self-diagnosis for personal brand building. Reputation in the market, SWOT, auditing and Benchmarking

<p>1.1. Self-diagnosis for personal brand building</p> <p>1.1.1. Self-assessment and self-knowledge for personal brand building</p> <p>1.1.2. Self-knowledge: step one in personal brand management</p> <p>1.1.3. Key aspects during the personal branding process</p>	<p>1.2. Reputation in the marketplace An outward look</p> <p>1.2.1. Importance of brand perceptions and reputation of a brand</p> <p>1.2.2. Connection between what others perceive and the values of the personal brand</p> <p>1.2.3. Compilation of the data they perceive in the market as a personal brand</p>	<p>1.3. Personal SWOT applied to Personal Branding</p> <p>1.3.1. DAFO applied to personal branding</p> <p>1.3.2. Personal SWOT development strategy</p> <p>1.3.3. How to leverage and capitalize on strengths</p>	<p>1.4. Auditing, best practices and benchmarking</p> <p>1.4.1. Identification of the personal brands that are referents in the sector</p> <p>1.4.2. Identification of factors leading to success</p> <p>1.4.3. Positioning objective to be achieved as a personal brand</p>
<p>1.5. The Purpose: the polar star that guides the Personal Brand</p> <p>1.5.1. The purpose of life</p> <p>1.5.2. Identifying the Purpose: Powerful Questions</p> <p>1.5.3. Ikigai and other clarification tools</p> <p>1.5.4. Coherence and Identity. Connection between personal brand and life purpose</p>	<p>1.6. Objectives in personal branding</p> <p>1.6.1. Number one target identification strategy for personal branding</p> <p>1.6.2. Establishing <i>IT</i> Goals</p> <p>1.6.3. Reflection on Visibility or Sales</p>	<p>1.7. Reflection on target audience and value proposition</p> <p>1.7.1. Target audience: identification of the company interested in your strengths</p> <p>1.7.2. Determination of the value proposition</p> <p>1.7.3. Strategy to develop the value proposition</p>	<p>1.8. Impact of self-knowledge in the development of the personal brand</p> <p>1.8.1. Case Study: Process of identifying of brand values</p> <p>1.8.2. Case Study: Usefulness in influencing differentiation as a personal brand</p> <p>1.8.3. Case Study: The Impact in The Target Audience</p>
<p>1.9. Business Models</p> <p>1.9.1. Monetization feasibility study of a personal brand</p> <p>1.9.2. Identification of key players and other relevant aspects</p> <p>1.9.3. Setting up a personal branding business</p>	<p>1.10. Personal Branding Model Canvas in practice</p> <p>1.10.1. Presentation of Personal Branding Model Canvas</p> <p>1.10.2. Tool Use</p> <p>1.10.3. Practical Example</p>		



“

You will delve into clarifying tools such as Ikigai, which will allow you to identify the purposes for which to build a personal brand”

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.



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.

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

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 Diploma is aimed for University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

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





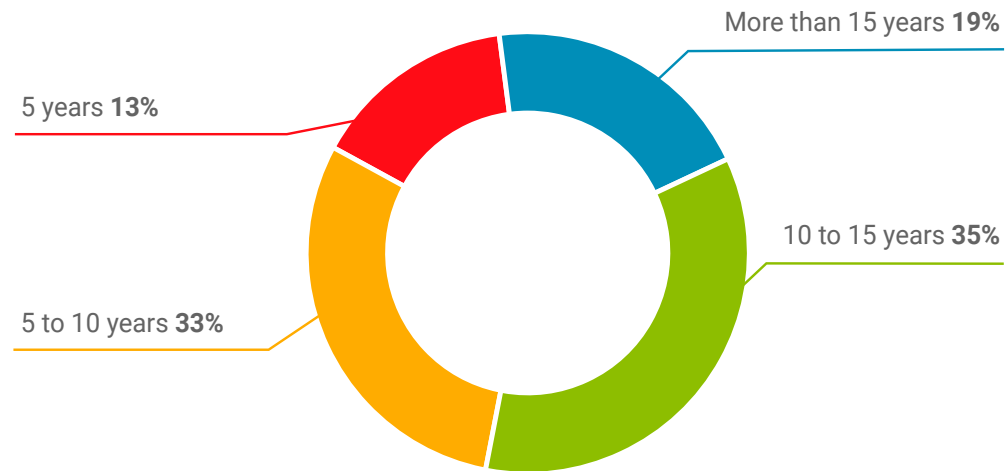
“

Sharpen your skills in building a personal brand while building relationships with future partners, customers or suppliers”

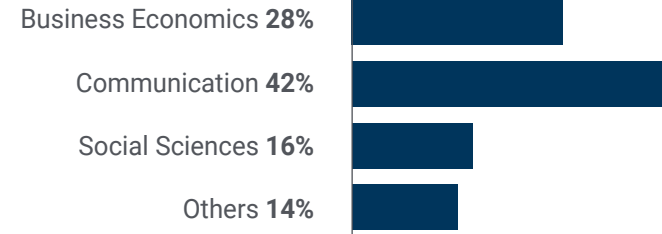
Average Age

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

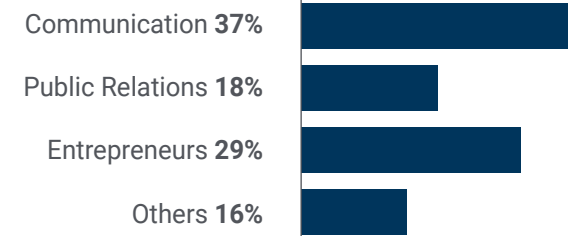
Years of Experience



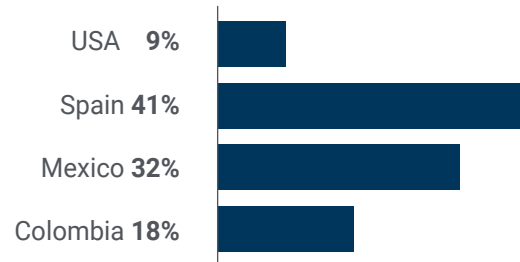
Training



Educational Profile



Geographical Distribution



Julio Castellano González

Reputational Data Analyst

"This Course has allowed me to develop management skills in an international and dynamic environment, enriching my professional vision and my network of contacts. I recommend it 100%"

08

Course Management

The teaching team of the Postgraduate Certificate in Self-diagnosis for personal brand building is made up of recognized experts in the field of Personal Branding and Marketing, with extensive experience in leading companies in various sectors. All of them have solid academic training and updated professional experience, which allows them to be up to date with the latest market trends. Students will be able to learn from their experience and practical knowledge in this ever-evolving field and will be guided by a high-level teaching team.



“

In order to offer you the pedagogical resources with the greatest applicability in your professional life, this program is designed and taught by experts with extensive experience"

Management



Ms. Vázquez Viaño, Laura María

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



Professors

Dr. García Veiga, Mariam

- ◆ CEO RockNRebel
- ◆ Teaching staff the University of Santiago de Compostela
- ◆ Professor of Marketing and Market Research at the University Rey Juan Carlos I Degree in Political Science and From Administration Public from the University of Santiago de Compostela
- ◆ D. in Contemporary Political Processes from the University of Santiago de Compostela de Compostela
- ◆ Master's Degree in Marketing and Political Communication from the University of Santiago de Compostela
- ◆ Master's Degree in Statistical Techniques from the University of Santiago de Compostela
- ◆ Master's Degree in International Business/Trade/Commerce from Universidad Intercontinental de la Empresa of the Company
- ◆ Master in Web Analytics by Kschool

09

Impact on Your Career

This Postgraduate Certificate can be a great boost for the career of any professional specialized in Reputation, since it allows him/her to develop skills in the area of Corporate Communication and Personal Branding. In addition, the 100% online methodology and the flexibility of the program allow students to organize their study time according to their needs, which translates into personalized training adapted to their learning pace.



“

The financial and personal sacrifice will pay off in unparalleled professional development”

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

TECH's Postgraduate Certificate in Self-Diagnosis for Building of Personal Branding is an intensive program that prepares you to face challenges and business decisions in Digital Marketing. 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 interact with the best, this is the place for you"

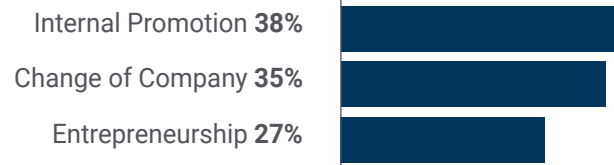
Take advantage of outstanding career opportunities both within your organization and with other companies in the industry.

Get the career advancement you crave after completing this degree or within a short time after completion.

Time of change



Type of change



Salary increase

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



10

Benefits for Your Company

Companies benefit from having specialists who have completed the Postgraduate Certificate Self-diagnosis for personal brand building, since these professionals are trained to build their own personal brand and apply effective branding strategies in the company. In addition, they have the skills to make decisions in uncertain environments and resolve critical situations creatively and efficiently. This translates into an improvement in business management and excellence in the field of Corporate Communication, which is reflected in the growth and success of the organization.



“

The student will gain state-of-the-art technology skills through this program, which will allow them to excel and perform effectively in the industry"

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 Self-diagnosis for personal brand building 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 Self-diagnosis for Personal Brand Building contains the most complete and up-to-date program on the market.

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

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Self-diagnosis for personal brand building**

Official N° of hours: **150 h.**



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



Postgraduate Certificate Self-diagnosis for personal brand building

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Postgraduate Certificate

Self-diagnosis for personal brand building

