

Postgraduate Certificate Advertising Creativity



Postgraduate Certificate Advertising Creativity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 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

Originality and innovation are crucial to capture the attention of the target audience in the advertising landscape. Therefore, enhancing creativity has become a necessity for advertisers and communicators who seek not only to captivate their audience, but also to apply the most disruptive technological resources. To respond to these challenges, this program addresses from the generation of ideas to the execution of impactful campaigns. In addition, it delves into the challenges faced by the professional in this area when developing attractive commercial strategies. For this purpose, it has a completely online methodology with access to a wide variety of multimedia content, supported by the Relearning method to ensure a deep assimilation of key concepts.





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Through this Postgraduate Certificate you will stand out in the competitive field of artistic creativity in advertising and assimilate skill in a fast and flexible way"

In the current advertising scenario, saturated and in constant evolution, in which the competition for the consumer's attention demands innovative contents, more and more trained professionals are required. Added to this is the irruption of new communication channels, related to the technological advance of the Internet and social networks. Within this context, messages have reached extremely high levels of viralization, generating challenges such as creating immediate stories that are in line with the latest cultural narratives.

For this reason, this program is a cutting-edge academic solution for creatives to update their skills and deepen their knowledge of cutting-edge techniques. Thanks to its unique curriculum, students are provided with a complete update on the phases of the message shaping process, the strategies to implement innovative trends and the relationships with other stakeholders such as photographers, designers, suppliers and other essential profiles in an agency and other essential profiles in an advertising agency.

At the same time, the syllabus addresses the processes of incorporation and application of new technologies, channels and languages within advertising due to the transformation of society, its interests and latent presence in the multimedia panorama. Likewise, through this degree, professionals have the opportunity to analyze the limits of advertising creativity, among which the following stand out: costs and the relevance of the message.

In terms of methodology, TECH stands out for its 100% online mode of study, offering flexibility that adapts to the agendas of working professionals. The Relearning teaching system, based on the repetition of key concepts, guarantees a deep and lasting assimilation of the knowledge acquired. This approach, supported by a wide variety of multimedia content such as interactive videos, enables students to lead advertising creativity.

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

- ♦ The development of case studies presented by experts in Creative Advertising
- ♦ 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



Enroll in a Postgraduate Certificate that not only responds to the demands of the present, but equips you to lead the future of advertising creativity"

“

You will master the entire process of generating advertising ideas by the hand of TECH”

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.

Get updated with the latest methods of advertising creation in the university best rated by its students in Trustpilot.

Enroll in this Postgraduate Certificate and you will master the different types of ads that are handled in the advertising industry.



02

Objectives

The main objective of TECH's Postgraduate Certificate in Advertising Creativity is to enhance students' creativity. Through a dynamic approach, it trains graduates to design innovative campaigns through a deep understanding of the creative process. In addition, this program provides the essential tools to foster originality and strategic insight, allowing professionals to stand out in today's advertising industry. To optimize and make the learning process more flexible, the program uses a 100% online approach that allows access to content anytime, anywhere.





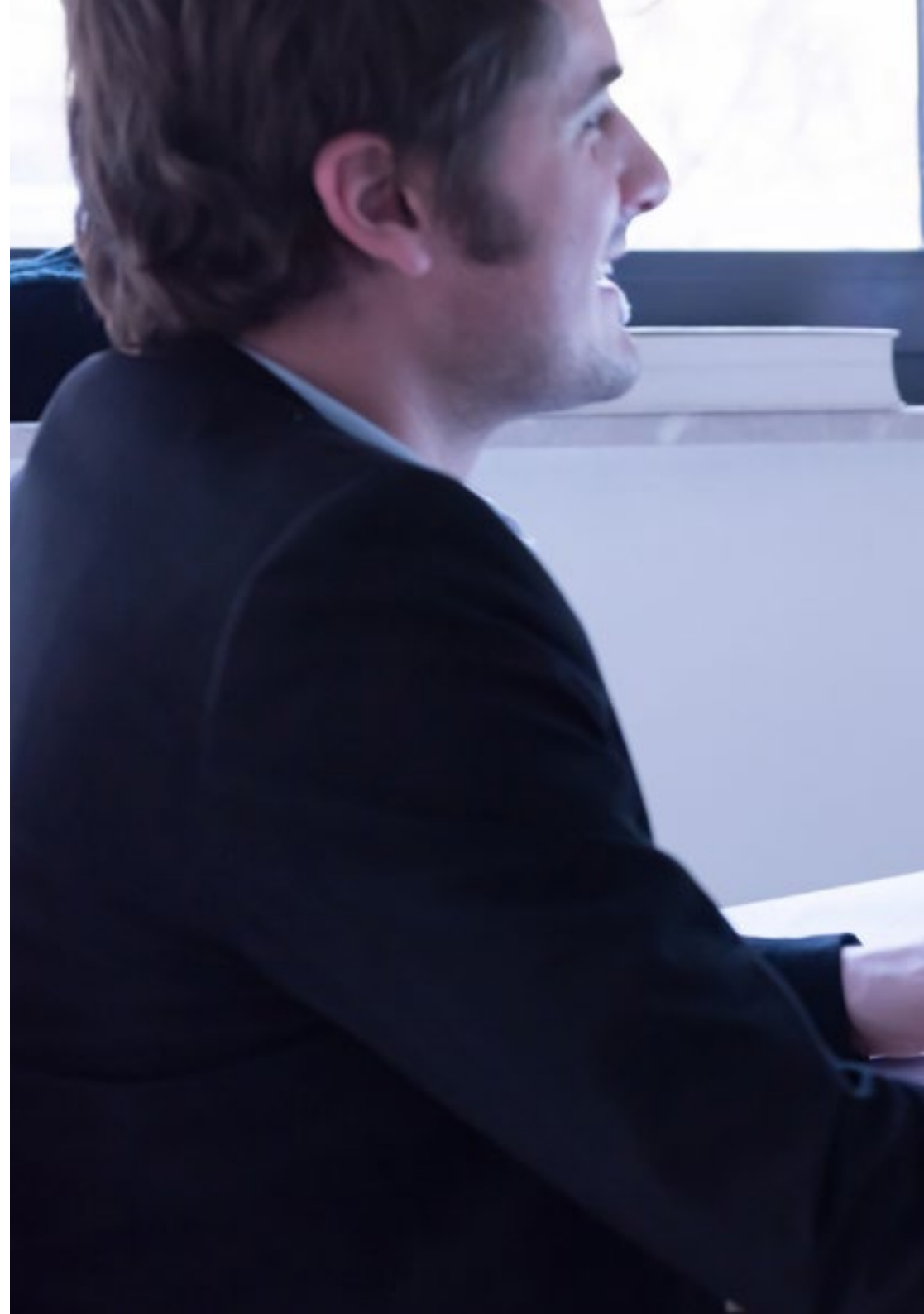
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*Specialize in the Advertising
Creativity sector and give your
career the boost it needs”*



General Objectives

- ♦ Show and assess the new trends that professionals in this sector will encounter now and in the future
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Know in depth the new projects of value for commercial communication
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Gain in-depth knowledge of the latest tools to support creativity
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools
- ♦ Understand the creative process through testing in its different forms and expressions
- ♦ Knowing the strategies of access to the labor market
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer





Specific Objectives

- ♦ Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas
- ♦ Detail the challenges that a creative person faces
- ♦ Highlight the values of creative collaboration
- ♦ Signify the relevance of creativity in different professions
- ♦ Examine the best conditions to stimulate creativity
- ♦ Understand the role of creativity in advertising
- ♦ Study the artistic references of creativity
- ♦ Get a glimpse of the challenges of the changing and competitive environment
- ♦ Invite to cross the limits
- ♦ Help to understand that every challenge is an opportunity to grow



Get updated on current advertising trends and reach your goals with TECH"

03

Course Management

This Postgraduate Diploma, led by experts with many years of experience in advertising creativity, is an intensive immersion in a dynamic and challenging field. Developed with a fully online approach, the curriculum addresses the fundamental aspects of this sector, from idea generation to the execution of impactful campaigns. This program ensures that students acquire the skills and vision necessary to excel in the ever-evolving advertising industry thanks to the innovative Relearning method pioneered by TECH.





“

Join this Postgraduate Certificate and you will boost your creativity from the hand of expert advertisers”

Management



D. 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*

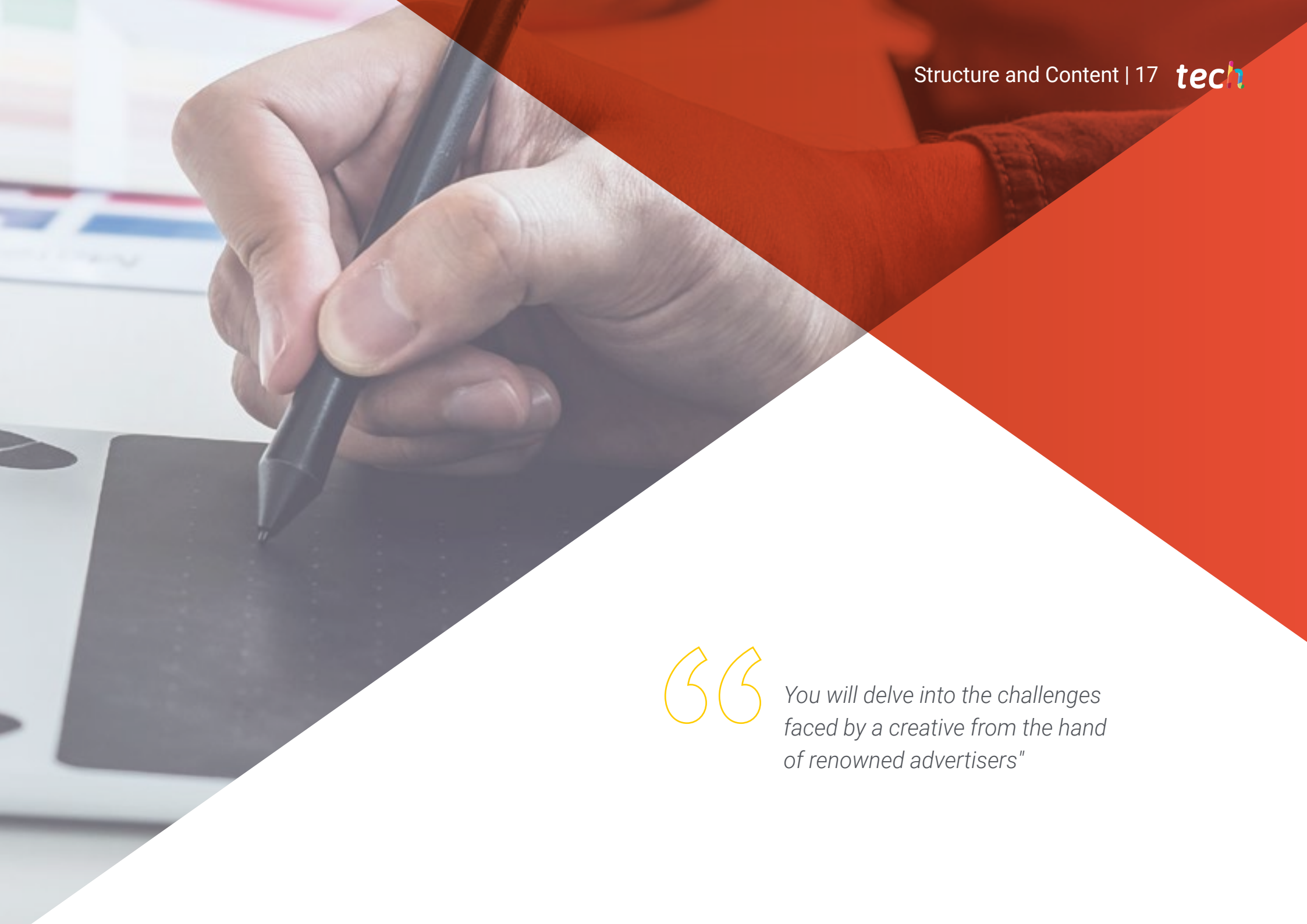


04

Structure and Content

The Postgraduate Certificate syllabus delves into the fundamental pillars of idea generation and advertising strategies. From the optimal conditions to foster creativity to the distinction between creative and non-creative advertisements, students will gain a comprehensive view of the creative process in advertising. This unique program addresses the limits of advertising creativity and how to stand out in a constantly evolving field. With a 100% online methodology, it facilitates and makes the learning process more flexible for graduates through the use of a wide variety of multimedia resources such as interactive summaries.





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*You will delve into the challenges
faced by a creative from the hand
of renowned advertisers”*

Module 1. Creative Publicist

- 1.1. What is Creativity
 - 1.1.1. Definitions
 - 1.1.2. Constantly changing creative models. New technologies, need for greater efficiency
 - 1.1.3. Challenges for creatives in the development of innovative strategies
The Benefits of Collaboratio
 - 1.1.4. Professions where creativity is in demand
 - 1.1.5. People who stood out for their exceptional creativity
- 1.2. The best conditions to create. The generation of ideas
 - 1.2.1. Phases of Creativity
 - 1.2.2. Focus on the problem
 - 1.2.3. Relax, enjoy
 - 1.2.4. Make a mistake
 - 1.2.5. Play and techniques to stimulate the game
- 1.3. The creative subject
 - 1.3.1. Demands on the creative
 - 1.3.2. Stability
 - 1.3.3. The creative's kryptonite
 - 1.3.4. Falling in love with the project
 - 1.3.5. Good or bad creative?
 - 1.3.6. The creative's memory
- 1.4. Challenges for creatives in the development of innovative strategies
 - 1.4.1. Customer relations: companies, individuals, organizations, territories.
 - 1.4.2. Relationships with other stakeholders: suppliers (photographers, planners, speakers, designers...), colleagues, agency managers, artificial intelligence, etc
 - 1.4.3. Relations with consumers
 - 1.4.4. The importance of team building
- 1.5. The context of a creative project
 - 1.5.1. Market introduction of an innovative product
 - 1.5.2. Strategy for approaching creativity
 - 1.5.3. Complex products or services
 - 1.5.4. Personalized communication



- 1.6. Types of advertisements. Creative and non-creativeTypes of
 - 1.6.1. Innovative, generic, imitations, etc
 - 1.6.2. Differences between original
 - 1.6.3. Ways to get customers with creativity
- 1.7. Artistic creativity in communication
 - 1.7.1. 21 reasons to be creative
 - 1.7.2. What we call art in communication
 - 1.7.3. Artistic referents of advertising creativity
- 1.8. New creative challenges
 - 1.8.1. New channels, technologies, trends, etc
 - 1.8.2. The development of a new format
 - 1.8.3. The need to implement new technologies in an innovative ad
 - 1.8.4. The entry of competitors
 - 1.8.5. Life cycle of an idea
 - 1.8.6. Sustainability, inclusive language
- 1.9. Trends in advertising creativity
 - 1.9.1. Role of customers in decision making
 - 1.9.2. New methods and media
 - 1.9.3. New Technologies
- 1.10. Limits of advertising creativity
 - 1.10.1. Access to the most innovative ideas
 - 1.10.2. The cost of a good idea
 - 1.10.3. The relevance of a message
 - 1.10.4. The decision map
 - 1.10.5. Finding the right balance

“A syllabus developed to take your Advertising Creativity skills to the next level.
This is the opportunity you've been looking for!”



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.



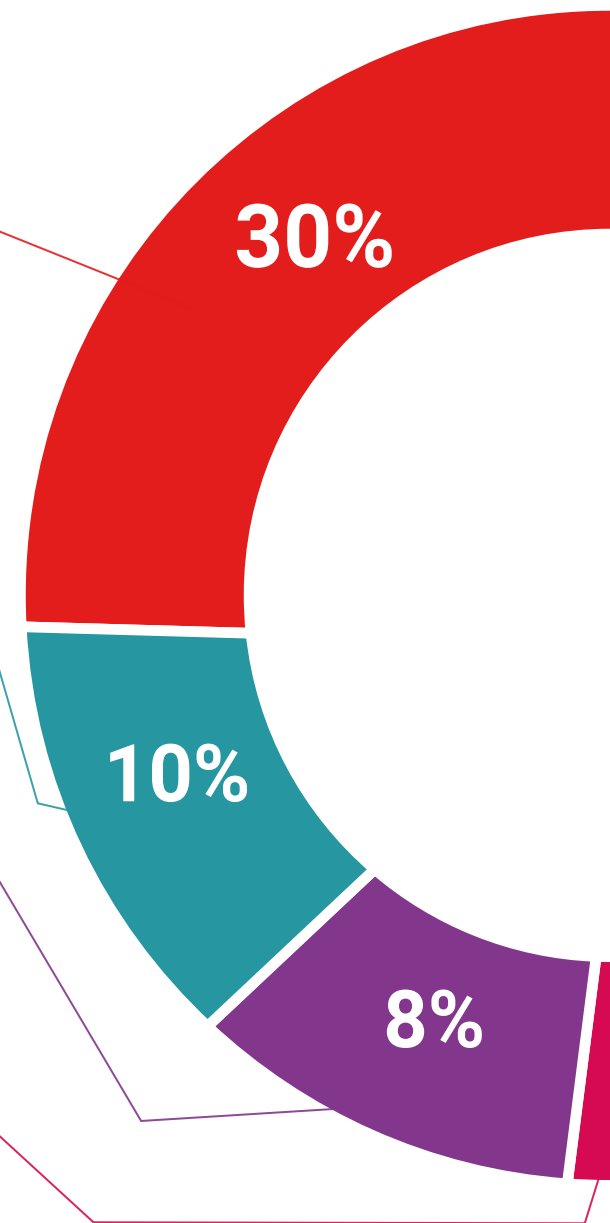
Practising Skills and Abilities

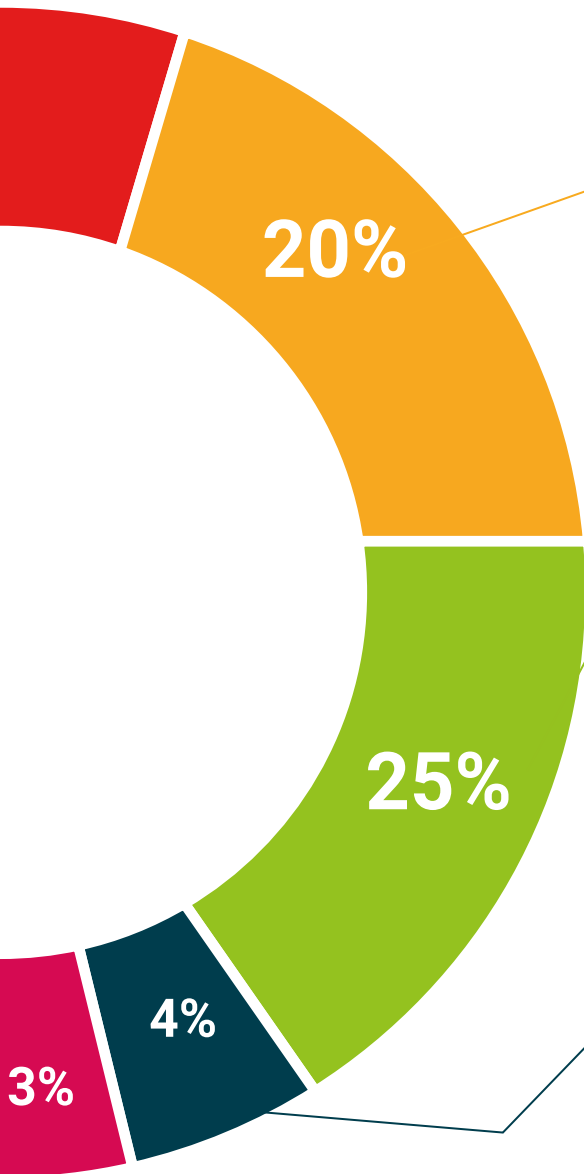
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 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. The caps are positioned diagonally, with one in the foreground and another slightly behind it. The background is split into a white lower-left section and a red upper-right section by a diagonal line.

“

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 **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: **6 weeks**

Accreditation: **6 ECTS**



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



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