Master's Degree
Advertising Communication

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Master's Degree

Advertising Communication

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Credits: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Website: www.techtitute.com/us/journalism-communication/master-degree/master-advertising-communication

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01

Introduction

Communication is an indispensable area in the advertising sector, although it has its own characteristics, since it is a matter of sending attractive and persuasive messages that encourage the public to consume. In this way, language and images must go hand in hand to create a need in the public that results in new purchases. Therefore, specialization in this field is essential to achieve the objectives set by the brands. And TECH wants to help all professionals in the sector with the creation of this high-quality program, both in terms of content and teaching resources, as well as teachers. Undoubtedly, a luxury opportunity that professionals of journalism and communication cannot miss.

Advertising Communication is a professional branch that is currently in great demand. Therefore, your knowledge in this field will be essential to find a place in the job market"

Advertising Communication draws on all other existing forms of communication to create products that can be effectively consumed by the final public. For this reason, the specialization of journalism and communication professionals in this field is increasingly necessary.

In this complete Master's Degree in Advertising Communication, TECH offers the most intensive educational journey through a program that will address all relevant issues for the training of the professionals so that they are qualified for the development of all stages of Advertising Communication in its different media.

In this way, the student will learn from practicing professionals how to plan, write, design and disseminate advertising messages in all types of contexts and for all types of audiences, through traditional and digital media. A complete and specific review that will enable you to work in any of these tasks in the Advertising Communication sector.

Throughout this program, a real working scenario is offered in order to be able to assess the convenience of its application in the project, evaluating its real indications, its way of development and the expectations we may have regarding the results. As such, through experience, the professional will learn how to develop the necessary knowledge to advance in this area of work. A unique opportunity to turn advertising into an indispensable work tool.

Therefore, the student will learn to apply the methodology of communication theories and to analyze the basic psychological processes of communication and the receiver of advertising. Additionally, throughout these months of study you will learn to analyze and describe advertising discourses, with special attention to the language so characteristic of this sector, among other issues of interest that you will address during this program. And all this at a distance, thanks to its 100% online format, which will be a great help to be able to balance work and family life with study.

This **Master's Degree in Advertising Communication** contains the most complete and up-to-date program on the market. Its most notable features are:

- The use of the latest technology in e-learning software
- The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- The development of practical case studies presented by practicing experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Self-regulated learning, which makes the program completely compatible with other commitments
- Practical exercises for self-assessment and learning verification
- Support groups and educational synergies: Questions to the expert, discussion forums and knowledge
- Communication with the teacher and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Complementary resource banks that are permanently available

Access the most relevant information on Advertising Communication and successfully manage in a highly competitive sector"

Reach the professional elite by improving your communication skills with this program and open new avenues for your career advancement"

A Master's Degree that will enable you to work in all areas of Advertising Communication, with the solvency of a high-level professional.

Balance your study time with the rest of your daily obligations thanks to its 100% online format.

The teaching staff of this program is made up of professionals from different fields related to this specialty. In this way, TECH ensures to offer students the educational updating objective it aims to provide. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of e-Learning experts, it integrates the latest advances in educational technology. As a result, the student will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, telepractice will be used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the student will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow them to integrate and fix learning in a more realistic and permanent way.

02

Objectives

TECH's main objective is to offer superior training so that professionals can be highly qualified for work experience. A challenge that is complemented, moreover, in a global manner, with the promotion of human development that lays the foundations for a better society. This objective is aimed at helping professionals reach a much higher level of expertise and control. A goal that, in a few months, the student will be able to achieve, thanks to this high intensity and precision program.

Acquire the necessary knowledge to handle yourself fluently and effectively in Advertising Communication and bring to your company a new way of working"

General Objective

- Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

A unique pathway of study that will propel you towards greater competitiveness in the job market"

Specific Objectives

Module 1. Structure of the Communication

- 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
- Have the ability to adequately contextualize the media systems and, in particular, the global communication structure
- Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist
- Know how to define the framework of action of the large media groups and their concentration processes

Module 2. Introduction to the Psychology of Communication

- Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- Enable the student 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
- Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations

Module 3. Advertising Language

- Get to know how to apply creative processes in the field of communication, especially in the field of advertising and public relations
- Recognize the structure and transformation of today's society in its relationship with the elements, forms and processes of advertising communication and public relations
- Encourage creativity and persuasion through different supports and different means of communication
- Recognize significant and appropriate tools for the study of advertising and public relations

Module 4. Creativity in Communication

- Get to know the structure and transformation of today's society in its relationship with the elements, forms and processes of Advertising Communication and public relations
- Gain knowledge about the elements, forms and processes of advertising languages and other forms of persuasive communication
- Know the significant and appropriate tools for the study of advertising and public relations
- Know the fields of advertising and public relations and their processes and organizational structures
- Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

Module 5. Creative Advertising I: Copywriting

- Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution

Module 6. Advertising Creativity II: Art Direction

- Understand the nature and communicative potential of images and graphic design
- Know the creative advertising process
- Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
- Have the ability to perform the professional role of art director within an advertising agency or an advertising department of a company or institution
- Participate in the creation of audiovisual advertising

Module 7. Corporate Identity

- Enable the student to foster creativity and persuasion through different formats and media
- Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- Prepare the student to know the significant and appropriate tools for the study of advertising and public relations
- Enable the student to act as an advertising and public relations professional in accordance with the legal and ethical standards of the profession
- Know the communications department within companies and institutions
- Be able to apply the necessary techniques for the management of a communications department within companies and institutions
- Know how to organize events in the private and public sphere, following protocol guidelines

Module 8. Public Opinion

- Recognize 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 reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- Identify multiple expressions, phenomena and processes of public opinion
- Relate advertising and public relations in a coherent manner with other social and human sciences

Module 9. Social Media and Community Management

- Understand the importance of the Internet in the search and management of information in the field of advertising and public relations in its application to specific cases
- Have the ability to analyze, process, interpret, elaborate and organize digital communication
- Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- Understand the importance of social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

03

Skills

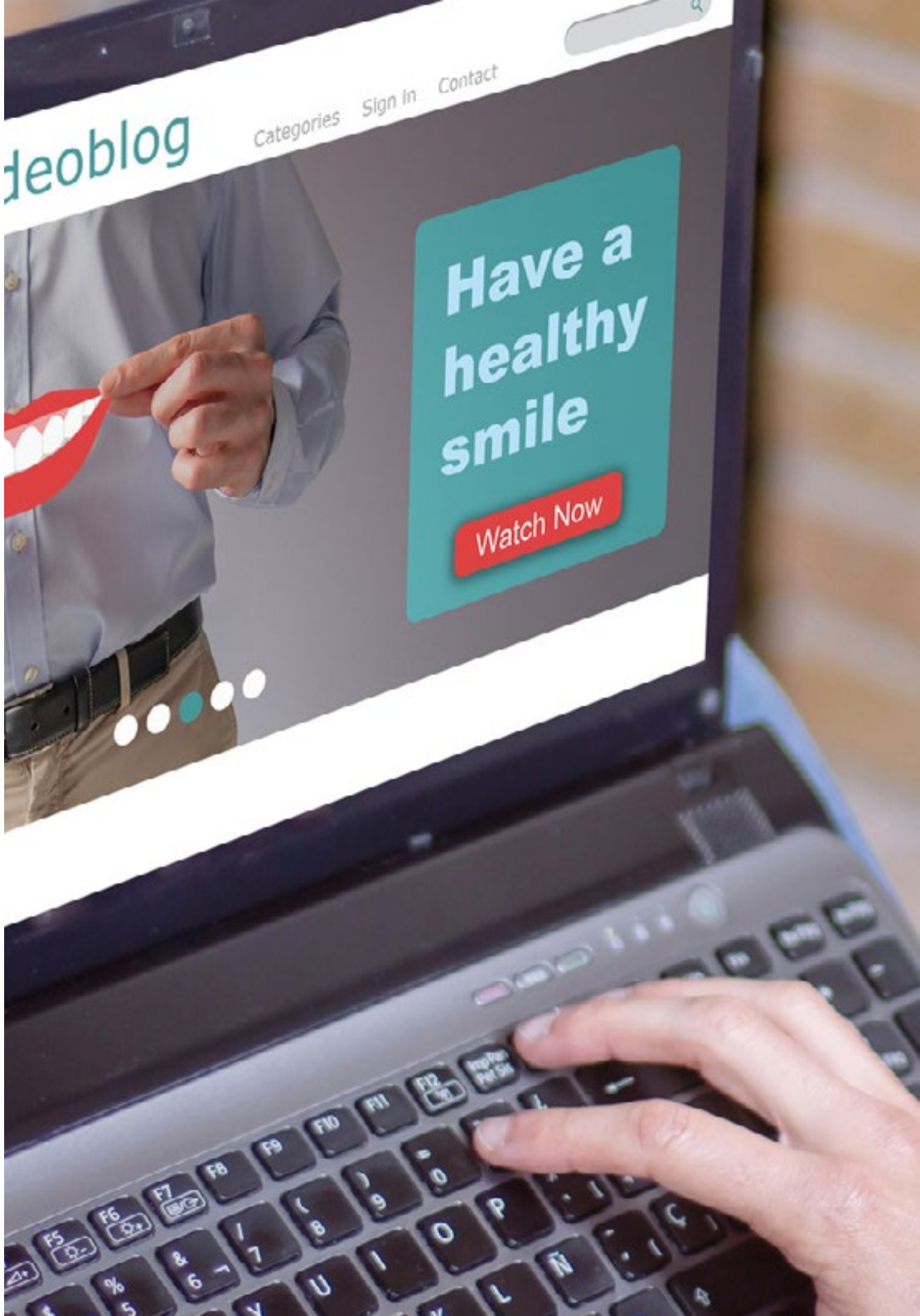
Thanks to this Master's Degree in Advertising Communication of TECH, students will be able to acquire the necessary skills for their professional development in this field by having a deep knowledge of the different tools that can be applied to their daily practice. In this way, they will be able to write persuasive advertising messages in different formats, adding quality to their work and to the companies in which they develop professionally.

The Master's Degree in Advertising Communication will provide you with the essential skills to play an appropriate role in any professional situation in this field of intervention"

General Skill

- Acquire the necessary skills for the professional practice of Advertising Communication with the knowledge of all the necessary factors to perform it with quality and solvency

Enroll in the best Master's Degree in Advertising Communication in the current university panorama"



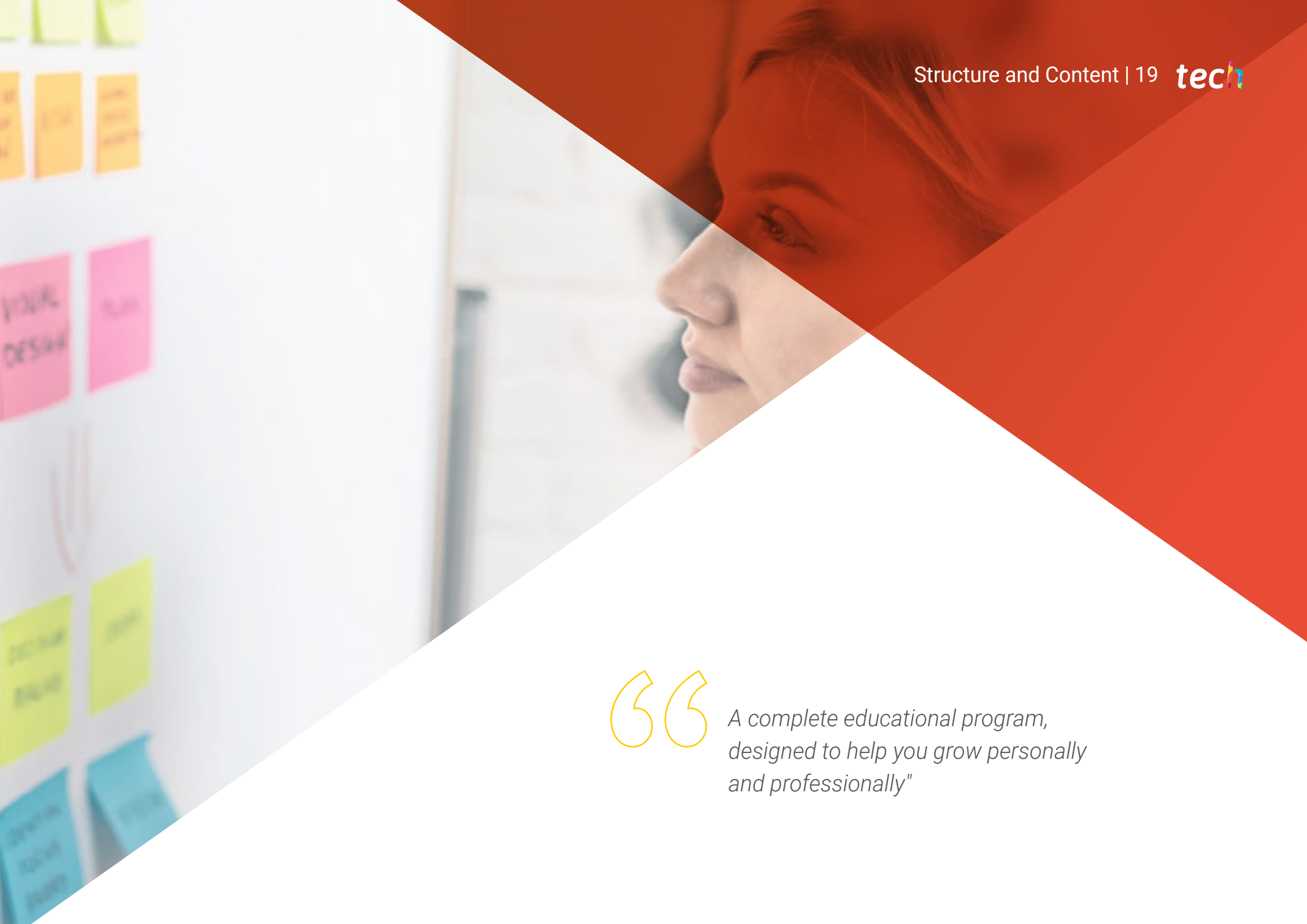
Specific Skills

- Describe the characteristics and fundamentals of communication
- See human social communication as a social science
- Know how to use the different online communication platforms
- Develop a plan for the creation of the corporate identity
- Create communication in the digital environment
- Use psychological mechanisms present in communication
- Using advertising language
- Apply creative techniques in communication
- Writing advertising copy
- Perform art direction in advertising contexts
- Develop a corporate identity for an organization
- Recognize the flows of public opinion and the ability to exert force on them
- Carry out efficient community management tasks
- Know the legal framework that affects advertising

04

Structure and Content

The contents of this Master's Degree have been developed by different experts in the field with the intention of improving the knowledge of journalism and communication professionals in the field of advertising. To this end, the syllabus includes the most relevant information in this field and adapted to the needs of 21st century professionals. A very well-structured program that allows easy understanding of the modules thanks to the multitude of educational resources.



A complete educational program, designed to help you grow personally and professionally"

Module 1. Structure of the Communication

1.1. Theory, Concept and Method of the Communication Structure
- 1.1.1. Introduction
- 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
- 1.1.3. The Structuralist Method
- 1.1.4. Definition and Purpose of the Communication Structure
- 1.1.5. Guide to the Analysis of Communication Structure

1.2. New International Communication Order
- 1.2.1. Introduction
- 1.2.2. State Control: Monopolies
- 1.2.3. Communication Marketing
- 1.2.4. Cultural Dimension of Communication

1.3. Major Information Agencies
- 1.3.1. Introduction
- 1.3.2. What is an Information Agency?
- 1.3.3. News and Information
- 1.3.4. Before the Internet
- 1.3.5. News Agencies can be seen Thanks to the Internet
- 1.3.6. The World's Major Agencies

1.4. The Advertising Industry and its Relationship with the Media System
- 1.4.1. Introduction
- 1.4.2. Advertising Industry
- 1.4.3. The Need of Advertising for the Media
- 1.4.4. Structure of the Advertising Industry
- 1.4.5. The Media and its Relationship with the Advertising Industry
- 1.4.6. Advertising Regulations and Ethics

1.5. Cinema and the Culture and Leisure Market
- 1.5.1. Introduction
- 1.5.2. The Complex Nature of Cinema
- 1.5.3. The Origin of the Industry
- 1.5.4. Hollywood, the Film Capital of the World

1.6. Political Power and the Media
- 1.6.1. Introduction
- 1.6.2. Influence of the Media in the Formation of Society
- 1.6.3. Media and Political Power

1.7. Media Concentration and Communication Policies
- 1.7.1. Introduction
- 1.7.2. Media Concentration
- 1.7.3. Communication Policies

1.8. Communication Structure in Latin America
- 1.8.1. Introduction
- 1.8.2. Communication Structure in Latin America
- 1.8.3. New Trends

1.9. Media System in Latin America and the Digitization of Journalism
- 1.9.1. Introduction
- 1.9.2. Historical Approach
- 1.9.3. Bipolarity of the Latin American Media System
- 1.9.4. U.S. Hispanic Media

1.10. Digitalization and the Future of Journalism
- 1.10.1. Introduction
- 1.10.2. Digitalization and the New Media Structure
- 1.10.3. The Structure of Communication in Democratic Countries

Module 2. Introduction to the Psychology of Communication

2.1. History of Psychology
- 2.1.1. Introduction
- 2.1.2. We Begin with the Study of Psychology
- 2.1.3. Science in Evolution. Historical and Paradigmatic Changes
- 2.1.4. Paradigms and Stages in Psychology
- 2.1.5. Cognitive Science

2.2. Social Psychology
- 2.2.1. Introduction
- 2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 2.2.3. Empathy, Altruism and Helping Behavior

2.3. Social Cognition
- 2.3.1. Introduction
- 2.3.2. Thinking and Knowing, Vital Necessities
- 2.3.3. Social Cognition
- 2.3.4. Organizing Information
- 2.3.5. Prototypical or Categorical Thinking
- 2.3.6. The Mistakes We Make in Thinking: Inferential Biases
- 2.3.7. Automatic Information Processing

2.4. Personality Psychology
- 2.4.1. Introduction
- 2.4.2. What is the Self? Identity and Personality
- 2.4.3. Self-Awareness
- 2.4.4. Self-Esteem
- 2.4.5. Self-Knowledge
- 2.4.6. Interpersonal Variables in Personality Shaping
- 2.4.7. Macro-social Variables in the Configuration of Personality
- 2.4.8. A New Perspective in the Study of Personality. Narrative Personality

2.5. Emotions
- 2.5.1. Introduction
- 2.5.2. What do we Talk about When we Get Excited?
- 2.5.3. The Nature of Emotions
  - 2.5.3.1. Emotion as Preparation for Action
- 2.5.4. Emotions and Personality
- 2.5.5. From another Perspective: Social Emotions

2.6. Psychology of Communication: Persuasion and Attitude Change
- 2.6.1. Introduction
- 2.6.2. Attitudes
- 2.6.3. Historical Models in the Study of Persuasive Communication
- 2.6.4. The Probability of Elaboration Model
- 2.6.5. Communication Processes through the Media
  - 2.6.5.1. A Historical Perspective

2.7. The Sender
- 2.7.1. Introduction
- 2.7.2. The Source of Persuasive Communication
- 2.7.3. Source Characteristics. Credibility
- 2.7.4. Source Characteristics. The Appeal
- 2.7.5. Emitter Characteristics. The Power
- 2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

2.8. The Message
- 2.8.1. Introduction
- 2.8.2. We Begin by Studying the Composition of the Message
- 2.8.3. Types of Messages: Rational vs. Emotional Messages
- 2.8.4. Emotional Messaging and Communication: Fear Inducing Messages

2.9. The Receiver
- 2.9.1. Introduction
- 2.9.2. The Role of the Recipient according to the Elaboration Probability Model
- 2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
- 2.9.4. Need for Esteem and Communication

2.10. New Approaches to the Study of Communication
- 2.10.1. Introduction
- 2.10.2. Subconscious Processing of Information. Automatic Processes
- 2.10.3. Measuring Automatic Processes in Communication
- 2.10.4. First Steps in the New Paradigms
- 2.10.5. Theories of Dual Processing Systems
  - 2.10.5.1. Main Limitations of Dual Systems Theories

Module 3. Advertising Language

3.1. Thinking and Writing: Definition
- 3.1.1. Definition of Copywriting
- 3.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

3.2. Copywriting and Creativity
- 3.2.1. Conditions of the Copywriting Process
- 3.2.2. Linguistic Competence
- 3.2.3. Functions of the Copywriter
  - 3.2.3.1. Definition of the Functions of the Copywriter

3.3. The Principle of Coherence and Campaign Conceptualization
- 3.3.1. The Principle of Campaign Unity
- 3.3.2. The Creative Team
- 3.3.3. The Conceptualization Process: Hidden Creativity
- 3.3.4. What is a Concept?
- 3.3.5. Applications of the Conceptualization Process
- 3.3.6. The Advertising Concept
- 3.3.7. Utility and Advantages of the Advertising Concept

3.4. Advertising and Rhetoric
- 3.4.1. Copywriting and Rhetoric
- 3.4.2. Placing Rhetoric
- 3.4.3. The Phases of Rhetoric
  - 3.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
  - 3.4.3.2. Topoi and Reason Why as Argumentation

3.5. Fundamentals and Characteristics of Copywriting
- 3.5.1. Correction
- 3.5.2. Adaptation
- 3.5.3. Efficiency
- 3.5.4. Characteristics of Copywriting
- 3.5.5. Morphological: Nominalization
- 3.5.6. Syntactics: Destructuring
- 3.5.7. Graphics: Emphatic Punctuation

3.6. Argumentation Strategies
- 3.6.1. Description
- 3.6.2. The Enthymeme
- 3.6.3. Narration
- 3.6.4. Intertextuality

3.7. Styles and Slogans in Copywriting
- 3.7.1. The Length of the Sentence
- 3.7.2. The Styles
- 3.7.3. The Slogan
- 3.7.4. A Phrase of Wartime Origin
- 3.7.5. The Characteristics of the Slogan
- 3.7.6. The Elocution of the Slogan
- 3.7.7. The Forms of the Slogan
- 3.7.8. The Functions of the Slogan

3.8. Principles of Applied Copywriting and the Reason Why+ USP Binomial Pair
- 3.8.1. Rigor, Clarity, Accuracy
- 3.8.2. Synthesis and Simplicity
- 3.8.3. Advertising Text Constraints
- 3.8.4. Application of the Reason Why + USP Binomial Pair

3.9. Copywriting in Conventional and Non-Conventional Media
- 3.9.1. The Division Above-the-line/Below-the-line
- 3.9.2. Integration: Overcoming the ATL- BTL Controversy
- 3.9.3. Television Copywriting
- 3.9.4. Radio Copywriting
- 3.9.5. Press Copywriting
- 3.9.6. Copywriting for Outdoor Media
- 3.9.7. Copywriting in Non-Conventional Media
- 3.9.8. Direct Marketing Copywriting
- 3.9.9. Interactive Media Copywriting

3.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
- 3.10.1. Classical Models of Advertising Analysis
- 3.10.2. Impact and Relevance
- 3.10.3. The Editor's Checklist
- 3.10.4. Translation and Adaptation of Advertising Texts
- 3.10.5. New Technologies, New Languages
- 3.10.6. Writing in Web 2.0
- 3.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 4. Creativity in Communication

4.1. To Create is to Think
- 4.1.1. The Art of Thinking
- 4.1.2. Creative Thinking and Creativity
- 4.1.3. Thought and Brain
- 4.1.4. The Lines of Research on Creativity: Systematization

4.2. Nature of the Creative Process
- 4.2.1. Nature of Creativity
- 4.2.2. The Notion of Creativity: Creation and Creativity
- 4.2.3. The Creation of Ideas for Persuasive Communication
- 4.2.4. Nature of the Creative Process in Advertising

4.3. The Invention
- 4.3.1. Evolution and Historical Analysis of the Creation Process
- 4.3.2. Nature of the Classical Canon of the Invention
- 4.3.3. The Classical View of Inspiration in the Origin of Ideas
- 4.3.4. Invention, Inspiration, Persuasion

4.4. Rhetoric and Persuasive Communication
- 4.4.1. Rhetoric and Advertising
- 4.4.2. The Rhetorical Parts of Persuasive Communication
- 4.4.3. Rhetorical Figures
- 4.4.4. Rhetorical Laws and Functions of Advertising Language

4.5. Creative Behavior and Personality
- 4.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 4.5.2. Creative Behavior and Motivation
- 4.5.3. Perception and Creative Thinking
- 4.5.4. Elements of Creativity

4.6. Creative Skills and Abilities
- 4.6.1. Thinking Systems and Models of Creative Intelligence
- 4.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 4.6.3. Interaction Between Factors and Intellectual Capabilities
- 4.6.4. Creative Skills
- 4.6.5. Creative Capabilities

4.7. The Phases of the Creative Process
- 4.7.1. Creativity as a Process
- 4.7.2. The Phases of the Creative Process
- 4.7.3. The Phases of the Creative Process in Advertising

4.8. Troubleshooting
- 4.8.1. Creativity and Problem Solving
- 4.8.2. Perceptual Blocks and Emotional Blocks
- 4.8.3. Methodology of Invention: Creative Programs and Methods

4.9. The Methods of Creative Thinking
- 4.9.1. Brainstorming as a Model for the Creation of Ideas
- 4.9.2. Vertical Thinking and Lateral Thinking
- 4.9.3. Methodology of Invention: Creative Programs and Methods

4.10. Creativity and Advertising Communication
- 4.10.1. The Creative Process as a Specific Product of Advertising Communication
- 4.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 4.10.3. Methodological Principles and Effects of Advertising Creation
- 4.10.4. Advertising Creation: From Problem to Solution
- 4.10.5. Creativity and Persuasive Communication

Module 5. Advertising Creativity I: Copywriting

5.1. Writing Concept
- 5.1.1. Writing and Editing
- 5.1.2. Copywriting and Thought
- 5.1.3. Copywriting and Order

5.2. Fundamentals of Advertising Copywriting
- 5.2.1. Correction
- 5.2.2. Adaptation
- 5.2.3. Efficiency

5.3. Characteristics of Copywriting
- 5.3.1. Nominalization
- 5.3.2. Destructuring
- 5.3.3. Expressive Concentration

5.4. Text and Image
- 5.4.1. From Text to Image
- 5.4.2. Text Functions
- 5.4.3. Image Functions
- 5.4.4. Relationship Between Text and Imaging

5.5. Brand and Slogan
- 5.5.1. The Brand
- 5.5.2. Brand Characteristics
- 5.5.3. The Slogan

5.6. Direct Advertising
- 5.6.1. The Brochure
- 5.6.2. The Catalogue
- 5.6.3. Other Annexes

5.7. Press Advertising: The Large Format Advertisement
- 5.7.1. Newspapers and Magazines
- 5.7.2. Superstructure
- 5.7.3. Formal Characteristics
- 5.7.4. Editorial Characteristics

5.8. Press Advertising: Other Formats
- 5.8.1. Word Advertisements
- 5.8.2. Superstructure
- 5.8.3. The Claim
- 5.8.4. Superstructure

5.9. Outdoor Advertising
- 5.9.1. Formats
- 5.9.2. Formal Characteristics
- 5.9.3. Editorial Characteristics

5.10. Radio Advertising
- 5.10.1. Radio Language
- 5.10.2. The Radio Spot
- 5.10.3. Superstructure
- 5.10.4. Wedge Types
- 5.10.5. Formal Characteristics

5.11. Audiovisual Advertising
- 5.11.1. The Image
- 5.11.2. The Text
- 5.11.3. Music and Sound Effects
- 5.11.4. Advertising Formats
- 5.11.5. The Script
- 5.11.6. Storyboard

Module 6. Advertising Creativity II: Art Direction

6.1. Subjects and Object of Advertising Graphic Design
- 6.1.1. Related Professional Profiles
- 6.1.2. Academic Context and Competencies
- 6.1.3. Advertiser and Agency

6.2. Creative Direction and Creative Idea
- 6.2.1. Creative Process
- 6.2.2. Types of Creative Processes
- 6.2.3. Art Direction and Formal Idea

6.3. The Role of the Art Director
- 6.3.1. What is Art Direction?
- 6.3.2. How Does Art Direction Work?
- 6.3.3. The Creative Team
- 6.3.4. The Role of the Art Director

6.4. Fundamentals of Advertising Graphic Design
- 6.4.1. Design Concepts and Design Standards
- 6.4.2. Trends and Styles
- 6.4.3. Design Thinking, Process and Management
- 6.4.4. Scientific Metaphor

6.5. Methodology of Advertising Graphics
- 6.5.1. Creativity Graphics
- 6.5.2. Design Process
- 6.5.3. Communication and Aesthetics

6.6. Graphic Strategy
- 6.6.1. Apprehension Form
- 6.6.2. Graphic Message
- 6.6.3. Aesthetic State

6.7. Graphic Architecture
- 6.7.1. Typometry
- 6.7.2. Graphic Spaces
- 6.7.3. Reticle
- 6.7.4. Pagination Standards

6.8. Final Arts
- 6.8.1. Final Arts
- 6.8.2. Processes
- 6.8.3. Systems

6.9. Creation of Advertising Graphic Supports
- 6.9.1. Publigraphy
- 6.9.2. Organizational Visual Image (OVI)

6.10. Graphic Advertisements
- 6.10.1. Packaging
- 6.10.2. Websites
- 6.10.3. Corporate Image in Web Pages

Module 7. Corporate Identity

7.1. The Importance of Image in Businesses
- 7.1.1. What is Corporate Image?
- 7.1.2. Differences between Corporate Identity and Corporate Image
- 7.1.3. Where can the Corporate Image be Manifested?
- 7.1.4. Corporate Image Change Situations: Why Achieve a Good Corporate Image?

7.2. Research Techniques in Corporate Image
- 7.2.1. Introduction
- 7.2.2. The Study of the Company's Image
- 7.2.3. Corporate Image Research Techniques
- 7.2.4. Qualitative Image Study Techniques
- 7.2.5. Types of Quantitative Techniques

7.3. Image Audit and Strategy
- 7.3.1. What is Image Audit?
- 7.3.2. Guidelines
- 7.3.3. Audit Methodology
- 7.3.4. Strategic Planning

7.4. Corporate Culture
- 7.4.1. What is Corporate Culture?
- 7.4.2. Factors Involved in Corporate Culture
- 7.4.3. Functions of Corporate Culture
- 7.4.4. Types of Corporate Culture

7.5. Corporate Social Responsibility (CSR) and Corporate Reputation
- 7.5.1. CSR: Concept and Application of the Company
- 7.5.2. Guidelines for Integrating CSR into Businesses
- 7.5.3. CSR Communication
- 7.5.4. Corporate Reputation

7.6. Corporate Visual Identity and Naming
- 7.6.1. Corporate Visual Identity Strategies
- 7.6.2. Basic Elements
- 7.6.3. Basic Principles
- 7.6.4. Preparation of the Manual
- 7.6.5. The Naming

7.7. Brand Image and Positioning
- 7.7.1. The Origins of Trademarks
- 7.7.2. What is a Brand?
- 7.7.3. The Need to Build a Brand
- 7.7.4. Brand Image and Positioning
- 7.7.5. The Value of Brands

7.8. Image Management through Crisis Communication
- 7.8.1. Strategic Communication Plan
- 7.8.2. When it All Goes Wrong: Crisis Communication
- 7.8.3. Cases

7.9. The Influence of Promotions on Corporate Image
- 7.9.1. The New Advertising Industry Landscape
- 7.9.2. The Marketing Promotion
- 7.9.3. Features
- 7.9.4. Dangers
- 7.9.5. Promotional Types and Techniques

7.10. Distribution and Image of the Point of Sale
- 7.10.1. The Main Players in Commercial Distribution
- 7.10.2. The Image of Retail Distribution Companies through Positioning
- 7.10.3. Through its Name and Logo

Module 8. Public Opinion

8.1. The Concept of Public Opinion
- 8.1.1. Introduction
- 8.1.2. Definition
- 8.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 8.1.4. Phases in the Growth of Public Opinion as a Discipline
- 8.1.5. The 20th Century

8.2. Theoretical Framework of Public Opinion
- 8.2.1. Introduction
- 8.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
- 8.2.3. Twentieth Century Authors
- 8.2.4. Walter Lippmann: Biased Public Opinion
- 8.2.5. Jürgen Habermas: the Political-Value Perspective
- 8.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

8.3. Social Psychology and Public Opinion
- 8.3.1. Introduction
- 8.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
- 8.3.3. The Name
- 8.3.4. Conformism

8.4. Media Influence Models
- 8.4.1. Introduction
- 8.4.2. Media Influence Models
- 8.4.3. Types of Media Effects
- 8.4.4. Research on Media Effects
- 8.4.5. The Power of the Media

8.5. Public Opinion and Political Communication
- 8.5.1. Introduction
- 8.5.2. Electoral Political Communication. Propaganda
- 8.5.3. Government Political Communication

8.6. Public Opinion and Elections
- 8.6.1. Introduction
- 8.6.2. Do Election Campaigns Influence Public Opinion?
- 8.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
- 8.6.4. Bandwagon and Underdog Effects

8.7. Government and Public Opinion
- 8.7.1. Introduction
- 8.7.2. Representatives and their Constituents
- 8.7.3. Political Parties and Public Opinion
- 8.7.4. Public Policies as an Expression of the Government's Action

8.8. The Political Intermediation of the Press
- 8.8.1. Introduction
- 8.8.2. Journalists as Political Intermediaries
- 8.8.3. Dysfunctions of Journalistic Intermediation
- 8.8.4. Reliance on Journalists as Intermediaries

8.9. Public Sphere and Emerging Models of Democracy
- 8.9.1. Introduction
- 8.9.2. The Public Sphere in the Information Society
- 8.9.3. Emerging Models of Democracy

8.10. Methods and Techniques for Public Opinion Research
- 8.10.1. Introduction
- 8.10.2. Opinion Polls
- 8.10.3. Types of Surveys
- 8.10.4. Analysis

Module 9. Social Media and Community Management

9.1. Introduction and Typology of Social Media
- 9.1.1. Social Media Against Traditional Media
- 9.1.2. What is a Social Network?
- 9.1.3. Evolution of Social Networks on the Internet?
- 9.1.4. Social Media Today
- 9.1.5. Features of Social Media on the Internet
- 9.1.6. Social Media Typology

9.2. Functions of the Community Manager
- 9.2.1. The Figure of the Community Manager and their Function in the Company
- 9.2.2. Community Manager Guide
- 9.2.3. The Profile of the Community Manager

9.3. Social Media within the Structure of the Business
- 9.3.1. The Importance of Social Media in the Company
- 9.3.2. The Different Profiles that Work in Social Media
- 9.3.3. How to Choose the Best Structure for Social Media Management
- 9.3.4. Customer Care on Social Media
- 9.3.5. Relationship of the Social Media Team with Other Departments in the Company

9.4. Introduction to Digital Marketing
- 9.4.1. The Internet: Making Marketing Infinite
- 9.4.2. Objectives of Marketing on the Internet
- 9.4.3. Key Concepts on the Internet
- 9.4.4. Operative Marketing on the Web
- 9.4.5. Search Engine Positioning
- 9.4.6. Social Media
- 9.4.7. Community Manager
- 9.4.8. e-Commerce

9.5. Social Media Strategic Plan or Social Media Plan
- 9.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
- 9.5.2. Previous Analysis
- 9.5.3. Objectives
- 9.5.4. Strategy
- 9.5.5. Actions
- 9.5.6. Budget
- 9.5.7. Schedules
- 9.5.8. Contingency Plan

9.6. Online Reputation

9.7. Main Social Media Outlets I
- 9.7.1. Facebook: Increase the Presence of Our Brand
  - 9.7.1.1. Introduction: What is Facebook and How Can it Help Us?
  - 9.7.1.2. Main Elements in the Professional Field
  - 9.7.1.3. Content Promotion
  - 9.7.1.4. Analytics
- 9.7.2. Twitter: 140 Characters to Achieve the Objectives
  - 9.7.2.1. Introduction: What is Twitter and How Can it Help Us?
  - 9.7.2.2. Main Elements
  - 9.7.2.3. Content Promotion
  - 9.7.2.4. Analytics
- 9.7.3. LinkedIn. The Professional Social Network for Excellence
  - 9.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
  - 9.7.3.2. Main Elements
  - 9.7.3.3. Content Promotion

9.8. Main Social Media Outlets II
- 9.8.1. YouTube: The Second Most Important Search Engine on the Internet
- 9.8.2. Main Elements
- 9.8.3. Advertising
- 9.8.4. YouTube Analytics
- 9.8.5. Success Stories
- 9.8.6. Instagram and Pinterest. The Power of Image
- 9.8.7. Instagram
- 9.8.8. Success Stories
- 9.8.9. Pinterest

9.9. Blogs and Personal Branding
- 9.9.1. Definition
- 9.9.2. Typology

9.10. Tools for the Community Manager
- 9.10.1. Monitoring and Programming. Hootsuite
- 9.10.2. Specific Tools for Each Social Network
- 9.10.3. Active Listening Tools
- 9.10.4. URL Shortening Tools
- 9.10.5. Tools for the Generation of Content

'Make the most of this opportunity to surround yourself with expert professionals and learn from their work methodology"

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.

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

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 we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

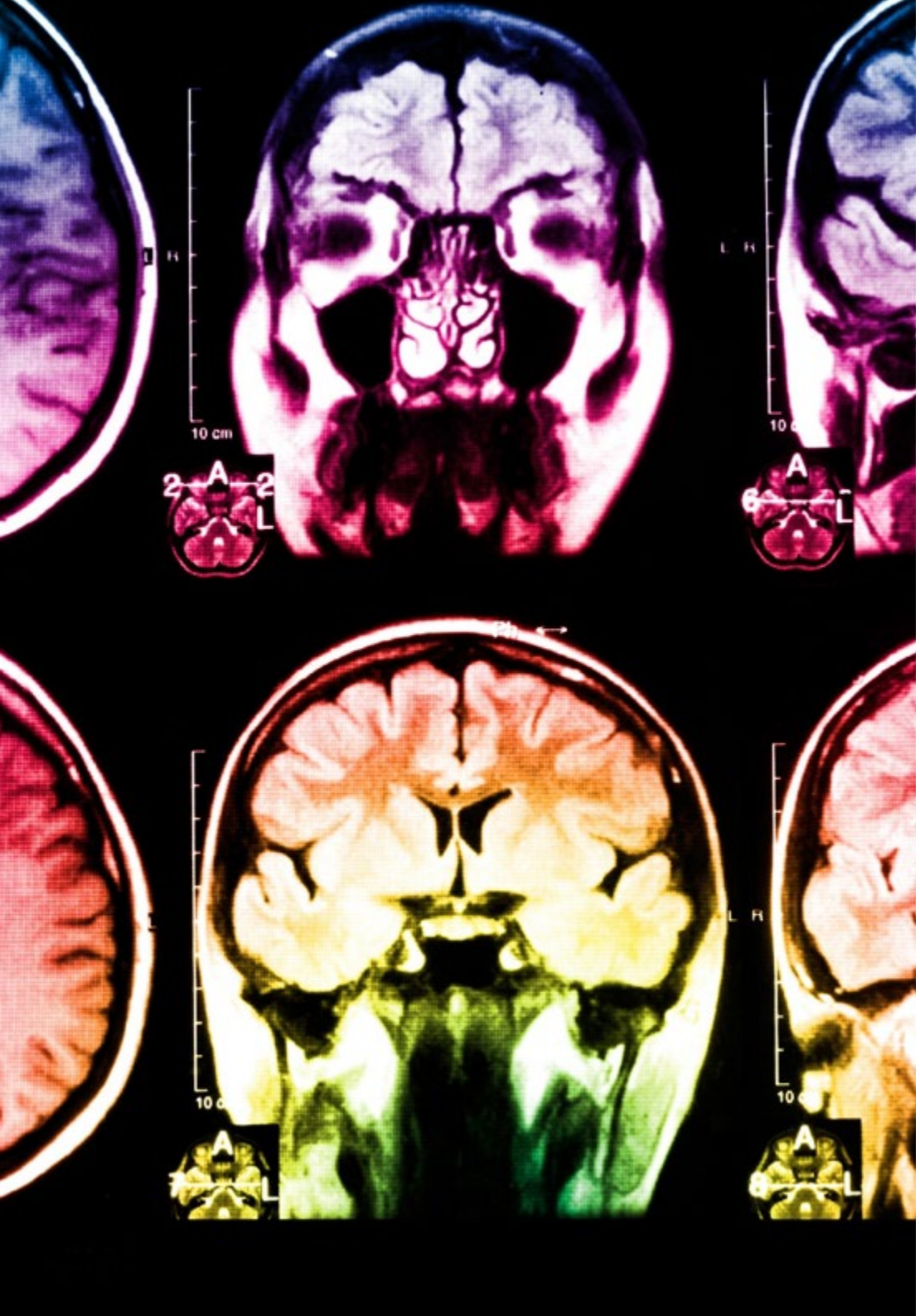
TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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.



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 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.

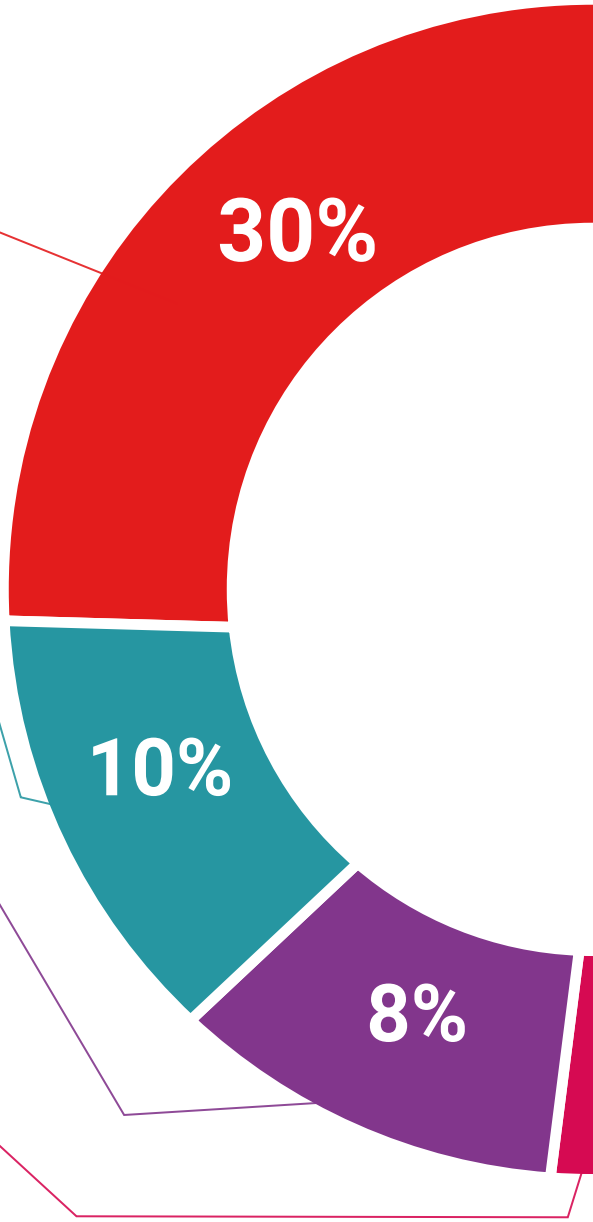
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

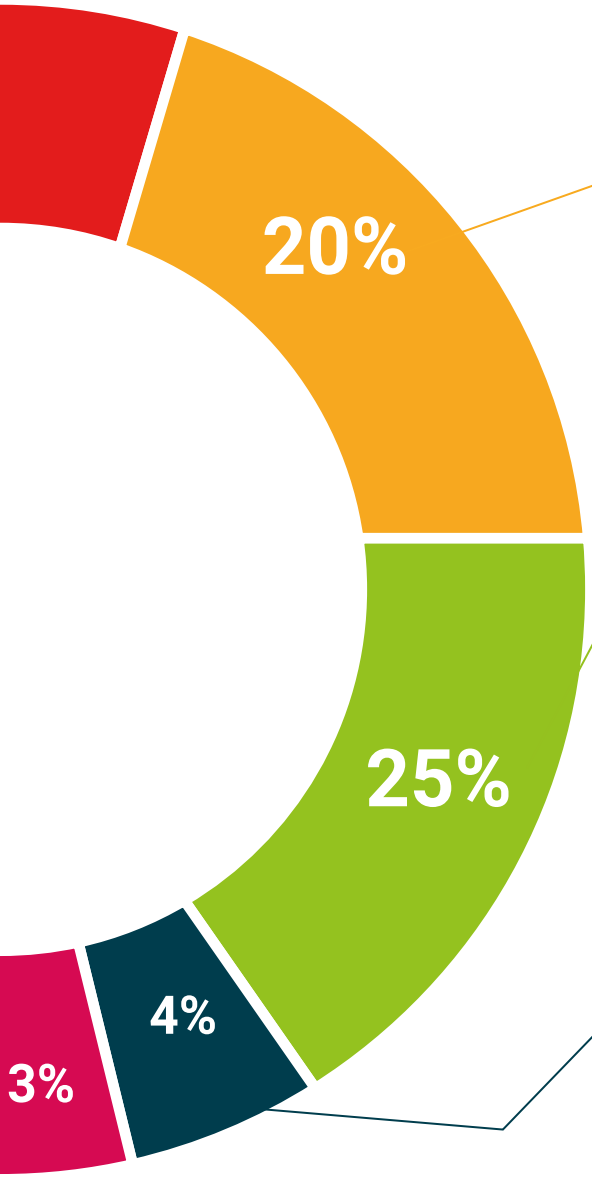
Practising Skills and Abilities

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 that we are experiencing.

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 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

The Master's Degree in Advertising Communication guarantees students, in addition to the most rigorous and updated education, access to a Master's Degree 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 **Master's Degree in Advertising Communication** 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: **Master's Degree in Advertising Communication**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

tech global university

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

Master's Degree in Advertising Communication

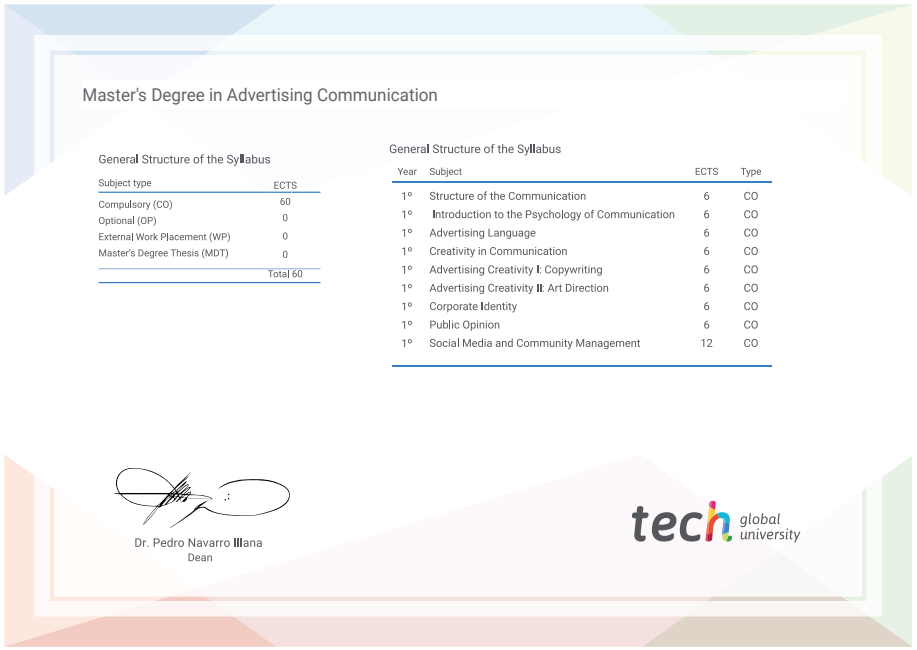
This is a private qualification of 3.600 hours of duration equivalent to 60 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

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
Dean

Unique TECH Code: AFWORD23S techtitute.com/certificates


Master's Degree in Advertising Communication

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
	Total 60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Structure of the Communication	6	CO
1º	Introduction to the Psychology of Communication	6	CO
1º	Advertising Language	6	CO
1º	Creativity in Communication	6	CO
1º	Advertising Creativity I: Copywriting	6	CO
1º	Advertising Creativity II: Art Direction	6	CO
1º	Corporate Identity	6	CO
1º	Public Opinion	6	CO
1º	Social Media and Community Management	12	CO

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Dean

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*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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Master's Degree

Advertising Communication

- Modality: **online**
- Duration: **12 months**
- Certificate: **TECH Global University**
- Credits: **60 ECTS**
- Schedule: **at your own pace**
- Exams: **online**

Master's Degree
Advertising Communication

tech global university