

# Internship Program

## Advertising and Public Relations



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Internship Program  
Advertising and  
Public Relations

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# 01 Introduction

Coca Cola, Netflix, Apple, McDonald's or Nestlé are clear examples of the power of advertising, not only to place world-class companies on the cusp against the competition, but also to sink them and even cause their ruin due to unfortunate campaigns. It has become a double-edged sword, whose mastery can make the difference between success and failure. And since creativity is not enough, TECH has developed an eminently practical Internship Program that will allow graduates to access a 120-hour stay in a reference company in the field of Advertising and Public Relations, where they will acquire the necessary experience to access prestigious positions in the labor market through the mastery of its main strategies, especially in the digital environment.



*A program that will immerse you in a comprehensive and practical way in Advertising in the offline and online environment, so you can face projects of all kinds"*





All large companies targeting a large market must have advertising and public relations teams that work with the ultimate goal of creating interesting communication links with the public, which are essential to improve reputation, create a brand image, build customer loyalty and, as a last step, improve sales and, therefore, profits. This TECH Internship Program comes to promote this much-needed knowledge in journalism and communication professionals with an intensive practical stay in one of the best companies in the sector, achieving its main objective of making them the top specialists in the field.

The advertising and public relations departments of companies are some of the most important, as they manage to improve external communication, fostering opinions and favoring links with customers, creating trust among consumers and attracting them to purchase. In short, they move the entire commercial machinery to make the brand known and achieve greater competitiveness in the market. For this reason, the commitment to these areas has favored exponential growth in recent years, both in terms of labor supply and demand.

Thus, companies are not only looking for professionals who have a degree in the field, but also who are able to demonstrate that all this knowledge can be transferred optimally to their daily work. In this sense, this Internship Program will allow students to develop all those skills that can be put into practice in the implementation of advertising campaigns and public relations strategies that are effective for the growth and evolution of any company.

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*Enjoy an intensive 3-week stay in a reputable center and get up to date on the latest procedures to achieve professional growth"*



# 02

## Why Study an Internship Program?

The creation of this Internship Program will mark a before and after for the graduates who decide to access it. This is a unique opportunity to work intensively on perfecting creative and communicative skills and abilities through the active participation of students in the day-to-day work of a leading company in the sector. Thus, not only will they be able to get up to date with the strategies that are marking the vanguard of offline and online advertising, but they will also invest their time in improving professionally with the best specialists.



*A unique opportunity to become an expert in Advertising and Public Relations through intensive work and comprehensive practice in a reference center"*

### 1. Updating from the latest technology available

The enrollment in this Internship Program will also provide the graduate the possibility of accessing the best tools and applications in the field of communication and advertising: design programs, content management, statistical control, etc. In this way, they will be able to work, during the 3 weeks of stay, in the exhaustive handling of each one of them, an aspect that, later, will be able to include in your resume.

### 2. Gaining In-Depth Knowledge from the Experience of Top Specialists

TECH contemplates the accompaniment by a team of professionals of first instance in the field of Communication and Journalism, so that the graduate can update their praxis by their hand, using their experience in the sector to implement the best strategies of the moment to their praxis. In this way, they will know, with certainty, how to dominate the advertising context through the design of specialized campaigns.

### 3. Entering first-class environments

Enrollment in this Internship Program will allow graduates to access first-class environments through their active participation in the content management of various companies. So, from the first day and together with the creative team of the entity of which they form part, they will work in an integral way in the design of campaigns adapted to the needs of the client and their products.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

Everything that the graduate works on during the practical stay will be perfectly applicable to the current business environment focused on the area of advertising and Public Relations. TECH guarantees an up-to-date and innovative immersive experience, perfectly compatible with the labor demand of today's market. In this way, once the 120 hours have been completed, the graduate will be able to apply for any prestigious position in large companies in the area.

#### **5. Expanding the Boundaries of Knowledge**

The completion of a 3 week practical stay will allow the graduate to enter the labor market anywhere in the world, thanks to the high degree of internationalization included in this period and its curriculum. And

TECH submits its companies to an exhaustive analysis, in order to select those that meet the highest standards those that comply with the professional standards set by the main organizations in the sector for a coordinated practice among all countries.

# 03 Objectives

The main objective of this Internship Program is to provide professionals with a high qualification that will be essential for job development in the field of Advertising and Public Relations. A program that will be an added value for the students, since they will be able to acquire the necessary knowledge to carry out an adequate advertising communication, using the most persuasive tools and techniques to create successful promotional campaigns in the digital and offline environment.



## General Objectives

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- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style
- ♦ Master the key concepts of Advertising and Public Relations
- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Develop creativity and appropriate strategies in Advertising and Public Relations







## Specific Objectives

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- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the publicist roles and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Understand the systems for analyzing advertising and public relations campaigns
- ♦ Know how to describe the structure of advertising agencies
- ♦ Know the historical evolution of advertising and public relations
- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Recognize today's society structure and transformation in its relationship with the elements, forms and processes of advertising communication and public relations
- ♦ Encourage creativity and persuasion through different media and communication media
- ♦ Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication
- ♦ Know how to reflect, with theoretical soundness and empirical rigor, on the processes by which the advertising and public relations professional helps to build and express public opinion
- ♦ Identify multiple expressions, phenomena and processes of public opinion
- ♦ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Be able to use informative and communicative technologies and techniques, in the different media or combined and interactive media systems
- ♦ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession
- ♦ Understand the communication department within businesses and institutions



*This Internship Program will open the doors to work in the best advertising agencies in the country"*

# 04

## Educational Plan

The Internship Program of this Postgraduate Certificate consists of a 3-week stay in a leading company in the sector, from Monday to Friday, with 8 consecutive hours of practical training with a professional in the field. This stay will allow students to learn in depth how the work of the publicist and public relations should be carried out, with the main objective of increasing the number of people interested in a brand, creating a great reputation for it and, above all, increasing customers and sales.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills for the provision of managerial work in the advertising and public relations departments, acquiring the necessary qualifications to manage all promotional and advertising actions to attract a larger audience, as well as to establish relationships between the company and the interested parties that strengthen its image.

This is, without a doubt, an opportunity to learn by working in the advertising and public relations departments of the main companies in the sector, getting to know the day-to-day work from the hands of professionals with extensive experience. In this way, it will be an option of great value for the student who wishes to participate in all the processes that include the design, planning and implementation of an advertising campaign.

In this way, the practical stay in a reference company in the sector will allow the student to complete a minimum number of practical activities in different areas and departments of the company, obtaining a general vision of the sector that will allow them to quickly join the labor market, becoming one of the most competitive professionals of the moment.

The practical training will be carried out with the active participation of the student, performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other fellow trainees to facilitate teamwork and multidisciplinary integration as transversal competencies for daily for daily practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



Module	Practical Activity
<b>Theory and fundamentals of Advertising and Public Relations</b>	Create advertising pieces
	Practice advertising creativity in different types of advertising pieces
	Correct planning of advertising media
	Handle the main internal communication tools
	Prepare a crisis plan, with an analysis of its stages and public relations
	Use the different technological tools in the face of a crisis
	Develop advertising pieces taking into account historical developments
	Make appropriate use of public relations according to the historical context
<b>Management of the advertising company</b>	Have first-hand knowledge of the economic management of the advertising agency
	Work in advertising based on the objectives and target audiences of the activity
	Adapt to the internal organization chart of the advertising agency
	Be part of the internal communication of the teams, as well as their management and motivation
<b>Use of the Psychology of Communication</b>	Prepare advertising articles based on the psychology of communication
	Apply the use of emotions and persuasion in texts and advertising pieces
	Adapt different messages to the receiver, based on psychology and new information paradigms
<b>Public Opinion and advertising language for its promotion</b>	Elaborate different messages according to the perception and social framework of public opinion
	Adapt public relations to social psychology
	Apply analysis techniques and opinion polls to refine the advertising message
	Know the functions of the copywriter in an active work environment
	Correct and adapt advertising pieces with a special focus on accuracy, clarity and precision
	Evaluate advertising texts making use of new technologies and new languages
<b>Digital communication and creativity</b>	Distinguish the type of advertising to be carried out according to the digital media
	Elaborate a content and storytelling strategy adapted to digital environments
	Carry out online monitoring of advertising activities with management and research tools
	Develop an effective creative process in Advertising and Public Relations
	Encourage creative behavior when creating different advertising pieces
	Create advertising pieces starting from a specific problem to be solved
<b>Use of the Psychology of Communication</b>	Prepare advertising articles based on the psychology of communication.
	Apply the use of emotions and persuasion in texts and advertising pieces.
	Adapt different messages to the receiver, based on psychology and new informative paradigms



# 05

## Where Can I Do the Internship Program?

For the realization of this Internship Program, TECH is reaching collaboration agreements with leading companies in the field of advertising and public relations at national and international level. In this way, students will have access to specialized and, more importantly, practical knowledge, with which they can learn to use the tools, techniques and current strategies for the development of their profession. Thus, thanks to the experience and know-how of those who will be their colleagues for 3 weeks, they will be able to improve their skills and get to know the real work in this sector.



*Do an intensive internship in the best advertising companies and learn from the hand of professionals in the field”*







The student will be able to do this program at the following centers:



### Break Point Marketing

Country City  
Mexico México City

Address: Calle Montes Urales 424 4to piso  
Lomas- Virreyes, Lomas de Chapultepec, Miguel  
Hidalgo C.P 11000 CDMX

Digital Marketing and communication specialized creative  
company

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**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



### Amperson

Country City  
Mexico México City

Address: Dr. Vertiz 652, int 302, Narvarte  
Poniente, Benito Juárez, 03023,  
Ciudad de México, México

Digital marketing and communication Agency

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**Related internship programs:**

- Graphic Design
- MBA in Advertising and Public Relations Management

# 06

## General Conditions

### Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchase a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.





## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07 Certificate

This **Internship Program in Advertising and Public Relations** contains the most complete and up-to-date program in the professional and academic landscape.

After the student has passed the assessments, they will receive their corresponding Internship Program diploma issued by TECH Technological University via tracked delivery\*.

The diploma issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Advertising and Public Relations**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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