Postgraduate Certificate
Advertising and Public Relations Company

tech technological university

Postgraduate Certificate

Advertising and Public Relations Company

- » 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-public-relations-company**

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01
Introduction

Advertising and public relations companies are creative entities that seek to create persuasive messages that attract the population to the consumption of a certain brand. But, like any other, their objective is to obtain the maximum possible benefits. Therefore, the qualities of its workers must be specific to the area of work in which they develop. This is why TECH offers this multidisciplinary program that aims to improve the training of the different professionals in the sector.

"Delve into the characteristics of advertising companies and develop professionally in this field, providing all your value and qualifications to improve their benefits"

This Postgraduate Certificate in Advertising and Public Relations Company has been developed offering the students the opportunity to learn a global vision of the fundamentals of the management of an advertising company, the structure of advertising and public relations agencies, as well as the economic and human resources management. In this way, students will be able to learn the main characteristics of work in this field, determined by business and market needs.

The program, aimed at journalism and communication professionals, will provide them with a deep and up-to-date knowledge on the management of this type of companies, which will also be essential for those who decide to undertake in this field, creating their own businesses. For this purpose, this program provides the student with a global vision of the fundamentals of the advertising system, its history, its protagonists, the creative process, planning and its potential social effects.

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. All this, with a 100% online format, which will be an added value for students who have to combine their studies with the rest of their daily obligations, whether work or personal. TECH Technological University gives you the opportunity to study in a practical way, thanks to the most innovative teaching methodology of the moment."

This **Postgraduate Certificate in Advertising and of Public Relations Company** 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

"

TECH Technological University gives you the opportunity to study in a practical way, thanks to the most innovative teaching methodology of the momen"

"

A Postgraduate Certificate that will enable you to work in advertising companies 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.

Open new doors to your professional path thanks to the completion of this comprehensive program.

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

02
Objectives

TECH has designed this Postgraduate Certificate in Advertising and Public Relations Companies with the main objective that journalists and communicators understand how it is to work in this type of companies and what are their organizational structures. In this way, students will acquire a superior knowledge that will allow them to be one step ahead when looking for a job in this field, since they will be able to decide, beforehand, for which positions they are best qualified. A high level program that will be essential for those who wish to expand their field of action towards advertising and public relations

A high level program that will be essential for those who wish to expand their field of action towards advertising and public relations"

General Objective

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

The realization of this Postgraduate Certificate will help you to successfully enter the job market"

Specific Objectives

- Recognize the structure and transformation of today's society in its relationship with the elements, forms and processes of advertising communication and public relations
- Encouraging creativity and persuasion through different media and communication media
- 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 the fields of Advertising and Public Relations and their processes and organizational structures
- Know how to describe the structure of advertising agencies
- Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

03
Structure and Content

The Postgraduate Certificate in Advertising and Public Relations Business has been designed with the educational needs of journalists and communication professionals in mind. Its structure has been developed so that students can self-manage their studies, highlighting those aspects that will be fundamental to learn about working in this type of business. Undoubtedly, a program that will be indispensable for the professional development of students in this field.

A very well-structured program that will be essential for your professional growth"

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.

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.

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.

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

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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 adapted in 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.

Practicing Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic field. 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.

30%

10%

8%

20%

25%

4%

3%
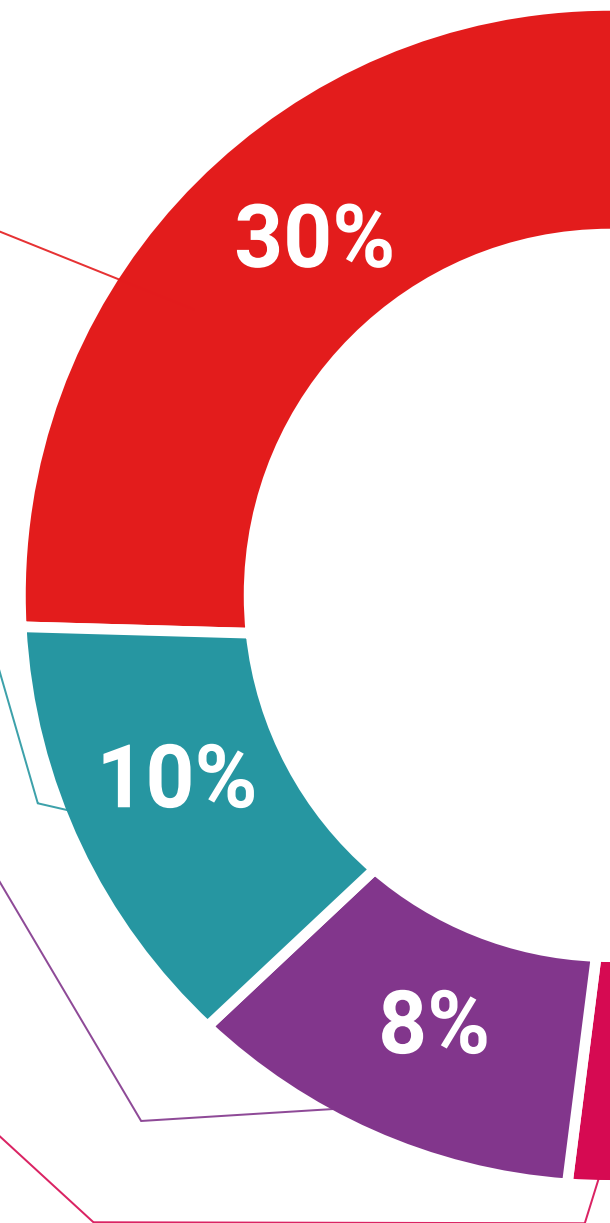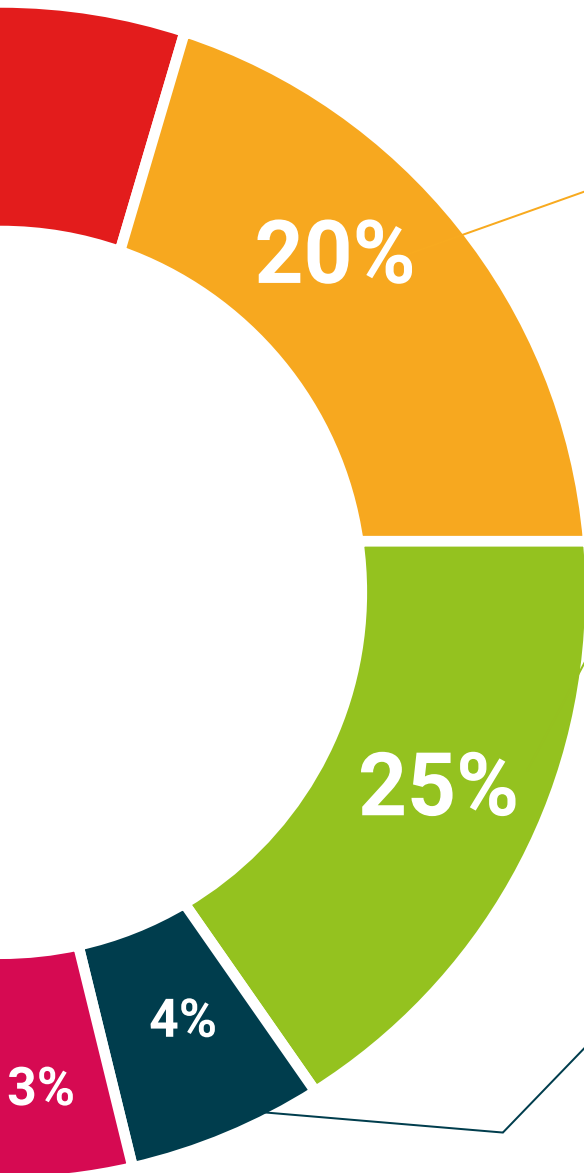
Case Studies

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 assess and re-assess 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 and Public Relations Company 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 Postgraduate Certificate without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Advertising and of Public Relations Company** 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 and Public Relations Company**

Official Nº of hours: **150 h.**

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Awards the following
DIPLOMA
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Advertising and Public Relations Company

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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