

# Postgraduate Diploma Copywriting for Digital Content



## Postgraduate Diploma Copywriting for Digital Content

- » Modality: online
- » Duration: 6 months
- » 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 qualifications in the field of Social, Communication, Administrative and Business Sciences

Website: [www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-copywriting-digital-content](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-copywriting-digital-content)

# Index

01

Welcome

---

*p. 4*

02

Why Study at TECH?

---

*p. 6*

03

Why Our Program?

---

*p. 10*

04

Objectives

---

*p. 14*

05

Structure and Content

---

*p. 20*

06

Methodology

---

*p. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

Corporate businesses operate at a good pace on the Internet, however, capturing sales and obtaining differentiation increasingly requires a greater mastery of the techniques for the generation of digital content adapted to each channel. In this scenario, Copywriting is of vital importance as an essential weapon to generate attractive websites, with improvements in user experience and a positive economic return. Therefore, this program focuses on persuasive writing, the creation of funnels and UX Writing. A 100% online educational option, which allows the professional to successfully lead projects in digital environments with the help of real specialists. All in just 6 months and with 24-hour access to the most innovative teaching material.



Postgraduate Diploma in Copywriting for Digital Content  
TECH Technological University



“

*Improve your Copywriting skills  
and generate quality digital  
content for your client portfolio”*

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

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



### Academic Excellence

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

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



### Learn with the best

---

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

This Postgraduate Diploma has been developed to provide the most current knowledge on the generation of digital content and sales funnels from the Copywriting point of view. In this way, students will be able to raise their skills for the design and development of web projects with a persuasive structure, which improves the user's presence and also facilitates the sales action. These techniques can also be applied to other trendy channels in today's online world, such as social networks or podcasts.



“

*Generate truly effective sales funnels thanks to this 100% online university program"*

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

The **Postgraduate Diploma in Copywriting for Digital Content** will enable students to:

01

Learn how to create or revise the texts of a home page, in the about me, services and sales sections

04

Learn how to manage and write all the messages involved in the customer's online experience

02

Learn how to create or revise the texts of an online store and product sheets

03

Delve into a specialized branch of Copywriting: UX Writing





05

Know what content marketing is and how to apply Copywriting in your strategy

06

Learn the specific characteristics of the main social networks (Facebook, Instagram, TikTok, Youtube, LinkedIn, Pinterest, Twitter) and how to write messages in them in the most effective way

07

Describe the specific characteristics of video scripts and podcasts, and how to write them in an effective way

08

Learn how to write blog articles



09

Manage and write all the messages involved in the customer's online experience

12

Delve into the measurement of results

10

Get to know what keywords are and how they are used

13

Learn the essentials of email marketing as part of a strategy

11

Create a content calendar

14

Create a list of subscribers

15

Know how to grow a subscriber list

18

Acquire knowledge about what sales funnels are and what they are used for

16

Understand the objectives that can be achieved with email marketing

19

Understand how to manage a minimal sales funnel

17

Learn how not to go unnoticed in the inbox

20

Learn how to manage a sales funnel for your product launch

05

# Structure and Content

This syllabus brings together the most current content on the creation of Digital Content focused on sales actions through persuasive messages. In order to achieve this goal, students have access to an advanced syllabus and numerous additional pedagogical resources that they can access whenever and wherever they wish.



“

*A syllabus that will give you access to the most up-to-date content on the most effective email marketing strategies”*

## Syllabus

The professional who enters into this syllabus will do so through a variety of teaching resources: video summaries of each topic, videos in detail, specialized readings or successful case studies.

In this way, students will be able to obtain a much broader and specialized vision of Copywriting for Digital Content. In just 6 months they will be able to obtain a current perspective on the approach of copywriting for websites, the formulas for writing persuasive language, the adaptation of content to the main social networks or the use of the most effective email marketing strategies.

Sales funnels are of great interest to all specialists. For this reason, this program dedicates a specific space to go into detail on the existing typologies and how to put them into practice effectively.

An advanced knowledge, which will not imply a great dedication in hours of study and memorization, since thanks to the Relearning system, the graduate will be able to consolidate the learning of the most innovative and key concepts of this program.

A unique opportunity to progress in a sector on the rise through a flexible and unparalleled Postgraduate Diploma. Students only need an electronic device with an Internet connection to be able to access, at any time of the day, the content hosted on the virtual platform. An ideal educational option suitable to be compatible with the most demanding responsibilities.

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

### Module 1

*WebCopywriting*

### Module 2

*Copywriting for Content Marketing and Social Media*

### Module 3

*Email Marketing and Sales Funnels*



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

TECH offers the possibility of developing this Postgraduate Diploma in Copywriting for Digital Content 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. WebCopywriting**

**1.1. Home Page**

- 1.1.1. Home Page Functions
- 1.1.2. Value Proposition
- 1.1.3. Marketing Message
- 1.1.4. Common Thread
- 1.1.5. Body of the Text
- 1.1.6. Call to Action
- 1.1.7. Resources
- 1.1.8. Website Measurement

**1.2. About Me Page**

- 1.2.1. About Me Page Functions
- 1.2.2. Structure
- 1.2.3. Show Who is Behind the Brand
- 1.2.4. Tips
- 1.2.5. Add Emotion

**1.3. Service Page**

- 1.3.1. Service Page Main Objective
- 1.3.2. Offer Creation
- 1.3.3. Types of Offers
- 1.3.4. Service Page Structure

**1.4. Sales Letter or Sales Page**

- 1.4.1. Sales Page Importance and Function
- 1.4.2. Landing Page vs. Sales Page
- 1.4.3. Sales Letters Structure and Key Elements
- 1.4.4. Sales Pages in Video Format
- 1.4.5. Other Landing Pages

**1.5. Online Store Pages and Product Sheets**

- 1.5.1. Online Stores General Characteristics
- 1.5.2. E-commerce Structure
- 1.5.3. Importance of Product Sheets
- 1.5.4. How to Create Them so that They Sell More

**1.6. UX Writing or How to Improve the User's Experience through Text**

- 1.6.1. Understanding UX Writing
- 1.6.2. What is UX Writing
- 1.6.3. Differences Between UX Writing and Copywriting
- 1.6.4. Microcopy and UX Writing

**1.7. UX Writing and Brand Engagement**

- 1.7.1. Onboardings
- 1.7.2. Call to Action Buttons
- 1.7.3. Product Descriptions
- 1.7.4. Forms
- 1.7.5. Confirmation Messages
- 1.7.6. Password Recovery and E-mail Validation Messages
- 1.7.7. Success Messages
- 1.7.8. Empty States
- 1.7.9. Timeout Messages
- 1.7.10. Frequently Asked Questions Guide
- 1.7.11. Error Messages

**1.8. Inclusion and Diversity in UX Writing**

- 1.8.1. Importance of Accessibility in Our Texts
- 1.8.2. Audience Diversity and User Experience
- 1.8.3. The Role of Language in the User Experience
- 1.8.4. Guidelines for Writing Inclusive Texts

**1.9. Accessibility and UX Writing**

- 1.9.1. Importance of Accessibility in Texts
- 1.9.2. How to Make Our Texts Accessible
- 1.9.3. Screen Readers
- 1.9.4. The ALT Attribute

**1.10. UX Writer as a Specialization**

- 1.10.1. UX Writer Profile
- 1.10.2. Required Skills
- 1.10.3. Useful Resources
- 1.10.4. Final Reflections



**Module 2. Copywriting for Content Marketing and Social Media****2.1. Understanding the New Way of Selling**

- 2.1.1. What is Content Marketing?
- 2.1.2. Types of Content We Can Create
- 2.1.3. Articles
- 2.1.4. Interviews
- 2.1.5. Lists
- 2.1.6. News
- 2.1.7. Videos
- 2.1.8. Storytelling
- 2.1.9. Success Stories
- 2.1.10. Guest Articles
- 2.1.11. Infographics, Statistics or Charts

**2.2. Tools to Generate Content Ideas**

- 2.2.1. Specific Online Tools
- 2.2.2. Chat GPT
- 2.2.3. Topic Recycling
- 2.2.4. Content Curation
- 2.2.5. FAQ (Frequently Asked Questions)

**2.3. Social Networks: Great Allies of Copywriting**

- 2.3.1. Copywriting for Social Networks
- 2.3.2. Identify the Competition
- 2.3.3. Get to Know the Followers
- 2.3.4. Seek Out Feedback

**2.4. Specific Features of Each Social Network**

- 2.4.1. Copy for Facebook
- 2.4.2. Copy for Instagram
- 2.4.3. Copy for Pinterest
- 2.4.4. Copy for TikTok

**2.5. Copywriting for LinkedIn**

- 2.5.1. Copy in the Banner
- 2.5.2. Copy in the Profile
- 2.5.3. Copy in the "About" Section
- 2.5.4. Types of Content to be Published
- 2.5.5. Other Aspects of the Professional Network

**2.6. Copywriting for Audio and Video Scripts**

- 2.6.1. Audio or Video
- 2.6.2. Videopodcast: Best of Both Worlds
- 2.6.3. How to Make Videos for Youtube
- 2.6.4. The Importance of Writing a Podcast Script
- 2.6.5. How to Write a Podcast Script Step by Step
- 2.6.6. Measuring and Converting with Podcast Strategy

**2.7. Copywriting for Blogs**

- 2.7.1. Knowing your Audience. What Would You Like to Read?
- 2.7.2. Which Words to Choose
- 2.7.3. How to Structure the Article
- 2.7.4. Which Images to Choose
- 2.7.5. How to Improve the SEO

**2.8. Keywords for a SEO Strategy**

- 2.8.1. Keyword Sources
- 2.8.2. Keyword Research Tools
- 2.8.3. Organize your Keyword Research
- 2.8.4. Search Intent
- 2.8.5. Buyer Journey
- 2.8.6. Analyze SERP

**2.9. Content Plan**

- 2.9.1. Analysis of the Situation
- 2.9.2. Setting Objectives and KPIs
- 2.9.3. Target Audience
- 2.9.4. Content Strategy Definition
- 2.9.5. Channel Definition
- 2.9.6. Editorial Calendar
- 2.9.7. Measuring Results

**2.10. Copy for Merchandising, Packaging and Other Physical Formats**

- 2.10.1. Benefits of Copy in Physical Formats
- 2.10.2. Wrapping and Labels
- 2.10.3. Advertising and Posters
- 2.10.4. Documentation and Invoices
- 2.10.5. Store, Office or Physical Location

Module 3. Mail Marketing and Sales Funnels

3.1. Email Marketing General Aspects

- 3.1.1. What is Email Marketing?
- 3.1.2. Features
- 3.1.3. Structures
- 3.1.4. Types of Emails

3.2. How to Create A List of Subscribers From Scratch

- 3.2.1. Strategies for Building the List
- 3.2.2. Channels for Getting Support
- 3.2.3. Email Marketing Tools
- 3.2.4. Email Frequency

3.3. How to Write Emails According to the Objectives

- 3.3.1. Content Emails
- 3.3.2. User Experience Emails
- 3.3.3. Sales Emails
- 3.3.4. Sources of Content Inspiration

3.4. How Not to Go Unnoticed in the Inbox

- 3.4.1. Formulas for Creating Headlines
- 3.4.2. Example of First Subscription Email Sequence
- 3.4.3. Example of Corporate Email
- 3.4.4. How to Avoid Ending Up in the Spam Folder

3.5. How to Sell through Email Marketing

- 3.5.1. How to Sell with Email Marketing
- 3.5.2. Examples of Email Sequences
- 3.5.3. Examples of Follow-up Emails
- 3.5.4. Examples of Closing Sales and Post-sales Emails

3.6. Other Aspects to Take into Account

- 3.6.1. Length
- 3.6.2. Measurement
- 3.6.3. Customization
- 3.6.4. Delivery Schedule

3.7. Sales Funnel: Minimum Viable Funnel

- 3.7.1. Sales Funnel: Minimum Viable Funnel
- 3.7.2. Lead Magnet in the Sales Funnel
- 3.7.3. Boosting your Funnel Organically
- 3.7.4. Advertising for the Sales Funnel. Taking your Funnel to a Higher Level

3.8. Permanent Funnels

- 3.8.1. Why You Should Have an Automatic Sales Funnel
- 3.8.2. Elements that Allow You to Maintain and Optimize Your Funnel
- 3.8.3. Maintenance, Reviews and Analytics
- 3.8.4. Closing the Sales Funnel

3.9. Launch Funnels

- 3.9.1. How to Prepare Your Launch
- 3.9.2. Funnels for Live Launch and Modalities
- 3.9.3. Specific Advertising for Launches
- 3.9.4. Turning Your Funnel Into an Evergreen Launch

3.10. Email Marketing vs. Chatbot or WhatsApp

- 3.10.1. Advantages of Chatbots
- 3.10.2. Advantages of Email Marketing
- 3.10.3. Personalizing the Message through Segmentation
- 3.10.4. Can WhatsApp Complement the Email Marketing Strategy?



“

*Do you want to use chatbots to communicate with your customers? Learn with this program all the pros and cons about their use"*

# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

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

“

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



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



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

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

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

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

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

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.





In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



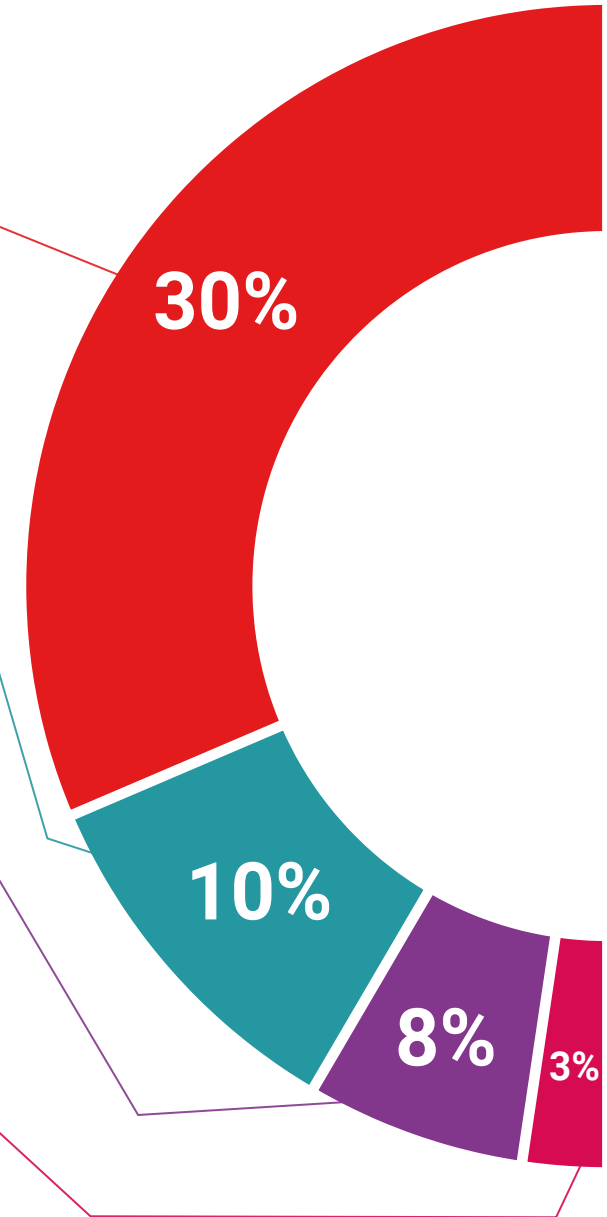
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

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



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma is aimed at University graduates who have previously completed any of the qualifications in the field of Social, Communication and Legal, Administrative and Business Sciences.

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

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Online Marketing.





“

*Increase your chances of business success with this Postgraduate Diploma in Copywriting for Digital Content”*

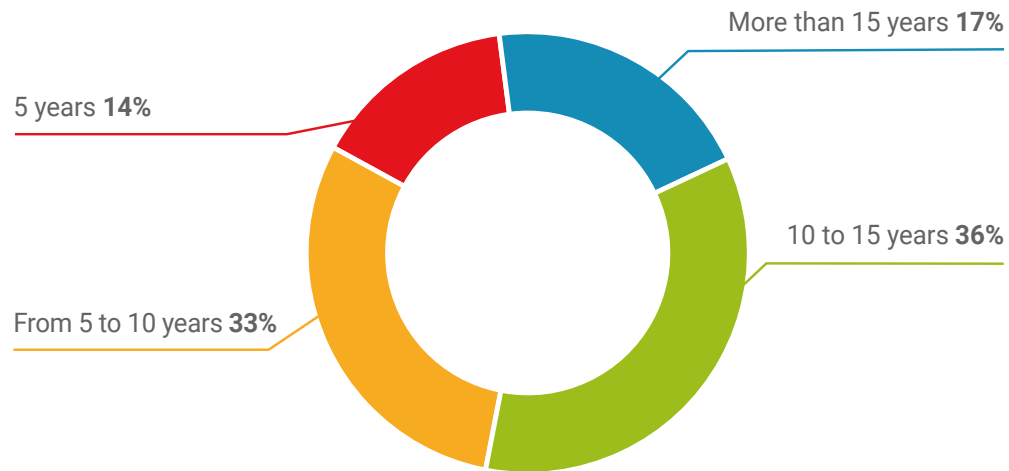
### Average Age

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

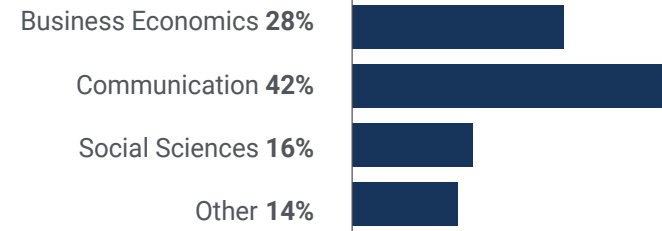
### Years of Experience

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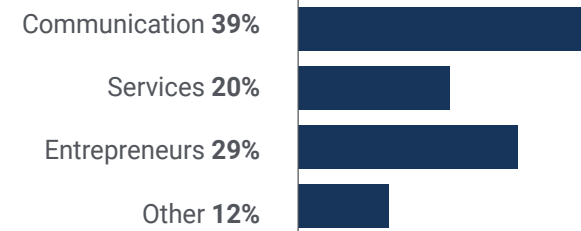
### Training

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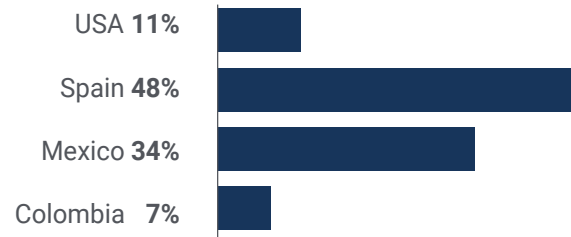
### Educational Profile

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## Geographical Distribution

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## Aitor Rodríguez

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CEO Copywriting Agency

*"The endless possibilities that I discovered while I was doing this Postgraduate Diploma was what pushed me to create my own digital business and to apply all the techniques and resources to grow in the Copywriting field. With the excellent support of the teachers, I was able to achieve my goals in no time"*

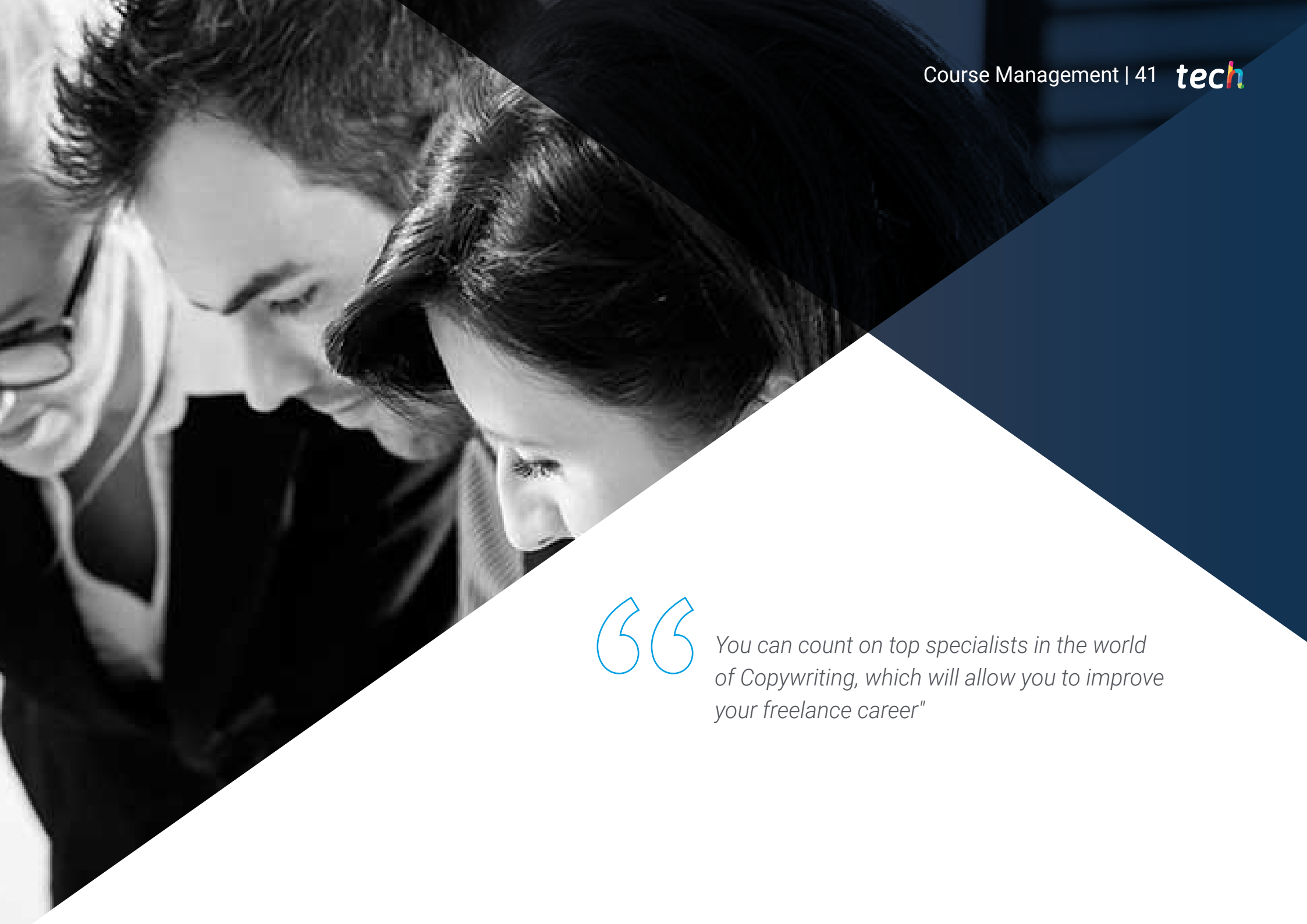
08

# Course Management

TECH has made a careful selection of all the teachers that make up this program to provide students with excellent knowledge about everything that involves the creation of digital content. Therefore, graduates will have at their disposal a faculty with extensive experience in Communication, Advertising and Copywriting. Additionally, thanks to their proximity, they will be able to answer any questions you may have about the content of this program.







“

*You can count on top specialists in the world of Copywriting, which will allow you to improve your freelance career"*

## Management



### Mr. Berenguer Falcó, José

- ♦ Editor in chief at PCcomponentes and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz.
- ♦ SocialMedia and Copywriter at Cacahuete Comunicación
- ♦ Editor in Chief at Diego Coquillat.com
- ♦ Editor in Chief of 10 Restaurants .es
- ♦ Layout designer and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication of the Elche Lawyers Association
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Degree in Journalism



## Professors

### **Ms. Hernández Martín, Irene**

- ◆ Communication consulting at Barrabés
- ◆ Public Relations at Madison MK
- ◆ Public Relations at Cerealto Siro Food
- ◆ Degree in Advertising and Public Relations from the University of Valladolid

### **Mr. Egea, Adrián**

- ◆ Social Media and Online Communications Manager at Cacahuete Comunicación
- ◆ Copywriter for PcComponentes
- ◆ Copywriter for Unancor
- ◆ Journalist at TeleElx
- ◆ Degree in Journalism from the University Miguel Hernandez

09

# Impact on Your Career

This Postgraduate Diploma is designed so that the professional can start a freelance career in the Copywriting sector or contribute significantly to the digital strategies of their businesses. Whatever the goal, TECH has created a program that responds to the real needs of a booming sector that demands more and more highly specialized profiles.



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*Achieve your professional aspirations  
in the digital world through a flexible  
and intensive Postgraduate Diploma”*

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

TECH's Postgraduate Diploma in Copywriting for Digital Content 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.

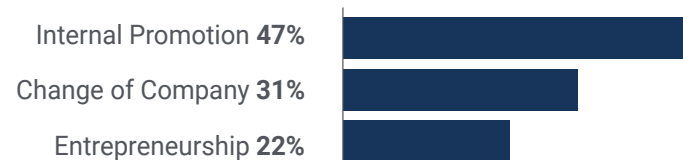
*Break the traditional sales schemes and create permanent funnels that generate continuous income.*

*Greatly improve your chances of attracting new customers through social networks, thanks to TECH.*

#### Time of Change



#### Type of Change



### Salary Increase

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



10

# Benefits for Your Company

Without a doubt, companies that incorporate specialized professionals increase their chances of improving their marketing strategies, attracting new customers and progress in making the right decisions. All this and many more benefits are provided by the students who take this program and decide to join top-level agencies in the Copywriting field or decide to become consultants or start their own online business.







“

*Amplify your company's growth possibilities thanks to the application of the latest sales strategies in Copywriting”*

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.

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02

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

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

03

### **Building agents of change**

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

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04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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



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

This **Postgraduate Diploma in Copywriting for Digital Content** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

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

Title: **Postgraduate Diploma in Copywriting for Digital Content**

Official N° of Hours: **450 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.

future

health

confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present  
online training

development languages

virtual classroom

## Postgraduate Diploma Copywriting for Digital Content

- › Modality: online
- › Duration: 6 months
- › Certificate: TECH Technological University
- › Dedication: 16h/week
- › Schedule: at your own pace
- › Exams: online

# Postgraduate Diploma Copywriting for Digital Content