

Postgraduate Diploma Branded Content





Postgraduate Diploma Branded Content

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Accreditation: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-branded-content

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01 Welcome

Today's advertisements look like true works of art. This is largely due to brands' commitment to create innovative multimedia content to reach their audience more effectively. Therefore, more and more companies have decided to bet on marketing tools such as *Branded Content* to create innovative and attractive campaigns that really attract the public. In this way, TECH has decided to bet on high-quality programs, aimed specifically for business professionals, so that they are able to design those successful advertisements or manage the most renowned teams in the market. Without a doubt, a unique opportunity to relaunch your career and enter a booming sector, with exclusive content developed and delivered by an International Guest Director.



Postgraduate Diploma in Branded Content.
TECH Global University



“

Start your own advertising agency and apply branded content techniques thanks to the 10 Masterclasses of an International Guest Director included in this Postgraduate Diploma”

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.

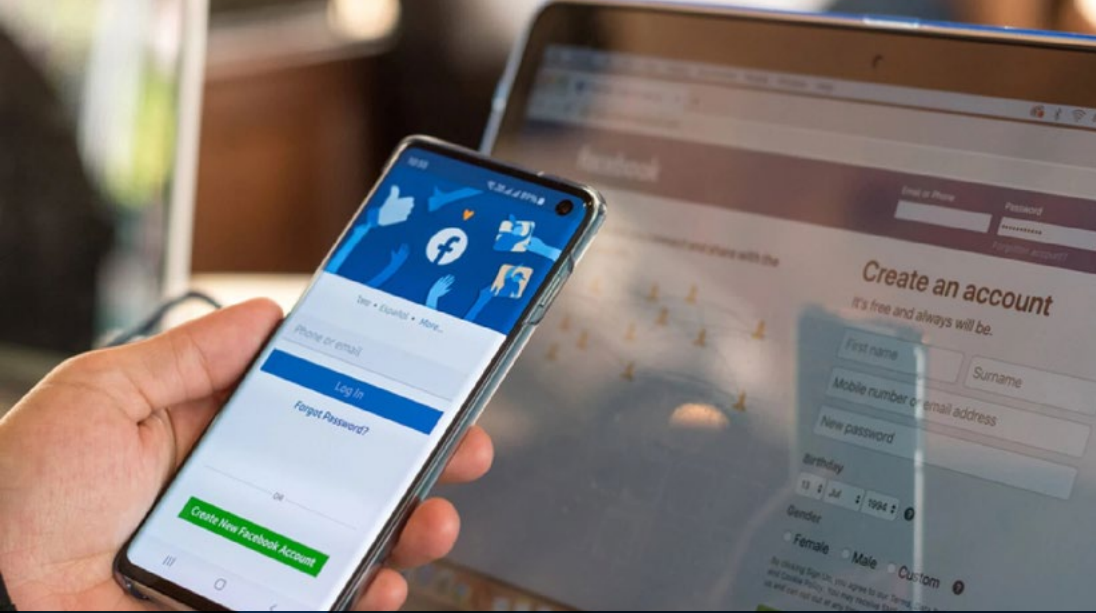
After completing this program, TECH helps students show the world their talent.



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.



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"



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.

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

Branded content is fundamental to create an image recognized by the audience. As a result, more and more business professionals want to enter this field with programs that add value to their résumés. Thanks to this Postgraduate Diploma, students will be able to specialize in Branded Content, achieving that level of qualification that will allow them to direct and manage high-level advertising agencies, which stand out in the market for the quality of their campaigns.



“

If your goal is to start your own advertising agency, this program will provide you with the tools to achieve it"

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

This **Postgraduate Diploma in Branded Content** will enable the students to:

01

Manage and know conceptually the field of *Transmedia Storytelling* and understand its relevance in different professional fields (advertising, marketing, journalism, entertainment).

02

Acquire the fundamentals of transmedia creation, from narrative to production, dynamization in social communities and economic monetization.

03

Place the entire syllabus in a changing sociological and media landscape, where technology and the fragmentation of the audiovisual offer open up enormous opportunities for business and professional development.





04

Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content

05

Further develop branded content within the communication mix, in a context of advertising oversaturation

06

Conduct an in-depth analysis of the differences between advertising and *Branded Content* and the scope of the latter (creation, formats, measurement).

05

Structure and Content

Traditional advertising has given way to endless possibilities. Therefore, guided by the network's advantages, a larger audience can be reached immediately. However, in order to achieve this, agencies need to have professionals with specialized knowledge to apply all these available tools to create attractive messages. This program provides students with all the information they need to know about Branded Content to more effectively reach a specialized and demanding audience.



“

Thanks to this program, you will learn how to manage virtual communities that are essential to improve the promotion of your brand"

Syllabus

Today's consumers have much more information than they did decades ago. They are able to choose what they want to consume before they even see it in physical stores and have everything they need at their fingertips at the click of a button. Advertising campaigns must therefore be able to attract an increasingly demanding public and build loyalty.

This Postgraduate Diploma in Branded Content offers students the opportunity to specialize in an essential sector to create a brand image that is recognized and accepted by the audience, in which the characteristics of their products are shown, but above all, their own values. In this way, students will be able, through different media, to create stories that will resonate with people and incite them to a certain action. However, they will also be able to create digital communities that focus on a specific brand, being able to manage them in order to achieve a better reputation.

All this, through entirely new content, distributed in 3 modules in which students will learn from the new communication paradigms, to the management of these communities or the use of the brands themselves as content editors. A program that adapts to students' needs and, therefore, is offered in a 100% online format, which will undoubtedly be a unique opportunity to improve their skills and capabilities.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1

A New Communication Paradigm

Module 2

Creation and Management of Digital Communities

Module 3

Universal Transmedia Case Studies



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Branded Content completely online. Throughout the 6 months of the educational program, the students will be able to access all the contents of this program at any time, allowing them 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. A New Communication Paradigm

1.1. Media Transformation and Audience Fragmentation

- 1.1.1. The New Role of the Media
- 1.1.2. The Citizen Facing the Digital Revolution
- 1.1.3. Consumption and Infocination

1.2. Media Convergence

- 1.2.1. Technological Convergence
- 1.2.2. Socio-Cultural Convergence
- 1.2.3. Corporate Convergence

1.3. Internet 2.0: from Monologue to Dialogue

- 1.3.1. The Fragmentation Process
- 1.3.2. The Effect of Technology
- 1.3.3. The Questioning of Traditional Media

1.4. Long Tail

- 1.4.1. Long Tail Business Models
- 1.4.2. Elements of a Long Tail Model

1.5. The New Prosumer

- 1.5.1. The Third Wave
- 1.5.2. Spectators vs. *Influencers*

1.6. Internet 2.0

- 1.6.1. Penetration and Usage Data
- 1.6.2. From Monologue to Dialogue
- 1.6.3. The Internet of Things

1.7. Participatory Culture

- 1.7.1. Features
- 1.7.2. Internet and Public Opinion
- 1.7.3. Co-Creation

1.8. The Ephemeral Attention

- 1.8.1. Multi-Mediality
- 1.8.2. Multi-Tasking
- 1.8.3. The Collapse of Care

1.9. Hardware: from the Black Box to the Hyperconnected Home

- 1.9.1. The Black Box
- 1.9.2. New Devices
- 1.9.3. Breaking Down the Digital Divide

1.10. Towards a New Television

- 1.10.1. Premises of the New TV
- 1.10.2. Self-Programming
- 1.10.3. Social Television

Module 2. Creation and Management of Digital Communities

2.1. A Virtual Community and Where We Can Create Them

- 2.1.1. Types of User
- 2.1.2. Spaces Where Virtual Communities Can Be Created
- 2.1.3. Particularities of these Spaces

2.2. Facebook and Instagram Community Management

- 2.2.1. Community Creation and Management Tools
- 2.2.2. Possibilities and Limits

2.3. Twitter Community Management

- 2.3.1. Community Creation and Management Tools
- 2.3.2. Possibilities and Limits

2.4. YouTube Community Management

- 2.4.1. Community Creation and Management Tools
- 2.4.2. Possibilities and Limits

2.5. Twitch Community Management

- 2.5.1. Community Creation and Management Tools
- 2.5.2. Possibilities and Limits

2.6. Management of Future Communities in Emerging Spaces. Your Keys

- 2.6.1. Keys to Be Taken into Account in the Analysis of the Commented Networks
- 2.6.2. What Steps to Take When New Social Networks are Launched
- 2.6.3. Speeches and Dialogues

2.7. How to Trigger Content Generation by Users

- 2.7.1. Prosumer after COVID
- 2.7.2. Contests, Sweepstakes and Campaigns
- 2.7.3. Connection with Social Networks and Transmedia

2.8. Content Planning and Measurement I

- 2.8.1. Types of Content and Writing
- 2.8.2. Content Structuring

2.9. Content Planning and Measurement II

- 2.9.1. Measurement of Actions in Social Networks
- 2.9.2. Impact on Google
- 2.9.3. Decision Making

2.10. Development of Contents in Blogs and their Movement through Networks

- 2.10.1. The Importance of Blogging Today
- 2.10.2. Techniques for Content Movement through Networks
- 2.10.3. Crisis Resolution

Module 3. Universal Transmedia Case Studies

| | | | |
|---|---|---|---|
| 3.1. Transmedia Originating in Films | 3.2. From Letters to the Screen | 3.3. Transmedia Epic Mythology and Fantasy | 3.4. Fiction that Goes Beyond Comics |
| 3.5. Video games with multiple narratives | 3.6. Television Exploring New Narratives | 3.7. When the Fandom Phenomenon Creates Its Own Content | 3.8. Prototransmedia Originating in the Theater |
| 3.9. Music that is Not Just Listened To | 3.10. Leisure Offerings that have Jumped to Other Platforms | | |

“*Apply content marketing strategies in your projects and get your brand closer to your audience*”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



“

TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

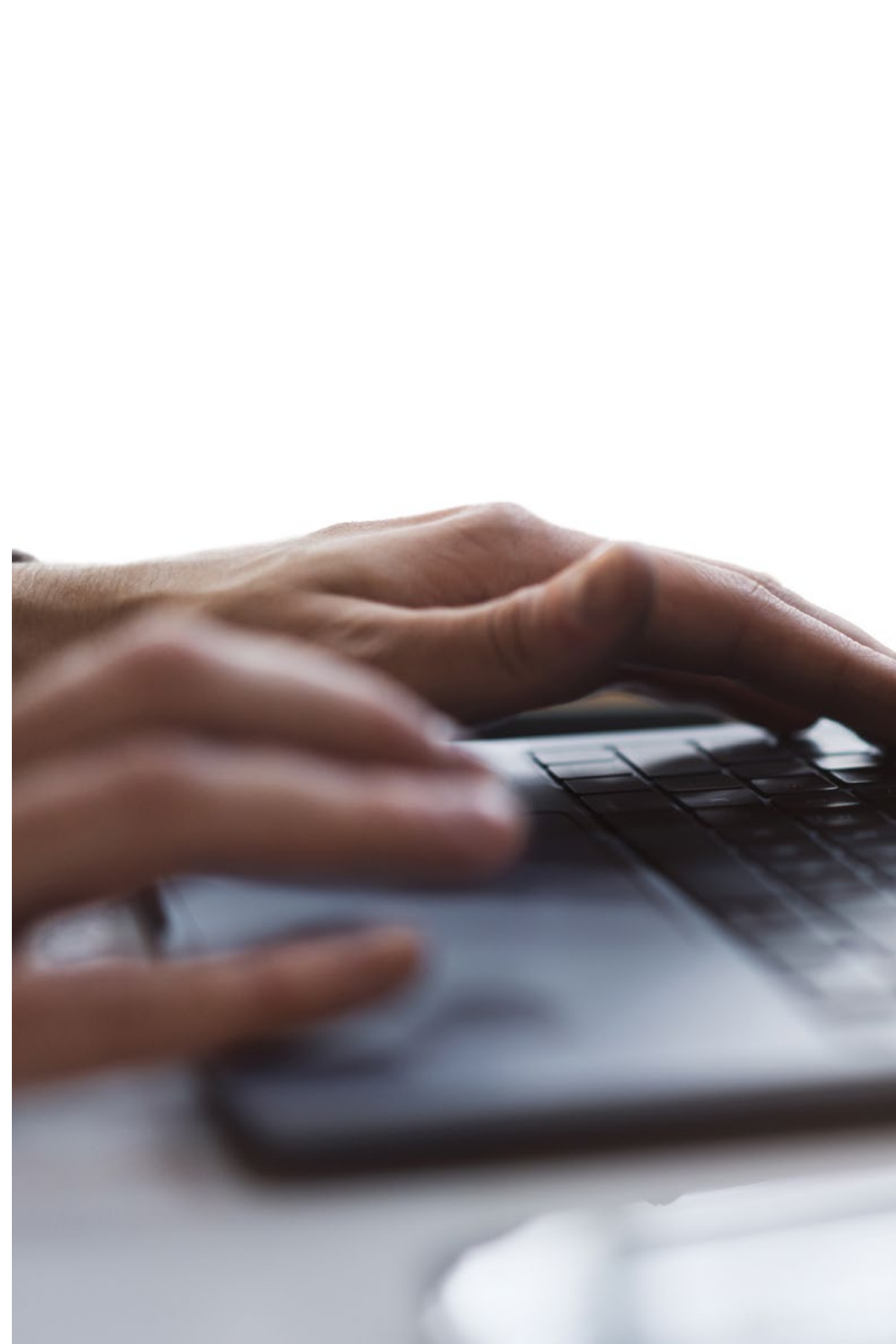
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

“

*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Case Studies and Case Method

The case method has been the learning system most used by the world's best business schools. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

With this teaching model, it is students themselves who build their professional competence through strategies such as Learning by Doing or Design Thinking, used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, discuss and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.



Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

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.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the quality of teaching, quality of materials, course structure and objectives is excellent. Not surprisingly, the institution became the best rated university by its students on the Trustpilot review platform, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



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.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

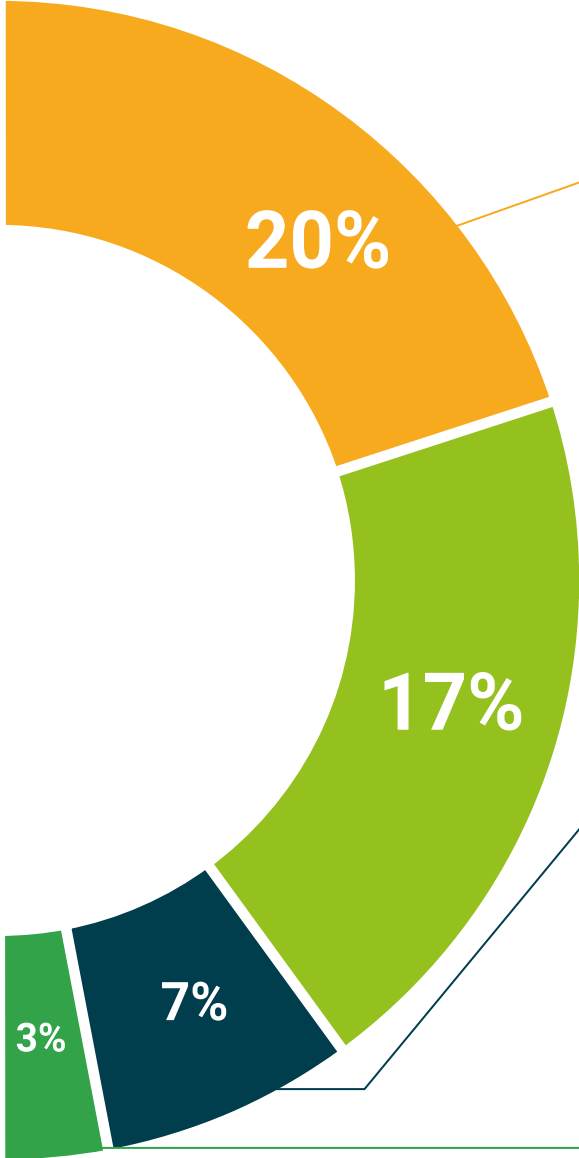
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



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 for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



07

Our Students' Profiles

Students who select this TECH Global University program are professionals with extensive experience in the field of business, who are looking for an opportunity to give a boost to their careers. People who understand the importance of specializing in order to become the top references in their field, and who want to access one of the most important sectors, currently, in the field of communication and advertising, such as Branded Content.



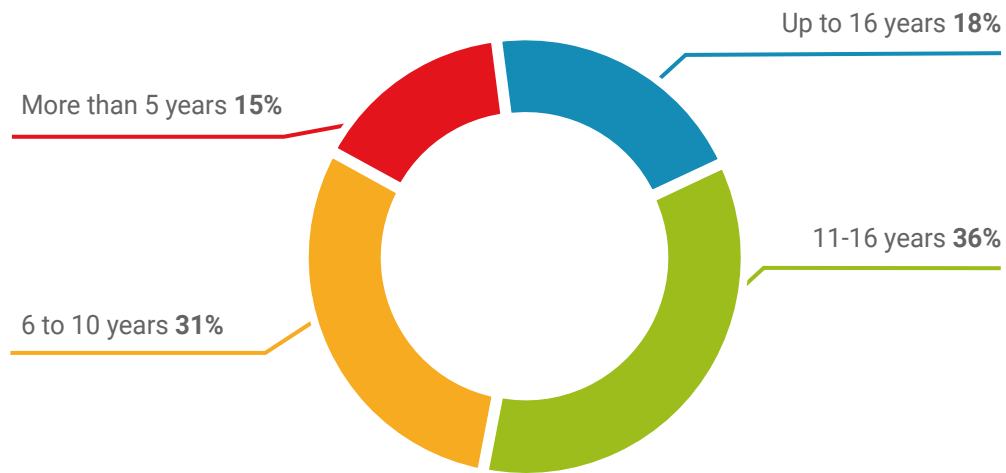
“

If you want to create your own advertising agency, with this program you will be one step closer to achieving it"

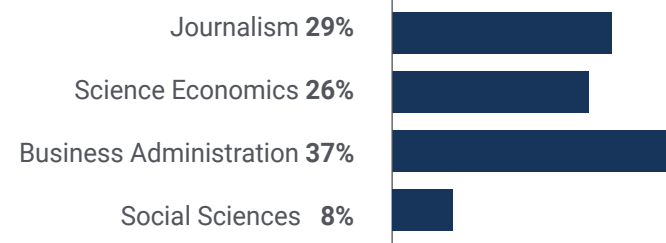
Average Age

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

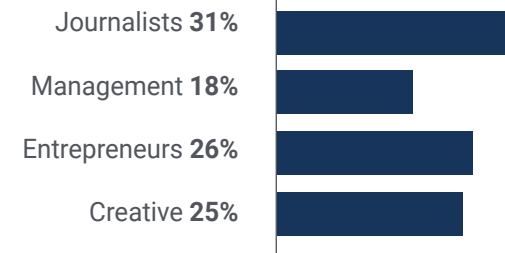
Years of Experience



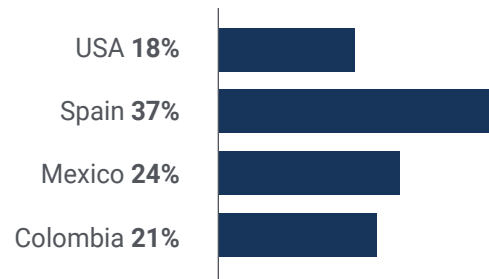
Training



Academic Profile



Geographical Distribution



Javier Maestre

Advertising Agency Director

"At my company, we focus on creating high-quality content to advertise our partner brands and those of our clients. For this reason, in recent years, we have been using transmediality and Branded Content as the main tools to create interesting campaigns for the public. Thanks to this TECH Global University program, I have been able to increase my knowledge in these areas, providing quality to my daily work"

08

Course Management

The teachers of this Postgraduate Diploma from TECH Global University are professionals with extensive experience in the creation of transmedia content, advertising and *Branded Content*. Teachers who understand the importance of continuous specialization to enter a sector in constant evolution and, therefore, offer the most relevant content on the subject. In this way, we are committed to quality education adapted to market needs.



“

A team specialized in Branded Content will teach you how to create campaigns that add quality to your brands”

International Guest Director

Magda Romanska's name is unmistakable in the field of **Performing Arts and Media** on an international scale. Along with other projects, this expert has served as **Lead Investigator** of Harvard University's metaLAB and chairs the **Transmedia Arts Seminar** at the renowned **Mahindra Humanities Center**. She has also developed numerous studies linked to institutions such as the **Center for European Studies** and the **Davis Center for Russian and Eurasian Studies**.

Her lines of work focus on the **intersection of art, humanities, technology and transmedia storytelling**. Within that encompassing framework, it also include **multiplatform and metaverse dramaturgy**, and the **interaction between humans and Artificial Intelligence in performance**.

. From her in-depth studies in these fields, she has created Drametrics, a **quantitative and computational analysis** of dramatic texts.

She is also **founder, CEO and editor-in-chief** of TheTheatreTimes.com, the world's largest online theater portal. She also launched Performap.org, an **interactive digital map of theater festivals**, funded through the **Yale Digital Humanities Lab** and an LMDA Innovation Grant. On the other hand, it has also been in charge of the development of the International Online Theatre Festival (IOTF), an **annual worldwide streamingtheater festival**, which has so far reached more than one million participants. In addition, this initiative has been awarded the **Second International Culture Online Award** for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the **MacDowell, Apothetae and Lark Theatre Playwriting grants** from the Time Warner Foundation. She has also received the **PAHA Creative Award** and the **Elliott Hayes Award for Excellence in Playwriting**. She has also received awards from the **American Association for Theatre Research** and the **Polish Studies Association**.



Dr. Romanska, Magda

- Lead Investigator at Harvard metaLAB, Boston, United States
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- Master's Degree in Modern Thought and Literature from Stanford University
- Graduate of the Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+



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

Management



Dr. Regueira, Javier

- ◆ Branded Content Expert
- ◆ Senior Brand Manager and Online Manager at Nivea
- ◆ Group Brand Manager of Imperial Tobacco
- ◆ Co-founder of the Spanish Association of Branded Content
- ◆ Co-founder of Pop Up Brand Content
- ◆ Author of several books on Marketing and Business Management.
- ◆ Client Services Director at Grey Publicidad
- ◆ Speaker at TED Talks
- ◆ PhD in Branded Content by the Rey Juan Carlos University
- ◆ Graduate in European CCEE ICADE E4



Professors

Dr. Montoya Rubio, Alba

- ♦ Audiovisual Communicator at À Punt Mèdia
- ♦ Network and Communication Expert at À Punt Mèdia
- ♦ Press and Communication Manager at AIMS Foundation.
- ♦ *Freelance* Director, Scriptwriter and Editor
- ♦ Professor in university studies related to Communication.
- ♦ PhD in Music and Film from the University of Barcelona.
- ♦ Degree in Audiovisual Communication from the University Pompeu Fabra
- ♦ Master's Degree in Music as an Interdisciplinary Art by the University of Barcelona

Dr. Suárez Mouriño, Adrián

- ♦ Specialist in Digital Communication, SEO and SEM
- ♦ Responsible for SEO Outsourcing Services for Marketing and Communication Agencies
- ♦ Content and script writer for Webedia
- ♦ Professor in undergraduate, graduate and postgraduate studies and Marketing related courses
- ♦ Web Content Writer at MundoGamers
- ♦ SEO Specialist and SEM Strategist at Pululart
- ♦ PhD in Digital Communication, Narrative and Video games by the University of A Coruña
- ♦ Degree in Architecture from the University of A Coruña
- ♦ Master's Degree in Management, Marketing and Online Communication by the Abat Oliba CEU University

09

Impact on Your Career

Business professionals who take this program do so because they wish to make a radical change in their careers, directing them towards a highly competitive sector like communication and advertising. In this way, thanks to this Postgraduate Diploma, they will acquire the necessary skills to become true specialists in the field, managing to start their own businesses until they become the most sought-after specialists by all the brands to carry out their campaigns.



“

*Achieve that professional improvement
you've been longing for by completing
this Branded Content creation program"*

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

TECH's Postgraduate Diploma in Branded Content is an intensive program that prepares students to face challenges and decisions in the field of content generation through different platforms. The main objective is to promote personal and professional growth. Helping students achieve success.

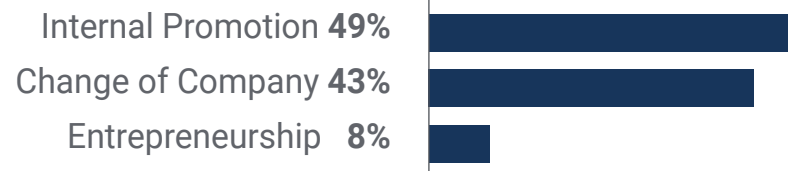
Have you been looking for a professional improvement for a long time and still haven't achieved it? Enroll now in this program and give that much needed boost to your career.

Thanks to this program, you will be able to create those messages that will resonate with the public, creating a highly reputable brand image.

Time of change



Type of change



Salary increase

This program represents a salary increase of more than **23.65%** for our students



10

Benefits for Your Company

By completing this Postgraduate Diploma, students will be able to apply the main Marketing techniques related to *Branded Content* in their work. This will be essential to create a more reputable brand image that is recognized by the public, which will undoubtedly bring significant benefits to the company. Therefore, it is a great opportunity for companies that want their employees to specialize in this field.



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*Applying Branded Content techniques
will be fundamental for a greater
awareness of your brand"*

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 Diploma in Branded Content guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



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*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This private qualification will allow you to obtain a **Postgraduate Diploma in Branded Content** 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** private qualification, 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 Diploma in Branded Content**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



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



Postgraduate Diploma Branded Content

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- » Duration: **6 months**
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- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma Branded Content

