Postgraduate Certificate

Creative Branding: Communication and Management of Creative Brands

tech technological university

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Postgraduate Certificate
Creative Branding: Communication and Management of Creative Brands

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

Website: www.techtitute.com/in/videogames/postgraduate-certificate/creative-branding-communication-management-creative-brands

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01
Introduction

A video game company's brand is everything. It is on the lips of hundreds of gamers and is the company's own showcase for all eyes expectantly looking for new games to enjoy. With the amount of games coming out weekly and the multitude of companies that make up the video game landscape, accurate and targeted branding is very important to connect in the best possible way with the target audience. For this purpose, TECH has prepared the following qualification, which instructs all professionals in the field of video games in creative *branding* communication and management.

It is impossible to read 'EA Sports it's in the game' without the characteristic voice that accompanies it. With this Postgraduate Certificate you will learn the keys behind the great video game slogans"

The brand of a video game company must perfectly synthesize its artistic and professional objectives and the spectrum of its target audience. The PlayStation, Nintendo or Xbox logos have evolved over the decades, always maintaining their characteristic essence that distinguishes them in front of the audience of millions of gamers around the world

It is precisely this essence that is the key to commercial success when it comes to *branding*, since it is the public that ends up identifying the brand with this essence. Knowing how to define it, separate it from other concepts and make it easily recognizable to the potential public is the path to follow to achieve a good impact on the market

To respond to this urgent need of the video game professional to have a good *branding*, strategy, TECH has developed this degree, which includes the advice and methodology of experts in the field so that the student can apply an efficient brand management strategy with positive results

In this way, it is a unique opportunity to acquire a series of specific knowledge and skills that will propel the student's career towards professional success in the field of video games

This **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The study of all aspects by which a brand is known
- ◆ Special attention to detailing the entire creative process of *Creative Branding*, from conception to execution of communication plans
- ◆ The different resources and tools provided to the student for later use in the workplace
- ◆ Emphasis on innovative methodologies that enhance the student's profile in comparison to other similar ones

The great brands of video games are designed to the millimetre, with great creative teams behind them that bring all their creativity to the creation of the same. Be part of those teams with this Postgraduate Certificate"

"Gamers are very passionate about brands that connect with them. Earn the respect of thousands of users by knowing how your company should relate to them"

The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will be able to cover all aspects of video game branding. From the phrases to attract the public to the brand image itself.

You will be able to stand out in the video game industry thanks to a unique and professional teaching in creative branding.

02
Objectives

In this Postgraduate Certificate the student will learn all the fields that should cover the creative branding of a video game brand, from the construction of the brand itself and its graphic identity to the external communication it must have, the content to be developed or even how to audit the results of the different advertising campaigns. TECH ensures that the student acquires all the necessary knowledge by setting a series of objectives that the learning material must meet.

Your professional goal is to achieve success in the world of video games. TECH's is to help you achieve this by giving you unique and distinctive tools"

General Objectives

- Learn to identify the most essential components by which a brand addresses its audience
- Acquire the specific knowledge to manage the brand, communication and image of a company
- Instill imagination and inventiveness in problem solving in the field of creativity management
- Reinforce the integration of acquired knowledge in real practical environments
- Understand how creativity is fundamental in the communication and management of creative brands in any design sector
- Teach students to adapt to different realities, providing them with tools to analyze the market and different communication actions
- Encourage the ability to update progressively to be always prepared for a changing reality
- Develop communication skills, both written and oral, that will serve as a pillar for any creative brand management
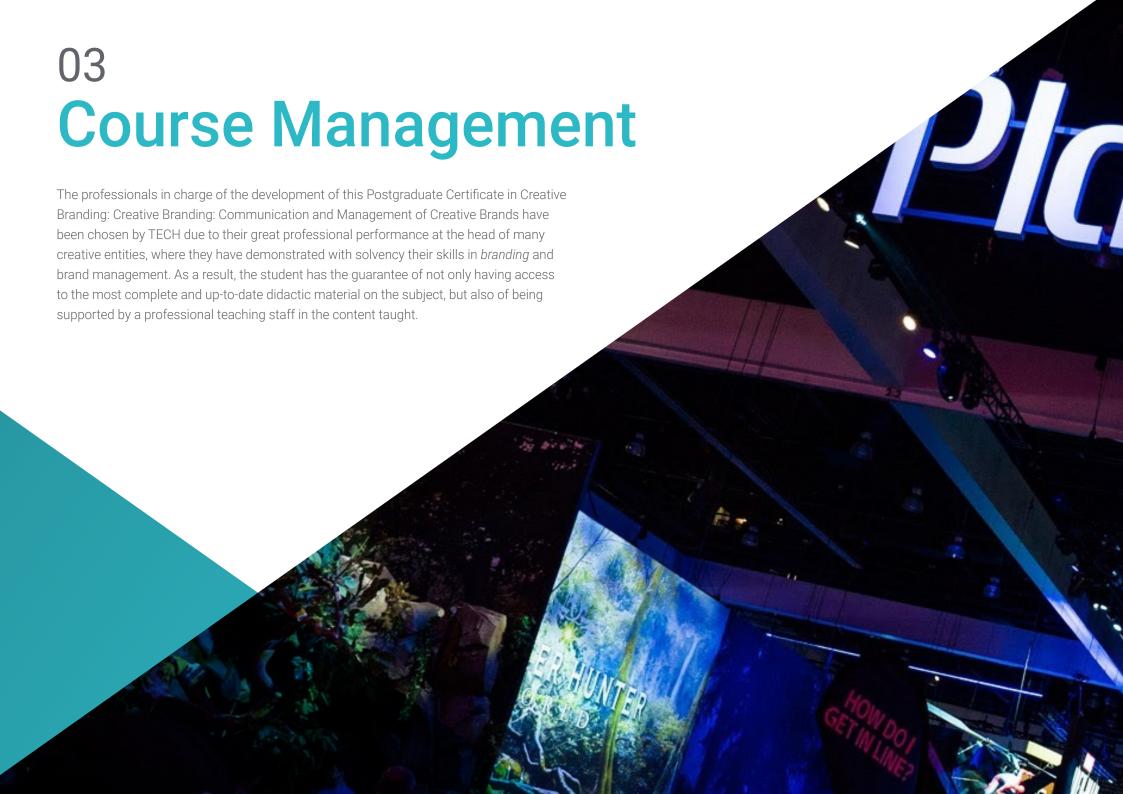
Specific Objectives

- Know in depth what makes a brand successful, how it is perceived by the public and apply this know-how to daily work

- Cover all creative stages of Creative Branding, from brand conception to customer experience

- Plan success strategies, with tactics and production plans that ensure efficient management of the brand and its resources

- Know how to evaluate the level of success of a given communicative action, with specific tools for this purpose

You will be closer to your audience and consumers by knowing how to communicate with them and how to receive their feedback"

03
Course Management

The professionals in charge of the development of this Postgraduate Certificate in Creative Branding: Creative Branding: Communication and Management of Creative Brands have been chosen by TECH due to their great professional performance at the head of many creative entities, where they have demonstrated with solvency their skills in *branding* and brand management. As a result, the student has the guarantee of not only having access to the most complete and up-to-date didactic material on the subject, but also of being supported by a professional teaching staff in the content taught.

This Postgraduate Certificate can mean a before and after in your professional career, because in the videogame sector, knowledge in brand management is highly valued"
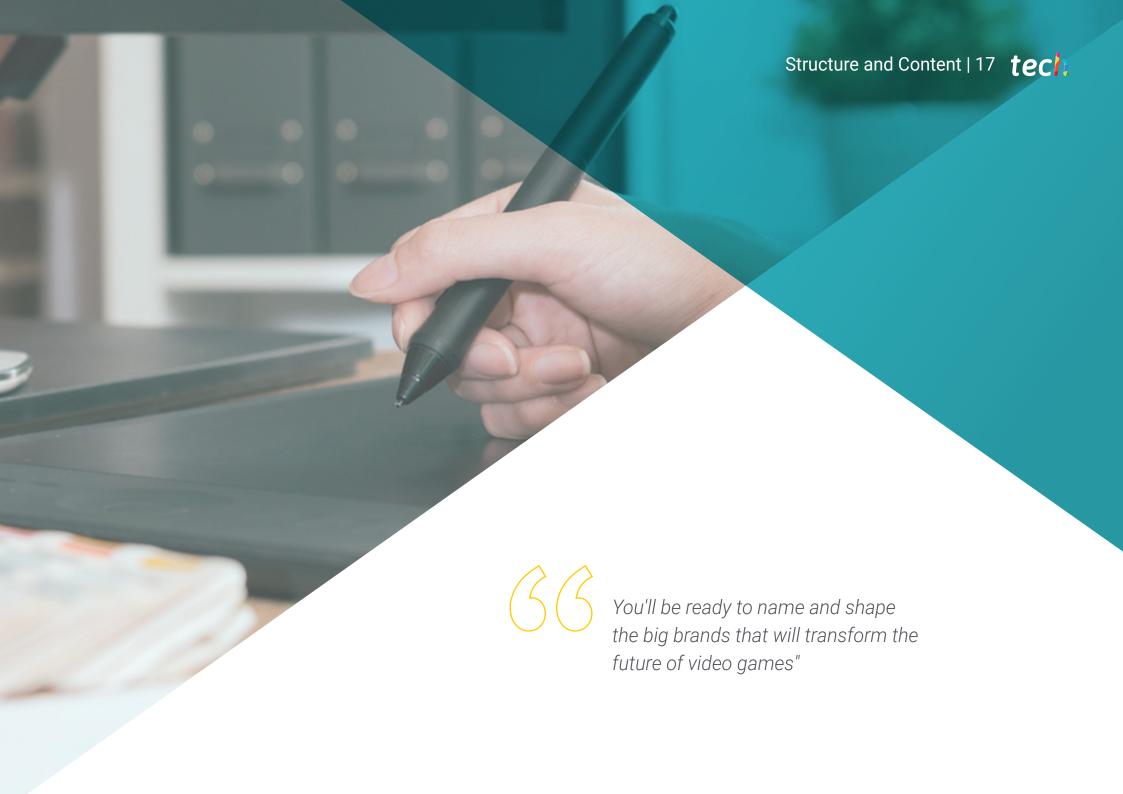
Management

Dr. Velar, Marga

- Corporate Marketing Manager at SGN Group (New York)
- Forefashion Lab Address
- Professor at Centro Universitario Villanueva, at ISEM Fashion Business School and at the School of Communication of the University of Navarra.
- PhD. in Communication from Universidad Carlos III de Madrid.
- Degree in Audiovisual Communication with a diploma in Fashion Communication and Management from Centro Universitario Villanueva, Universidad Complutense, Madrid.
- MBA in Fashion Business Management by ISEM Fashion Business School

04

Structure and Content

This Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands contains all the didactic material and professional teachings for the student to graduate as a true expert in corporate and creative communication of video games. Supported by a large amount of audiovisual material, as well as numerous practical examples, the study of the Postgraduate Certificate is made easier for the student without lessening or limiting the depth of the contents taught.

You'll be ready to name and shape the big brands that will transform the future of video games"

Module 1. Creative Branding: Communication and Management of Creative Brands

1.1.   Brands and Branding
    1.1.1.   The Brands
    1.1.2.   The Evolution of *Branding*
    1.1.3.   Positioning, Brand Personality, Notoriety
1.2.   Brand Building
    1.2.1.   Marketing Mix
    1.2.2.   Brand Architecture
    1.2.3.   Brand Identity
1.3.   Brand Expression
    1.3.1.   Graphic Identity
    1.3.2.   Visual Expression
    1.3.3.   Other Elements that Reflect the Brand
1.4.   Communication.
    1.4.1.   Focuses
    1.4.2.   *Brand Touchpoints*
    1.4.3.   Communication techniques and tools
1.5.   Branded Content
    1.5.1.   From Brands to Entertainment Platforms
    1.5.2.   The Rise of Branded Content
    1.5.3.   Connecting with the Audience through Unique Storytelling
1.6.   Visual Storytelling
    1.6.1.   Brand Analysis
    1.6.2.   Creative Advertising Concepts
    1.6.3.   The Creative Fan
1.7.   Customer Experience
    1.7.1.   Customer Experience(CX)
    1.7.2.   Customer Journey
    1.7.3.   Brand Alignment and CX

1.8.   Strategic Planning
    1.8.1.   Objectives
    1.8.2.   Identification of Audiences and *Insights*
    1.8.3.   Designing the Corporate Strategy:
1.9.   Performance
    1.9.1.   Briefing
    1.9.2.   Tactics
    1.9.3.   Production plan
1.10.   Assessment
    1.10.1.   What to Evaluate?
    1.10.2.   How to Assess it? (Measuring Tools)
    1.10.3.   Results Reports

The professional and personal leap that your career will take after completing this Postgraduate Certificate will be remarkable, with a set of skills that will distinguish you within the video game industry"

05
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"

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"*

*You will have access to a
learning system based on repetition,
with natural and progressive teaching
throughout the entire syllabus.*

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

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

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 that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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. This methodology has 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, and financial markets and 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 training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for 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.
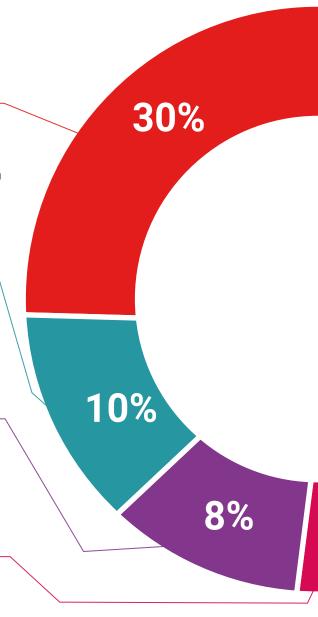
Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.
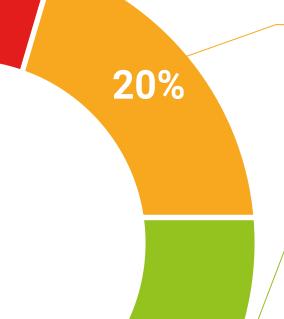
Additional Reading

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%

20%

25%

4%

3%

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 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.

06
Certificate

This Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

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

This **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Creative Branding: Communication and Management of Creative Brands**

Official N° of Hours: **150 h.**

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Awards the following

CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Creative Branding: Communication and Management of Creative Brands

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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