

# Postgraduate Certificate Advertisement Creation



## Postgraduate Certificate Advertisement Creation

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

Website: [www.techtitute.com/us/journalism-communication/postgraduate-certificate/advertisement-creation](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/advertisement-creation)

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# 01

# Introduction

With technological advances, consumers are exposed to a large number of advertisements. As a result, companies use creativity-based techniques to capture the public's interest. For this reason, more and more institutions are demanding the incorporation of advertising professionals capable of designing innovative messages to stand out from the crowd. In this way, advertising experts are challenged to connect the brand with consumers and encourage the purchase of the good or service. For this reason, TECH launches this academic degree that will focus on the keys to create original advertising stories. In addition, thanks to its 100% online format, the graduate receives dynamic and flexible learning.





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*You will develop the most effective strategies for the creation of creative advertisements throughout the throughout this very complete syllabus of TECH Technological University"*

Today, consumers are constantly impacted by advertising in both conventional and digital media. In this sense, organizations need the use of eye-catching ads that serve to motivate the purchase of their products and thus differentiate themselves from their competitors. Therefore, advertising specialists must generate creative ideas with the goal of dazzling the public.

For this reason, TECH has designed an avant-garde program to provide students with the most disruptive students the most disruptive techniques to create messages that drive the consumption of products and services. Thus, this curriculum covers topics such as the importance of knowing the target audience and detecting their needs. Similarly, the academic itinerary addresses a series of creative tools to implement in different genres and advertising styles.

Also, thanks to this university degree, the student has the opportunity to delve into the ways to get free publicity and make the brands to make the news. In addition, it analyzes in detail how to create impactful ads based on eye-catching visual concepts and text that excite audiences. In this line, he considers the future of creative research, taking into account aspects among which artificial intelligence and reality stand out.

It should be noted that the materials of the Diploma have been developed by an internationally renowned teaching staff, with extensive experience in the advertising industry. On the other hand, the university degree has a 100% online methodology so that students can complete the program comfortably. They only need a device with Internet access to deepen their knowledge in a sector that offers many job opportunities. In addition, the syllabus is supported by the innovative Relearning method: this is a teaching system based on repetition, which ensures that knowledge is acquired in a natural and progressive way, without the effort of memorizing.

This **Postgraduate Certificate in Advertisement Creation** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Notice of
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*You will have the support of a teaching team made up of professionals from the advertising industry"*



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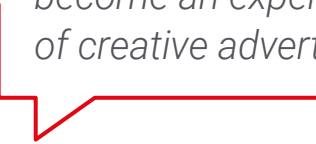
*With TECH you will use the best strategies and you will revolutionize the advertising market”*

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

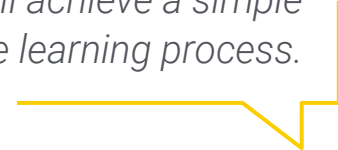
Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*Delve into your knowledge and become an expert in the creation of creative advertisements.*



*Thanks to the innovative Relearning method, you will achieve a simple and progressive learning process.*



# 02

# Objectives

The objective of this program is to enable students to apply the most innovative and creative tools to the process of creating advertisements. In this sense, the training has been developed by a recognized teaching staff that offers a variety of creative techniques according to the existing advertising genres and styles. In this way, through resources that combine theory and practice, graduates will carry out successful campaigns that will revolutionize the advertising industry.







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*The objective of TECH is to enhance your skills and give you the keys to innovate with attractive messages”*



## General Objectives

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- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools







## Specific Objectives

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- ♦ Explain how creative thinking in advertising works and its strategic importance
- ♦ Analyze in detail the target audience and the use of insight in advertising
- ♦ Understand how the advertising message is structured
- ♦ Explore different spaces for creativity in communication
- ♦ Highlight the importance of art direction and its implementation while respecting the brand style
- ♦ To glimpse the future of creative research



*Through TECH, you will successfully overcome the constant changes in the advertising industry”*

# 03

# Course Management

In its maximum of offering an education based on excellence, TECH has the support of a teaching team with international prestige. These experts have an extensive professional background, which has allowed them to acquire experience in prestigious companies in the advertising sector. This has contributed to offering the most dynamic and complete materials in the academic market. Thus, graduates have the guarantees they need to specialize in a booming industry.







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*The teachers in this program have extensive experience in the advertising field"*



## Management



### Mr. Labarta Vélez, Fernando

- ♦ Creative Director at El Factor H
- ♦ Marketing Director at La Ibense
- ♦ Creative Director of Events at Beon Worldwide
- ♦ Branded Content Director at Atrium Digital and Mettre Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- ♦ Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville
- ♦ Co-author of the book *Cómo crear una marca. Manual of use and management*



# 04

## Structure and Content

TECH's Postgraduate Certificate in Advertisement Creation aims for students to develop an effective advertising strategy. In this sense, the academic program offers materials designed by a recognized teaching team and provides advanced techniques for the creation of impactful advertisements. Thanks to the training materials, students will employ creative strategies that will attract the attention of consumers. As a result, graduates will be prepared to leap forward in their careers and stand out in a booming industry.





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*Expand your knowledge about the strategic importance of targeting when generating your advertisements with this program"*

## Module 1. Advertisement Creation

- 1.1. How an advertising creative thinks
  - 1.1.1. How he thinks in a natural way
  - 1.1.2. How he thinks professionally
  - 1.1.3. Conclusions
- 1.2. The strategic importance of the target
  - 1.2.1. The essential motivation
  - 1.2.2. Benefits of knowing the target
  - 1.2.3. How to analyze target audience data
  - 1.2.4. Insight in advertising
- 1.3. How to structure the message
  - 1.3.1. Communication axis
  - 1.3.2. Concept of Communication
  - 1.3.3. Transmission scheme
- 1.4. Where to create in communication
  - 1.4.1. The Name
  - 1.4.2. | Certificate
  - 1.4.3. The spot
  - 1.4.4. The radio spot
  - 1.4.5. Outdoor Advertising
  - 1.4.6. Others
- 1.5. Art Direction
  - 1.5.1. How many elements
  - 1.5.2. Size hierarchy
  - 1.5.3. Copy?
  - 1.5.4. Cost savings
  - 1.5.5. The Brand's Style
  - 1.5.6. Obviousness
  - 1.5.7. If it does not contribute, etc
- 1.6. Creative Techniques
  - 1.6.1. The keys to advertising
  - 1.6.2. Advertising genres and styles
  - 1.6.3. Conclusions







- 1.7. How to create advertising
  - 1.7.1. How to get free publicity
  - 1.7.2. How to get a brand in the news
  - 1.7.3. Conclusions
- 1.8. Digital creativity
  - 1.8.1. Digital creativity
  - 1.8.2. Digital advertising
  - 1.8.3. Conclusions
- 1.9. How to create creative ads
  - 1.9.1. A striking visual concept
  - 1.9.2. A text that excites
  - 1.9.3. Surprise
  - 1.9.4. Types of Creativity
  - 1.9.5. Test and optimize
- 1.10. The future of creative research
  - 1.10.1. Artificial Intelligence
  - 1.10.2. Virtual Reality and Augmented Reality
  - 1.10.3. Online collaboration
  - 1.10.4. Data-driven research



*You only need a device with an internet connection to complete this program at any time or place. Enroll now!"*

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.





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*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.



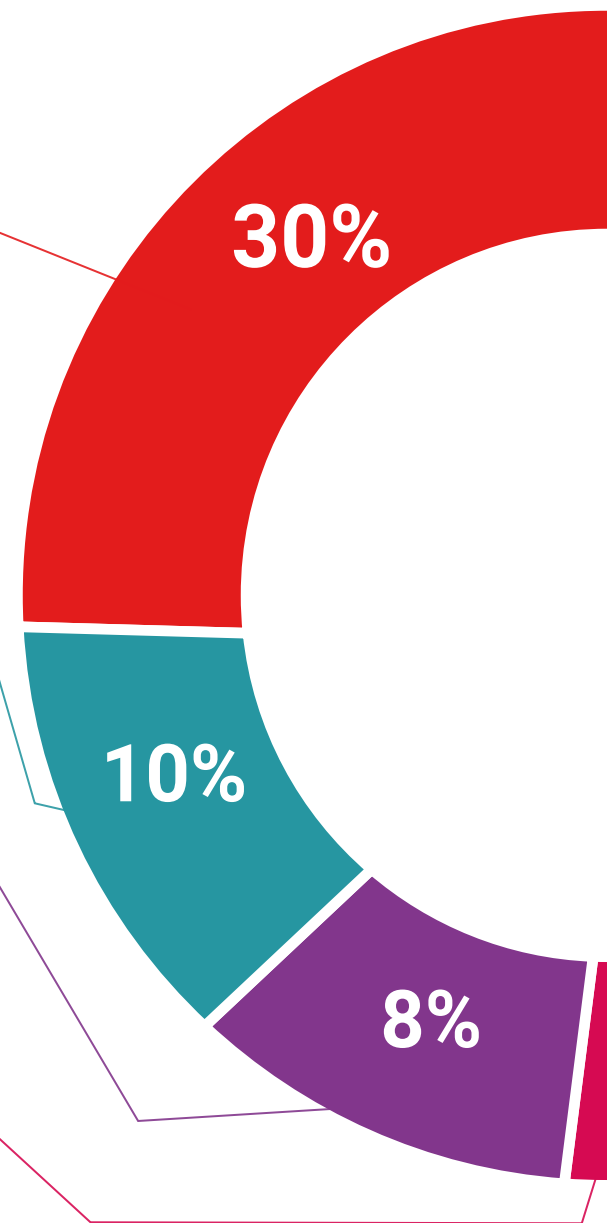
#### Practising Skills and Abilities

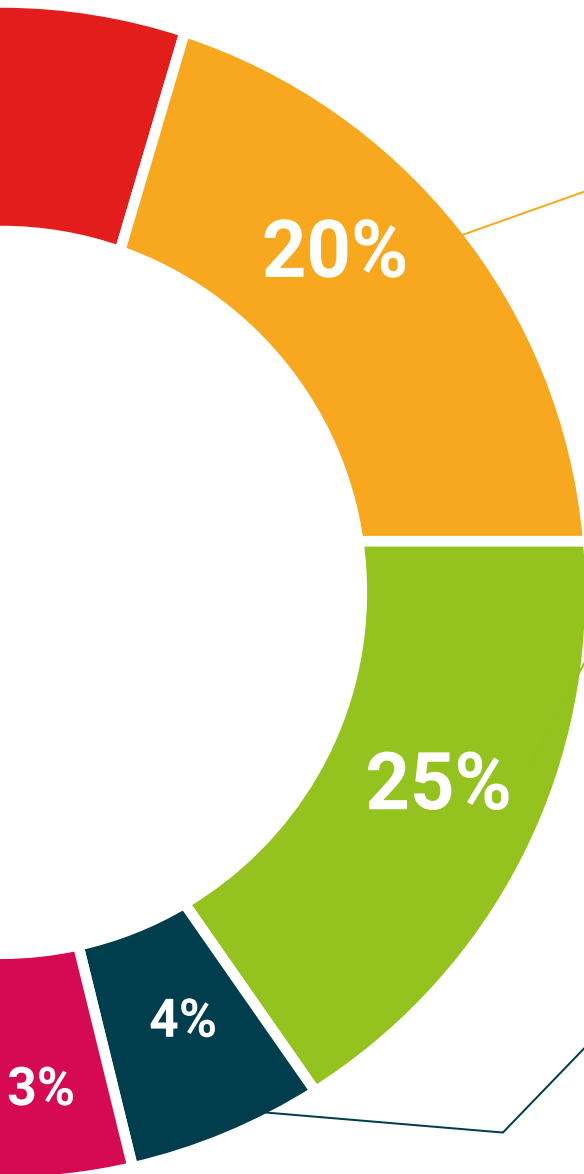
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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 Postgraduate Certificate in Advertisement Creation 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 Advertisement Creation** 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 diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Advertisement Creation**

Official N° of Hours: **150 h.**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



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