

# Postgraduate Certificate Advertising Language





## Postgraduate Certificate Advertising Language

- » 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/advertising-language](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/advertising-language)

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# 01

# Introduction

Copywriters must understand the keys to the Advertising Language in order to achieve the objectives set when developing a message. Therefore, specialization in this field is especially relevant. For this reason, TECH proposes the development of this program, which has the most up-to-date content of the moment, developed by a first-class teaching team.



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*Developing successful advertising messages will help you find a niche in this field and give a boost to the companies in which you work”*

This Postgraduate Certificate in Advertising Language offers journalism and communication professionals a unique opportunity to develop their most creative side in the field of writing, allowing them to provide a plus of quality in their productions that are able to encourage customers to purchase. In this way, this intensive program teaches how to analyze and describe advertising discourses, the creative processes in their elaboration, construction and internal structure, paying special attention to language and other resources of great interest.

Thus, with the completion of this program, the students will be able to obtain a global vision of the fundamentals of the advertising system, the creative process and the latest techniques in Advertising Language. The main objective is to set up the first theoretical and practical pillars to qualify the student to make strategic decisions in the field of persuasive communication and Advertising Language.

This program is a complete and concrete review that will enable students to perform any of these tasks in the field of communication with solvency and confidence. Thus, with this program, TECH offers a real work scenario to be able to evaluate the convenience of its application in the project, assessing its real indications, its way of development and the expectations that can be had with respect to the results.

A program of great educational value that will mark a before and after in the knowledge of the students, by offering them the keys that they will be able to apply during their communicative and advertising creation process.

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

- ♦ 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



*Learn the characteristics of Advertising Language and be more effective in your daily practice"*

“ *TECH Technological University offers you a multitude of theoretical and practical resources that will be essential to achieve a more complete learning*”

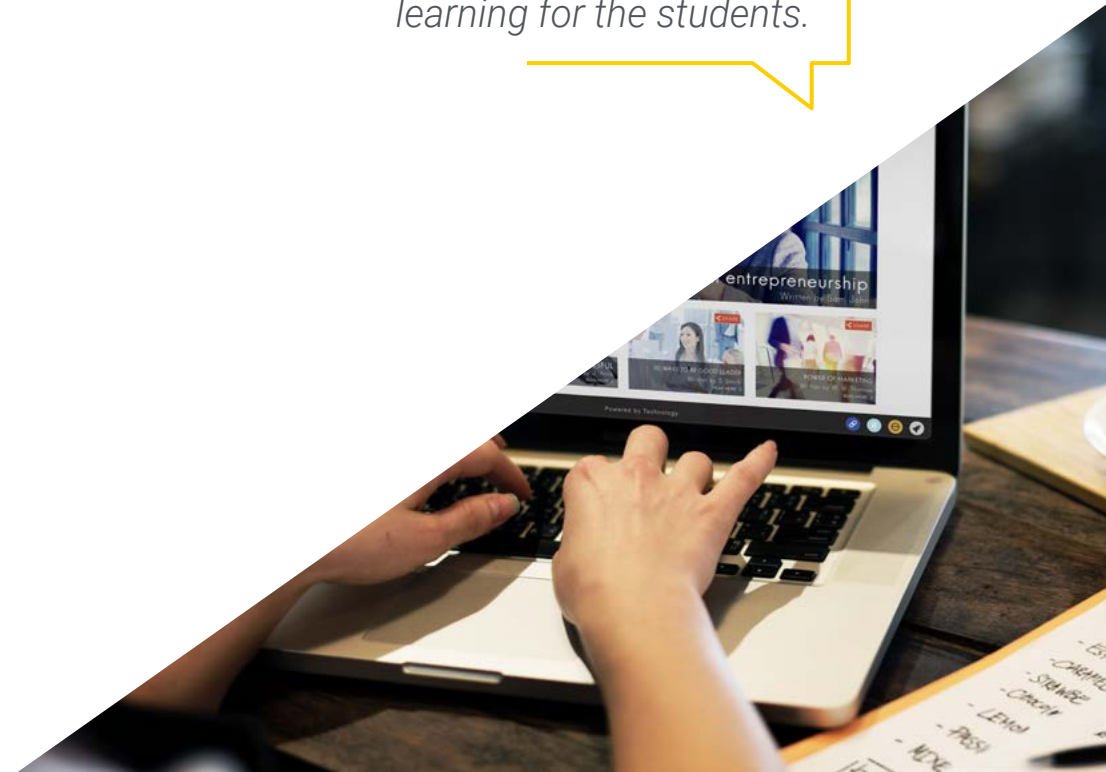
The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but 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 , integrates 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 relies on the experience of active professionals, experts in Language Advertising.*

*This program offers a first-class didactic methodology, which will facilitate learning for the students.*



# 02

# Objectives

TECH has designed this Postgraduate Certificate in Advertising Language so that journalism and communication professionals acquire the necessary preparation to write persuasive messages that cause attraction in the public. This program will undoubtedly be essential for their professional development in this field. In this way, students will be able to fulfill their educational objectives, while the university fulfills its own goals of offering the best programs of the moment.







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*TECH Technological University  
offers you a unique opportunity to  
reorient your professional future”*



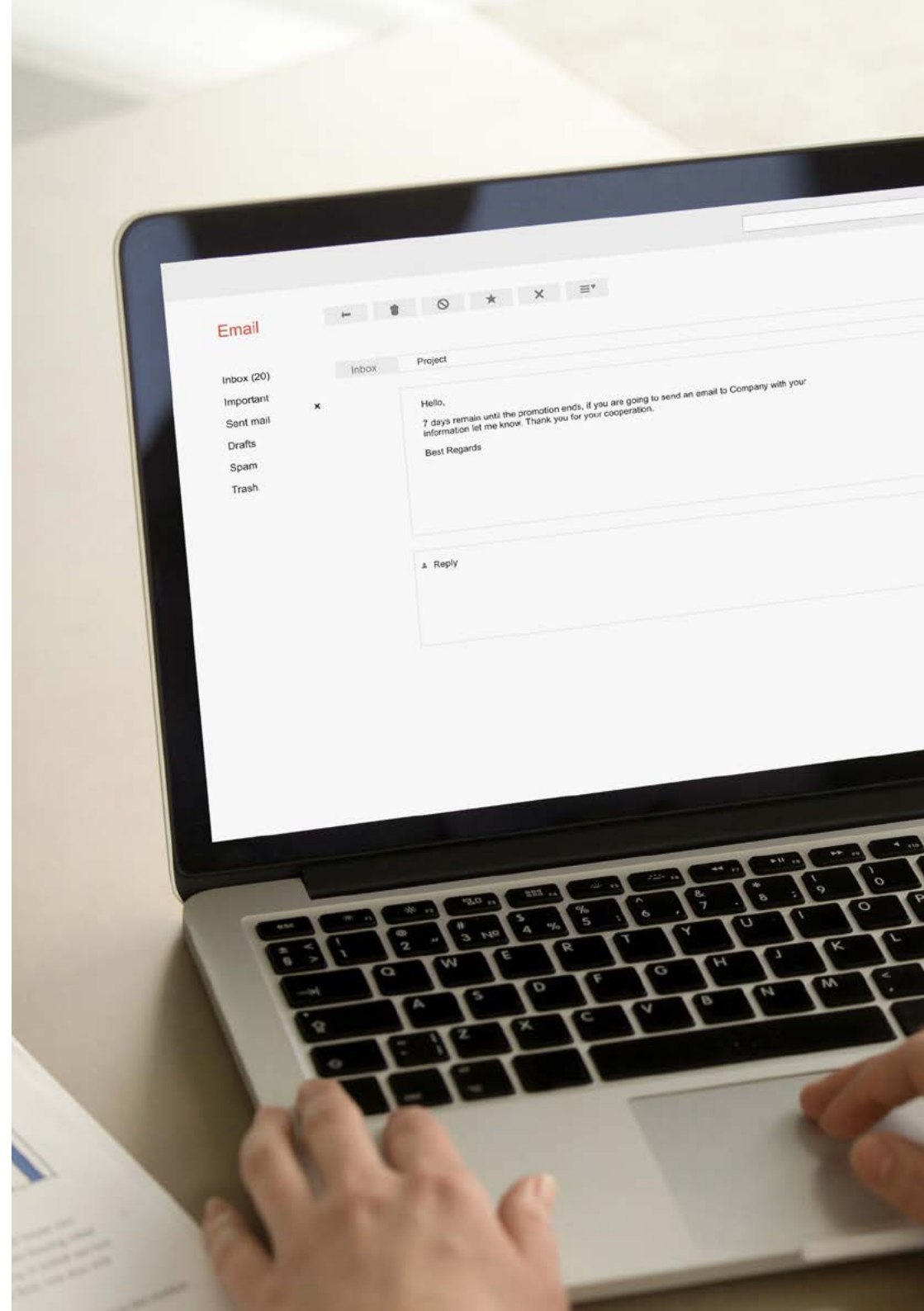
## General Objective

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



*Reach your educational goals with this Postgraduate Certificate and learn everything related to Advertising Language”*





## Specific Objectives

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- ♦ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication
- ♦ Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

03

# Structure and Content

The syllabus of this Postgraduate Certificate is composed of a rich content on Advertising Language that will provide students with the necessary preparation to know, first hand, how persuasive communication should be done. A very well-structured program that will allow students to carry out a self-guided study that they will be able to follow step by step through an online didactic methodology that will facilitate learning and will allow them to get up to date in this field.



“

*A very well-structured syllabus that will allow you to make a high quality educational journey”*

## Module 1. Advertising Language

- 1.1. Thinking and Writing: Definition
  - 1.1.1. Definition of Copywriting
  - 1.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 1.2. Copywriting and Creativity
  - 1.2.1. Conditions of the Copywriting Process
  - 1.2.2. Linguistic Competence
  - 1.2.3. Functions of the Copywriter
    - 1.2.3.1. Definition of the Functions of the Copywriter
- 1.3. The Principle of Coherence and Campaign Conceptualization
  - 1.3.1. The Principle of Campaign Unity
  - 1.3.2. The Creative Team
  - 1.3.3. The Conceptualization Process: Hidden Creativity
  - 1.3.4. What is a Concept?
  - 1.3.5. Applications of the Conceptualization Process
  - 1.3.6. The Advertising Concept
  - 1.3.7. Utility and Advantages of the Advertising Concept
- 1.4. Advertising and Rhetoric
  - 1.4.1. Copywriting and Rhetoric
  - 1.4.2. Placing Rhetoric
  - 1.4.3. The Phases of Rhetoric
    - 1.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 1.4.4.2. Topoi and Reason Why as Argumentation
- 1.5. Fundamentals and Characteristics of Copywriting
  - 1.5.1. Correction
  - 1.5.2. Adaptation
  - 1.5.3. Efficiency
  - 1.5.4. Characteristics of Copywriting
  - 1.5.5. Morphological: Nominalization
  - 1.5.6. Syntactics: Destructuring
  - 1.5.7. Graphics: Emphatic Punctuation



- 1.6. Argumentation Strategies
  - 1.6.1. Description
  - 1.6.2. The Enthymeme
  - 1.6.3. Narration
  - 1.6.4. Intertextuality
- 1.7. Styles and Slogans in Copywriting
  - 1.7.1. The Length of the Sentence
  - 1.7.2. The Styles
  - 1.7.3. The Slogan
  - 1.7.4. A Phrase of Wartime Origin
  - 1.7.5. The Characteristics of the Slogan
  - 1.7.6. The Elocution of the Slogan
  - 1.7.7. The Forms of the Slogan
  - 1.7.8. The Functions of the Slogan
- 1.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
  - 1.8.1. Rigor, Clarity, Accuracy
  - 1.8.2. Synthesis and Simplicity
  - 1.8.3. Advertising Text Constraints
  - 1.8.4. Application of the Reason Why + USP Pairing
- 1.9. Copywriting in Conventional and Non-Conventional Media
  - 1.9.1. The Above-The-Line/Below-The-Line Division
  - 1.9.2. Integration: Overcoming the ATL- BTL Controversy
  - 1.9.3. Television Copywriting
  - 1.9.4. Radio Copywriting
  - 1.9.5. Press Copywriting
  - 1.9.6. Copywriting for Outdoor Media
  - 1.9.7. Copywriting in Non-Conventional Media
  - 1.9.8. Direct Marketing Copywriting
  - 1.9.9. Interactive Media Copywriting
- 1.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 1.10.1. Classical Models of Advertising Analysis
  - 1.10.2. Impact and Relevance
  - 1.10.3. The Writer Checklist
  - 1.10.4. Translation and Adaptation of Advertising Texts
  - 1.10.6. New Technologies, New Languages
  - 1.10.7. Writing in Web 2.0
  - 1.10.8. Naming, Guerrilla Advertising and Other Copywriting Cases



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

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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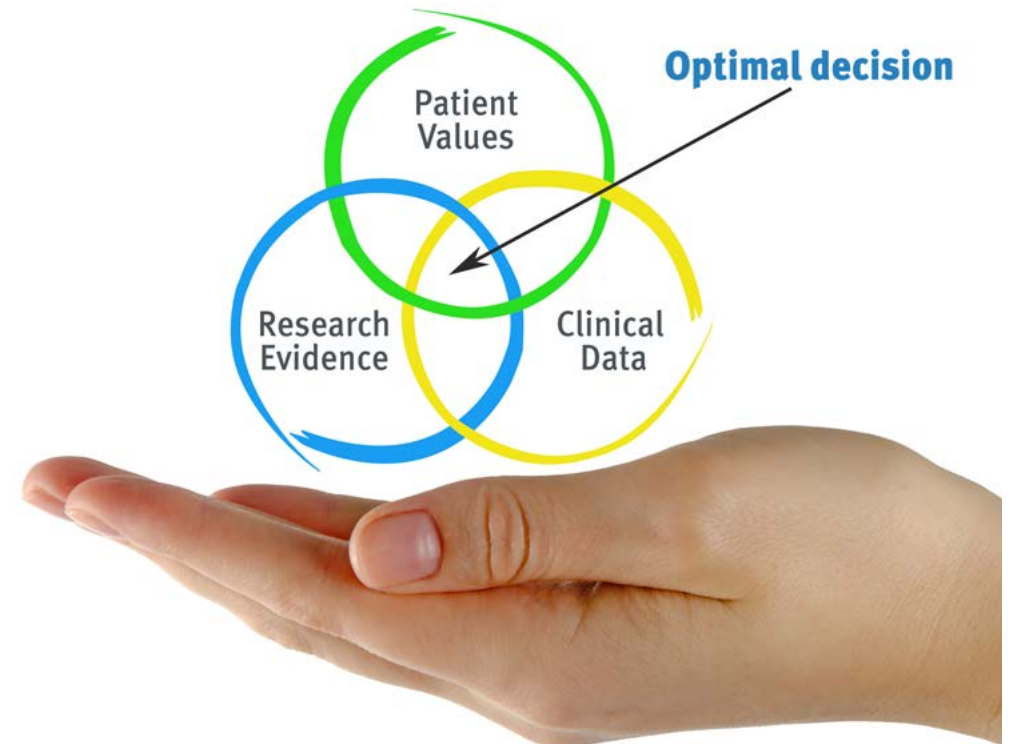
*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

### 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.

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*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.



05

# Certificate

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





The image features two black graduation caps (mortarboards) against a bright blue sky with light, wispy clouds. One cap is in the foreground on the left, held by a hand, with its tassel hanging down. The other cap is slightly behind and to the right. The background is split diagonally by a white and red geometric shape that frames the text area.

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

This **Postgraduate Certificate in Advertising Language** 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 Advertising Language**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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



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