

Postgraduate Certificate Advertising Creativity



Postgraduate Certificate

Advertising Creativity

- » Modality: online
- » Duration: 8 weeks
- » Certificate: TECH Global University
- » Credits: 12 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/journalism-communication/postgraduate-certificate/advertising-creativity

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01

Introduction

The best advertising campaigns are based on innovation and creativity. Opting for something never seen before is essential to attract the public. With this intensive program, students will gain a broad perspective on copywriting and the possibility to understand the purpose of an advertising spot. To this end, a series of rules and warnings will be addressed in order to obtain an effective and professional writing. Undoubtedly, a unique program that will set the path for your professional development.





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Specialize in creative writing and art direction in advertising and acquire the necessary skills to succeed in this field"

With this Postgraduate Certificate, TECH provides students with a compendium of knowledge related to copywriting through which they will learn to apply and analyze the editorial peculiarities of each of the different messages: letters, brochures, press ads, billboards, commercials, spots, etc., both from theoretical aspects and practical cases. From there, the students will be able to incorporate the guidelines, keys and reference models learned about copywriting to the most current media and platforms, internet and social networks. The objective is to acquire writing skills and develop the imagination to generate original ideas in any advertising format.

The program also includes the more artistic version of advertising. One of the main characteristics of the art director is his/her ambition to constantly improve his/her work, to know, to explore the limits of communication to surprise and capture the receiver of his/her message. For this reason, this program is intended to sow in the student the seed of restlessness towards the field of advertising graphic design and art direction so never stop perfecting himself as a visual communicator.

In this way, this Postgraduate Certificate will become an essential tool for professionals in the field who wish to specialize in advertising creativity, as it includes, in a single syllabus, the most relevant aspects of copywriting and advertising art. Undoubtedly, a program of great value for journalism and communication professionals.

This **Postgraduate Certificate in Advertising Creativity** contains the most complete and up-to-date program on the market. Its most outstanding 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
- ♦ Practical case studies presented by practising 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 teaching team 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



*A high-level program,
designed for professionals
seeking excellence”*

“ *A Postgraduate Certificate that will enable you to work in all areas of advertising creation with the solvency of a high-level professional*”

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields 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 includes the latest advances in educational technology. As a result, students 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 is used. Therefore, with the help of an innovative interactive video system, and *Learning from an Expert*, the students will be able to acquire the knowledge as if they were facing real cases. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

This program includes a multitude of practical resources that will help you to reinforce your theoretical knowledge.

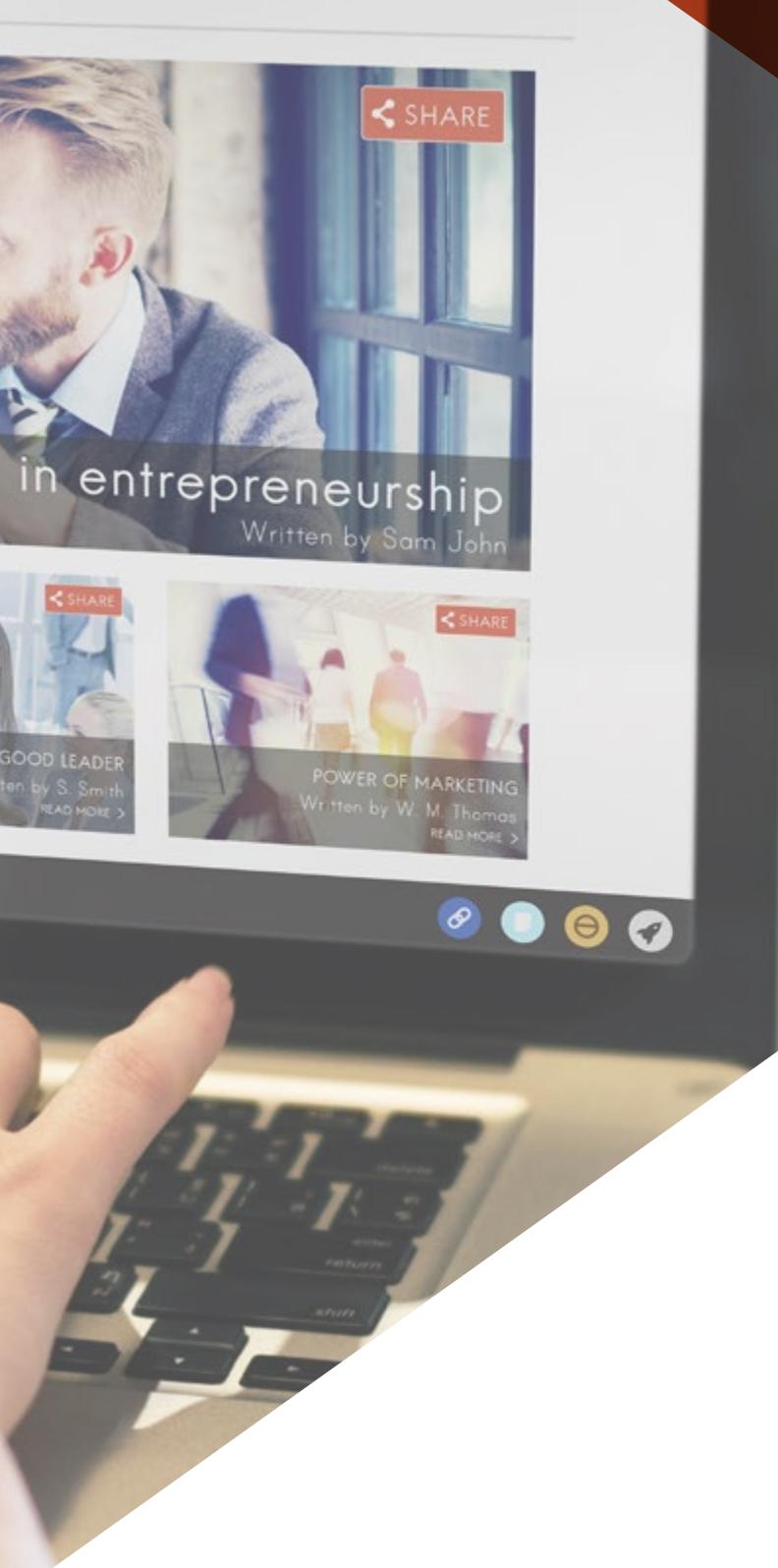
The teaching methodology of this Postgraduate Certificate is the most innovative in the current educational scenario.



02 Objectives

Students who take this Postgraduate Certificate in Advertising Creativity at TECH will find the most complete information on the market in this field, which will allow them to acquire the necessary education to develop their most creative side, designing attractive and innovative advertising campaigns. Thus, upon completing this program, the professionals will be better prepared to access relevant positions in which they will be able to become a reference professional.





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Develop your most creative side and learn how to design successful advertising campaigns”



General Objective

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools

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This program will propel you towards greater competitiveness in the job market”





Specific Objectives

- ◆ 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
- ◆ Recognize significant and appropriate tools for the study of advertising and public relations
- ◆ 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 skills to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution
- ◆ 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
- ◆ Encourage creativity and persuasion through different supports and different means of communication

03

Structure and Content

The contents of this Postgraduate Certificate in Advertising Creativity have been structured to facilitate the learning of journalists in the advertising field, so that they can acquire the necessary tools to develop their creativity. The program is divided into two modules that cover the fundamental aspects of advertising creativity, both at writing and artistic levels. A program designed to the student can self-manage their study in a comfortable way.



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A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life"

Module 1. Advertising Creativity I: Writing

- 1.1. Writing Concept
 - 1.1.1. Writing and Editing
 - 1.1.2. Copywriting and Thought
 - 1.1.3. Copywriting and Order
- 1.2. Fundamentals of Advertising Copywriting
 - 1.2.1. Correction
 - 1.2.2. Adaptation
 - 1.2.3. Efficiency
- 1.3. Characteristics of Copywriting
 - 1.3.1. Nominalization
 - 1.3.2. Destructuring
 - 1.3.3. Expressive Concentration
- 1.4. Text and Image
 - 1.4.1. From Text to Image
 - 1.4.2. Text Functions
 - 1.4.3. Image Functions
 - 1.4.4. Relationship Between Text and Imaging
- 1.5. Brand and Slogan
 - 1.5.1. The Brand
 - 1.5.2. Brand Characteristics
 - 1.5.3. The Slogan
- 1.6. Direct Advertising
 - 1.6.1. The Brochure
 - 1.6.2. The Catalogue
 - 1.6.3. Other Annexes





- 1.7. Press Advertising: the Large Format Advertisement
 - 1.7.1. Newspapers and Magazines
 - 1.7.2. Superstructure
 - 1.7.3. Formal Characteristics
 - 1.7.4. Editorial Characteristics
- 1.8. Press Advertising: Other Formats
 - 1.8.1. Word Advertisements
 - 1.8.2. Superstructure
 - 1.8.3. The Claim
 - 1.8.4. Superstructure
- 1.9. Outdoor Advertising
 - 1.9.1. Formats
 - 1.9.2. Formal Characteristics
 - 1.9.3. Editorial Characteristics
- 1.10. Radio Advertising
 - 1.10.1. Radio Language
 - 1.10.2. The Radio Spot
 - 1.10.3. Superstructure
 - 1.10.4. Wedge Types
 - 1.10.5. Formal Characteristics
- 1.11. Audiovisual Advertising
 - 1.11.1. The Image
 - 1.11.2. The Text
 - 1.11.3. Music and Sound Effects
 - 1.11.4. Advertising Formats
 - 1.11.5. The Script
 - 1.11.6. The Storyboard

Module 2. Corporate Identity

- 2.1. The Importance of Image in Businesses
 - 2.1.1. What is Corporate Image?
 - 2.1.2. Differences between Corporate Identity and Corporate Image
 - 2.1.3. Where can the Corporate Image be Manifested?
 - 2.1.4. Situations of Corporate Image Change
Why Get a Good Corporate Image?
- 2.2. Research Techniques in Corporate Image
 - 2.2.1. Introduction
 - 2.2.2. The study of the Company's Image
 - 2.2.3. Corporate Image Research Techniques
 - 2.2.4. Qualitative Image Study Techniques
 - 2.2.5. Types of Quantitative Techniques
- 2.3. Image Audit and Strategy
 - 2.3.1. What is Image Audit?
 - 2.3.2. Guidelines
 - 2.3.3. Audit Methodology
 - 2.3.4. Strategic Planning
- 2.4. Corporate Culture
 - 2.4.1. What is Corporate Culture?
 - 2.4.2. Factors Involved in Corporate Culture
 - 2.4.3. Functions of Corporate Culture
 - 2.4.4. Types of Corporate Culture
- 2.5. Corporate Social Responsibility and Corporate Reputation
 - 2.5.1. CSR: Concept and Application of the Company
 - 2.5.2. Guidelines for Integrating CSR into Businesses
 - 2.5.3. CSR Communication
 - 2.5.4. Corporate Reputation
- 2.6. Corporate Visual Identity and Naming
 - 2.6.1. Corporate Visual Identity Strategies
 - 2.6.2. Basic Elements
 - 2.6.3. Basic Principles
 - 2.6.4. Preparation of the Manual
 - 2.6.5. The *Naming*





- 2.7. Brand Image and Positioning
 - 2.7.1. The Origins of Trademarks
 - 2.7.2. What is a Brand?
 - 2.7.3. The Need to Build a Brand
 - 2.7.4. Brand Image and Positioning
 - 2.7.5. The Value of Brands
- 2.8. Image Management through Crisis Communication
 - 2.8.1. Strategic Communication Plan
 - 2.8.2. When it All Goes Wrong: Crisis Communication
 - 2.8.3. Cases
- 2.9. The Influence of Promotions on Corporate Image
 - 2.9.1. The New Advertising Industry Landscape
 - 2.9.2. The Marketing Promotion
 - 2.9.3. Features
 - 2.9.4. Dangers
 - 2.9.5. Promotional Types and Techniques
- 2.10. Distribution and Image of the Point of Sale
 - 2.10.1. The Main Players in Commercial Distribution
 - 2.10.2. The Image of Retail Distribution Companies through Positioning
 - 2.10.3. Through its Name and Logo

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A unique, key, and decisive educational experience to boost your professional development”

04

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

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

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

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



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



Study Material

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

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



Classes

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

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



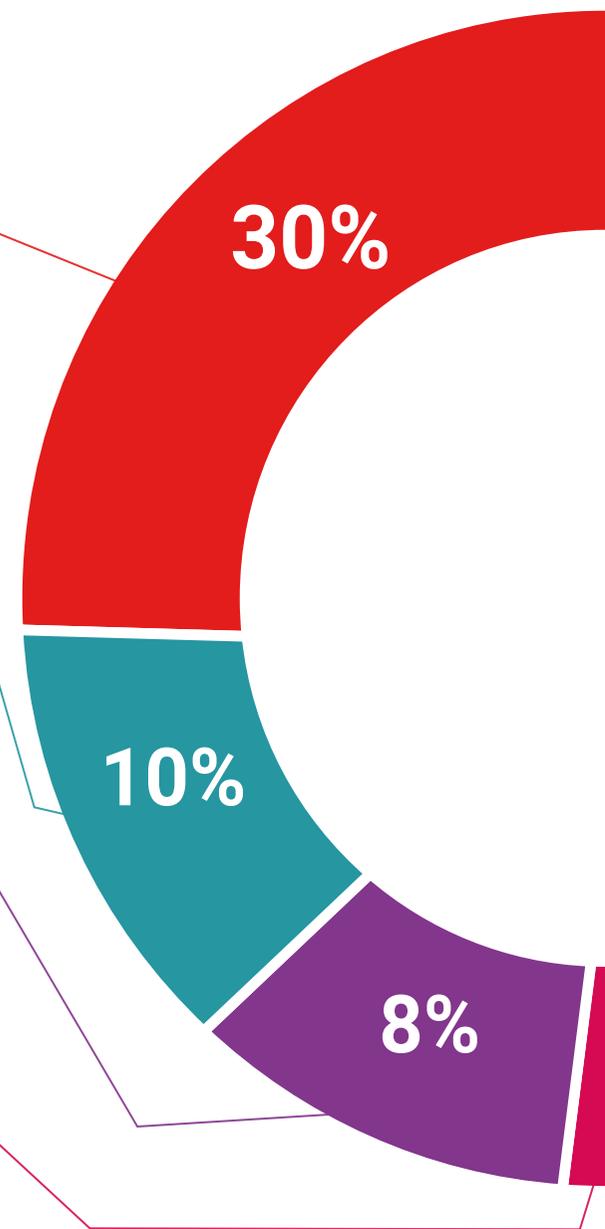
Practising Skills and Abilities

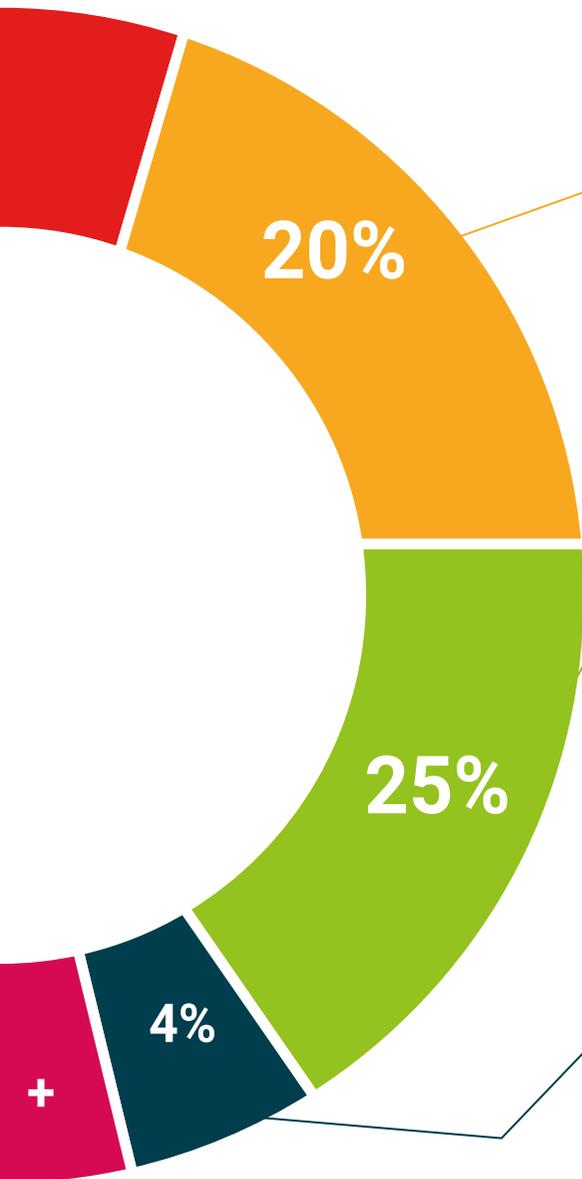
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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.



05

Certificate

The Postgraduate Certificate in Advertising Creativity guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



The image features two black graduation caps (mortarboards) against a blue sky with light clouds. One cap is in the foreground on the left, with a hand visible holding its tassel. The other cap is in the background on the right. The image is overlaid with a large white diagonal shape that contains text, and a red diagonal shape in the top right corner.

“

Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork”

This program will allow you to obtain your **Postgraduate Certificate in Advertising Creativity** 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: **Postgraduate Certificate in Advertising Creativity**

Modality: **online**

Duration: **8 weeks**

Accreditation: **12 ECTS**



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



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