Postgraduate Diploma
Copywriting for Ads and Launches

tec **h** global university

Postgraduate Diploma
Copywriting for
Ads and Launches

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-copywriting-ads-launches**

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01
Welcome

The struggle for differentiation in digital environments is essential for companies seeking to achieve significant revenue peaks through their products, infoproducts, or services. A scenario where Copywriting has become key to convey brand value, create effective launch strategies, and achieve a positive economic return. Therefore, TECH has created this program that offers professionals the most relevant information on creating sales funnels, preparing advertisements on major social networks, and managing customer service. All of this in to 100% online format, that can be accessed 24 hours a day 7 days a week, from any device Electronics with an Internet connection.

Postgraduate Diploma in Copywriting for Ads and Launches.
TECH Global University

You will carry out truly profitable launches by following the different strategies provided by 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 Global University

Innovation

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

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

The Highest Standards

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

95% | of TECH students successfully complete their studies

Networking

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

+100000 executives prepared each year

+200 different nationalities

Empowerment

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

+500 | collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

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

Learn with the best

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

Teachers representing 20 different nationalities.

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

Why Our Program?

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

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

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

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

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

06 Thoroughly develop business projects

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

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

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

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

04
Objectives

The goal of this Postgraduate Diploma is to provide professionals with the most current and relevant information to implement effective sales strategies in the digital realm. To achieve this, TECH provides an excellent team of professionals with extensive experience in launches, advertisement creation across various channels, and all of this, in addition, with top-notch pedagogical tools.

"You will be able to use emotional language effectively to persuade and increase the sales of your business"

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

The **Postgraduate Diploma in Copywriting for Ads and Launches** will train the student to:

01 Learn why persuasion techniques in copywriting are important

04 Learn about real examples of persuasive language

02 Understand what emotional language is and how it is used

03 Delve into how the language of benefit is utilized

05 Discover how to apply copywriting in customer service

06 Know how to manage communication in challenging situations

07 Recognize the importance of internal communication

08 Learn how to approach a B2B presentation

09 Understand what a CRM is and how to apply Copywriting in its context

10 Understand what a launch is and what it is used for

11 Learn about all the stages in a launch

12 Comprehend how to apply Copywriting in each phase of a launch

13 Know all the Copywriting components involved in a launch

14 Manage real-time results of different launch phases and take appropriate actions

15 Learn about the tools that aid in successfully managing a launch

16 Understand what to do in the post-launch stage

17 Reflect on the differences between traditional advertising and the new one

18 Understand what the role of the copywriter has to do with advertising

19 Learn the step-by-step process before writing for advertisements

20 Learn to create the texts for ads on YouTube Ads, Facebook Ads, TikTok ads, Twitter Ads, Instagram Ads, LinkedIn Ads, Amazon Ads, Google Ads, and advertising in stories

05
Structure and Content

This Postgraduate Diploma is composed of an advanced and up-to-date syllabus on Copywriting for Ads and Launches. In this way, students will obtain the precise information in just 6 months to apply truly effective sales strategies in digital environments. An academic option that will also provide them with success stories they can directly implement in their businesses.

You will be able to effectively manage customer service in the most challenging situations. Enhance your skills with TECH"

Syllabus

The students in this university degree will have access to an intensive program that compiles the most advanced syllabus on Copywriting techniques used in launches, ads, and customer service.

Three areas that will be explored over the course of 450 teaching hours, where the graduate will gain essential knowledge about the formulas used by every copywriter, how to create effective storytelling , or which techniques are most effective in achieving customer persuasion.

In the world of online business, strategies for launches and ad creation are of particular interest. Therefore, this instruction dedicates two of its modules to delve into the different phases for generating a good return on sales or how to design a proper social media plan. All complemented with numerous educational resources, including success stories and examples that provide a much more realistic view for the graduate.

TECH offers an excellent opportunity to progress in the business sector through a flexible and convenient Postgraduate Diploma. All that is needed is an electronic device with an internet connection to access the content on the virtual platform at any time of the day. An Academic ideal option to balance daily responsibilities with quality education.

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

Module 1	Sales, Customer Service and Copywriting
Module 2	Copywriting for launches
Module 3	Copywriting for ads

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Copywriting for Ads and Launches completely online. Throughout the 6 months of specialization, they will be able to access all the contents on the 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. Sales, Customer Service and Copywriting

1.1. Persuasion in Copywriting to Increase Sales
1.1.1. Why it is important to use persuasion in Copywriting
1.1.2. Basic principles of persuasion and how it is applied in Copywriting
1.1.3. Difference between persuading, influencing, and manipulating
1.1.4. Analysis of a reference author

1.2. Customer needs and desires in persuasion
1.2.1. Persuasion techniques, emotional and benefit language
1.2.2. Their applications
1.2.3. Why it is important to use customer needs and desires in Copywriting
1.2.4. Identifying customer desires

1.3. The role of benefit language in Copywriting in persuasion
1.3.1. Why it is important to use benefit language in Copywriting
1.3.2. Identifying the benefits of the product or service
1.3.3. Using benefit language in Copywriting and increase sales
1.3.4. How to use customer testimonials to increase trust

1.4. The role of benefit language in Copywriting
1.4.1. Why emotional language is important in Copywriting
1.4.2. Identify Customer Emotions
1.4.3. How to use emotional language to persuade and increase sales
1.4.4. Emotions most commonly used in Copywriting for sales

1.5. Copywriting to increase sales: authority and trust
1.5.1. How to use Copywriting to build authority in your sales
1.5.2. Building authority in Copywriting through demonstration and experience
1.5.3. Building trust in Copywriting through transparency and honesty
1.5.4. Reasons why trust is important in Copywriting

1.6. How to improve your customer service with Copywriting
1.6.1. How and why to welcome the customer using Copywriting
1.6.2. Communication of incidents affecting the customer
1.6.3. Handling payment claims and other administrative matters
1.6.4. Structure of customer communications using Copywriting

1.7. Basic structures for responding quickly to complicated situations
1.7.1. When we have to say NO to a customer
1.7.2. When we have to apologize
1.7.3. When we have to deliver bad news
1.7.4. A real case

1.8. Copy in internal communication
1.8.1. The importance of internal communication: attention to internal audiences
1.8.2. Email communications
1.8.3. Communications on a visual board
1.8.4. Formal communications: contract signing or contract termination

1.9. B2B or investor company presentations
1.9.1. What is the elevator pitch
1.9.2. How to produce it
1.9.3. Preparing a company presentation
1.9.4. Creating a corporate video or company presentation

1.10. Well-implemented CRM and success stories
1.10.1. What is CRM
1.10.2. The Case of Apple
1.10.3. The Case of Amazon
1.10.4. The Case of Zara
1.10.5. The case of British Airways

Module 2. Copywriting for launches

2.1. Understand what a launch is and what it is used for
2.1.1. What is a launch
2.1.2. Elements of a launch
2.1.3. Differentiation
2.1.4. Offer
2.1.5. Awareness Levels
2.1.6. An enthusiasm relationship

2.2. Types of launches
2.2.1. Which one to choose and why
2.2.2. Seed launch
2.2.3. R2X launch
2.2.4. Meteoric launch
2.2.5. Product Launch Formula (PLF)
2.2.6. Webinars, workshops, or masterclasses
2.2.7. Challenges
2.2.8. Thematic launches
2.2.9. High ticket

2.3. Phases of a launch
2.3.1. Pre-launch
2.3.2. Pre-sale
2.3.3. Lead generation
2.3.4. Seduction or indoctrination
2.3.5. Sales
2.3.6. Closing
2.3.7. Post-launch

2.4. How to apply Copywriting in each phase of the launch
2.4.1. How to apply the copy in the recruitment phase
2.4.2. Techniques in the Seduction Phase
2.4.3. Techniques in the pre-sale and sales phases
2.4.4. Examples of successful cases

2.5. The creative idea as the cornerstone of the launch
2.5.1. What is Concept Creative
2.5.2. Formulas for creating the creative concept
2.5.3. The method for breaking into the market with the creative idea
2.5.4. Examples of creative ideas that have worked

2.6. How to orchestrate a launch
2.6.1. Fundamental elements for successfully orchestrating a launch
2.6.2. Having a control panel
2.6.3. Internal Communication
2.6.4. Monitoring the launch and control panels

2.7. Marketing pieces involved in a launch and their function
2.7.1. Pieces of copy in the recruitment phase
2.7.2. Pieces of copy in the pre-launch phase
2.7.3. Pieces of copy in the launch phase
2.7.4. Pieces of copy in the sales phase

2.8. Measuring a launch in real-time
2.8.1. Metrics and KPI
2.8.2. Measurement tools
2.8.3. Tracking results
2.8.4. Analysis after the launch

2.9. The post-launch stage
2.9.1. Analyze and act after the sale
2.9.2. Strategies to keep the customer happy after the sale
2.9.3. Strategies to increase the average ticket value
2.9.4. Customer retention strategies

2.10. Tools for effectively managing a launch
2.10.1. For internal communication
2.10.2. For project management and organization
2.10.3. For productivity optimization
2.10.4. For hosting digital products
2.10.5. For SEO optimization
2.10.6. For live broadcasts
2.10.7. For content channels
2.10.8. Others

Module 3. Copywriting for ads

3.1. The classic and the new advertising
3.1.1. A bit of advertising history
3.1.2. The new advertising
3.1.3. Technologies of the moment and the opportunity for advertising
3.1.4. Current trends in online advertising

3.2. The copywriter in advertising and the social media plan
3.2.1. The roles of a copywriter in an agency
3.2.2. Types of Copywriters
3.2.3. Social media strategy
3.2.4. Great examples of social media campaigns

3.3. The research phase before writing
3.3.1. The ideal client or buyer persona
3.3.2. Why buy
3.3.3. Researching the competition
3.3.4. How to offer what the customer is looking for

3.4. Psychological techniques for writing
3.4.1. How to launch the message
3.4.2. How to communicate the price
3.4.3. Using the principles of persuasion by R. Cialdini
3.4.4. Other effective techniques in advertising
3.4.5. Various tips for writing ads

3.5. Youtube Ads
3.5.1. Why advertise on Youtube
3.5.2. Features of advertising on Youtube
3.5.3. Ad formats and types
3.5.4. Script for creating ads on Youtube

3.6. Instagram Ads and Tik Tok Ads
3.6.1. Generating conversion with copy in Instagram Ads
3.6.2. Real campaign examples on Instagram
3.6.3. Generating conversion with copy in Tik Tok Ads
3.6.4. Real campaign examples on Tik Tok

3.7. LinkedIn Ads and Twitter Ads
3.7.1. Getting more effective ads on LinkedIn Ads
3.7.2. Learning from examples
3.7.3. Getting more effective ads on Twitter Ads
3.7.4. Learning from examples

3.8. Facebook Ads
3.8.1. How to create an ad on Facebook
3.8.2. Tips for the particularities of this social network
3.8.3. How copy helps in Facebook ads
3.8.4. Real campaign examples

3.9. Google Ads and advertising in stories
3.9.1. Considerations for creating ads on Google
3.9.2. Examples of ads with effective copy on Google
3.9.3. Considerations for creating ads in stories
3.9.4. Examples of stories with copy that sells

3.10. Amazon Ads
3.10.1. Why advertise on Amazon
3.10.2. Types of advertisers on Amazon
3.10.3. How to optimize Amazon ads with copy
3.10.4. Real examples of Amazon ads

Do you have a sales strategy but do not know how to create an effective CTA? Discover it in this Postgraduate Diploma"

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%

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.

Our Students' Profiles

Individuals who hold a university degree in the field of Social Sciences, Communication and Legal Sciences, Administrative, and Business studies and have previously completed any of the following qualifications are eligible to enroll in this Postgraduate Diploma.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

In addition, this program is also open to professionals who, despite having a university degree in any field, possess work experience in the field of Online Marketing.
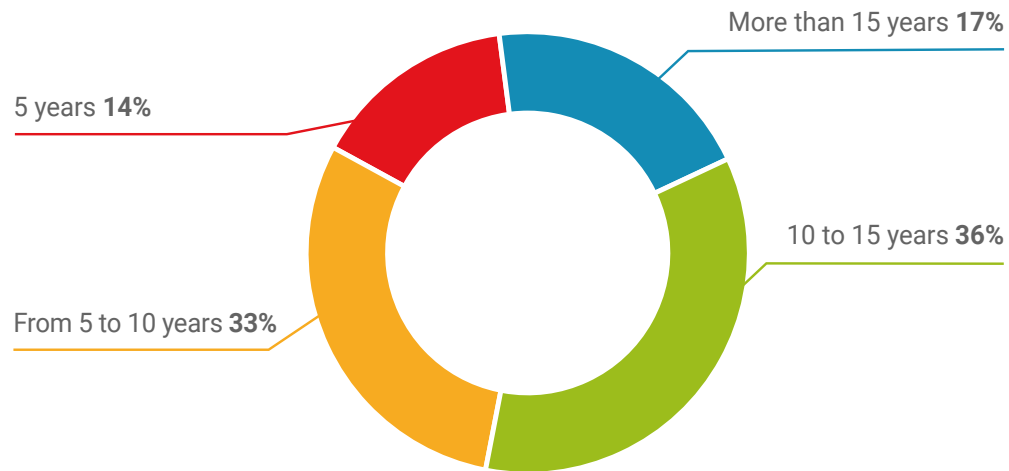
"

This Postgraduate Diploma provides you with 450 hours of intensive learning about various types of launches"
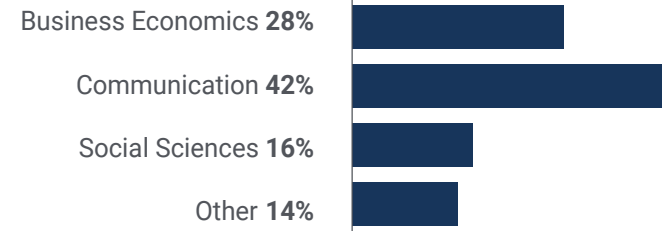
Average Age

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

Years of Experience

More than 15 years **17%**

5 years **14%**

10 to 15 years **36%**

From 5 to 10 years **33%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Other **14%**

Educational Profile

Communication **39%**

Services **20%**

Entrepreneurs **29%**

Other **12%**
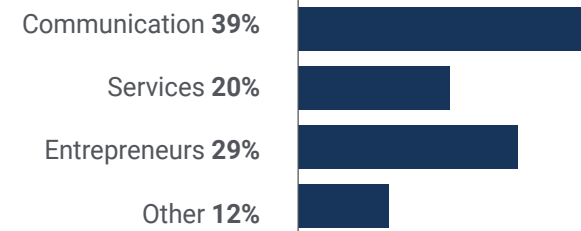
Geographical Distribution

USA **11%**

Spain **48%**

Mexico **34%**

Colombia **7%**
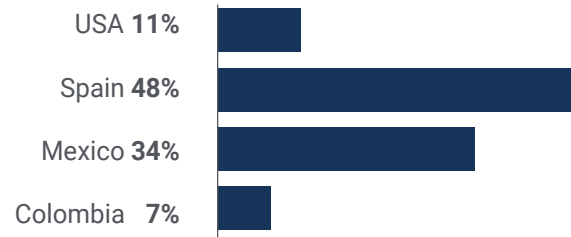
Pablo Vázquez

Director of Copywriting Agency

"This qualification allowed me to advance in my position at the advertising agency where I worked. The knowledge I gained enabled me to improve the performance of our launches and generate greater client satisfaction. It was a complete success to undertake this program"

Impact on Your Career

This university program is aimed at professionals who wish to successfully direct their business careers in the world of copywriting. Providing this guarantee is only possible through the excellent faculty that teaches this degree, which will guide the students to achieve their goals satisfactorily.

Therefore, this Postgraduate Diploma will generate a truly positive impact on the students and the organizations where they perform their duties.

tech

You will demonstrate that you have the precise skills to create campaigns with limited resources"

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

The Postgraduate Diploma in Copywriting for Ads and Launches is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

You will bring an additional benefit to your company's internal communication after 6 months of intensive learning.

You will attract new clients by applying the most current psychological techniques to create persuasive messages.

Time of Change

| During the program **11%** | During the first year **63%** | After 2 years **26%** |

Type of Change

Internal Promotion **47%**

Change of Company **31%**

Entrepreneurship **22%**
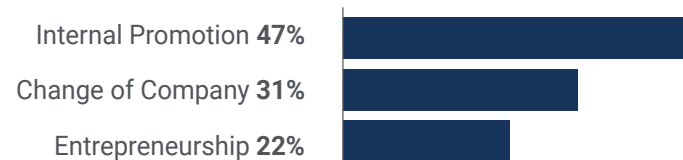
Salary Increase

This program represents a salary increase of more than **23.14%** for our students

Salary before	A salary increase of	Salary after
$28,200	**23.14%**	**$34,725**

Benefits for Your Company

Companies with highly specialized Copywriting staff undoubtedly gain that differentiating edge necessary to establish sales campaigns, make appropriate business decisions, or take on new challenges with greater confidence. All of this and many more benefits are brought to organizations by the students who have completed this Postgraduate Diploma and become part of their team.

"

Increase customer loyalty for your company thanks to the strategies provided by this university degree"

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.

tech

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.

10
Certificate

The Postgraduate Diploma in Copywriting for Ads and Launches guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Diploma in Copywriting for Ads and Launches** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
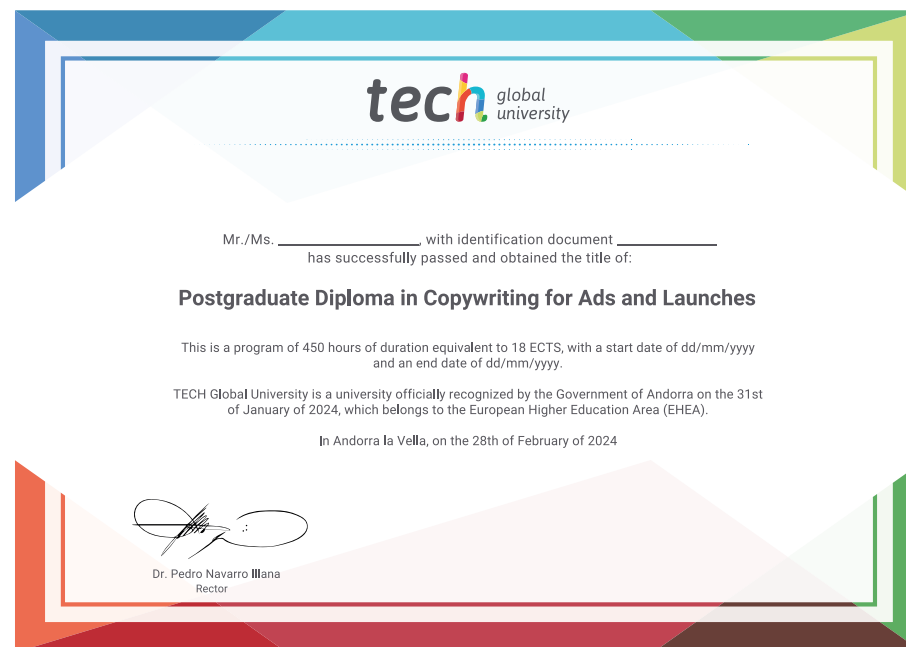
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Copywriting for Ads and Launches**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

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Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Copywriting for Ads and Launches

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

*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.

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