

Postgraduate Certificate

Advertising Law





Postgraduate Certificate Advertising Law

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

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

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01

Introduction

It is essential for journalism and communication professionals who wish to work in this field to be familiar with the ethical framework in which advertising operates. Working according to current regulations will avoid any possible legal problems due to the improper use of images, plagiarism or illegal or unfair advertising, for example. Therefore, with this TECH program, students will be able to get up to date on the legal aspects that must be taken into account in the advertising field and be more effective in their daily work.





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Advertising work must follow a series of specific regulations. Specialize in TECH Technological University and gain access to the deepest knowledge in this field"

Journalists and workers who develop professionally in the advertising field must delve into the legal aspects that regulate the advertising activity and public relations, with the main objective of following the precise lines of action to create high quality products that comply with all legal premises.

This Postgraduate Certificate in Advertising Law provides students with an overview of the fundamental legal aspects concerning advertising. In particular, it will delve into the regulatory framework governing advertising, the role of self-regulation in this field, illegal or unfair advertising and the most commonly used contracts. A complete vision in which students will learn, thanks to the use of professional ethics, to create advertising messages far from social discrimination.

Undoubtedly, a qualification program that will add value to their resume and will open the doors for students to a highly competitive labor market, which demands professionals with extensive specialization and experience. And, all this, from the hand of leading experts in the field and with a first class teaching material that will facilitate their learning.



Become an expert in Advertising Law and work following the main regulations in the field

This **Postgraduate Certificate in Advertising Law** 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

“*Enroll in this Postgraduate Certificate and have unlimited access to all the theoretical and practical resources”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this 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 professionals must try to solve the different professional practice situations that are presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

A 100% online program that will allow you to study to your pace and from anywhere in the world.

Thanks to the most innovative teaching methodology on the market, this Postgraduate Certificate will enable you to manage advertising contracts.



02

Objectives

One of the main objectives of this Postgraduate Certificate is to offer journalists and communicators who wish to work in the field of advertising the latest information on the law applied to this field. In this way, they will be able to know first hand the main regulations in this area to work with greater security and avoid the realization of any possible campaign that could be denounced as illegal or unfair.



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*Studying Advertising Law will give you
the keys to avoid illegal or unfair actions”*



General Objective

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



An educational pathway that will propel you towards greater competitiveness in the job market"





Specific Objectives

- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Identify the methods and problems of the different branches of research in the field of Communication Sciences
- ♦ Analyze the advertising message with the objective of developing advertising free from social discrimination, making use of professional ethics
- ♦ Gain knowledge about the ethical framework of the advertising and public relations profession
- ♦ Understand the legal aspects that regulate advertising and public relations activities
- ♦ Know the scope and limits of the advertising law

03

Structure and Content

The structure of this Postgraduate Certificate has been designed to facilitate the learning of journalists and communicators in a field that is fundamental to their profession such as Advertising Law. A program that will introduce them to the knowledge of the main regulations in the field, so that they are able to develop their profession in the advertising field with success, taking into account the legal aspects.





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A complete overview of the main regulations in the field of advertising”

Module 1. Advertising Law

- 1.1. Basic Notions of Advertising Law
 - 1.1.1. Concept and Emergence of Advertising Law
 - 1.1.2. Subjects of the Advertising Relationship
 - 1.1.3. Personality Rights
 - 1.1.4. Advertising Work, Intellectual and Industrial Property
 - 1.1.5. Other Forms of Protection of Advertising Work
- 1.2. Sources of Advertising Law
 - 1.2.1. Legal System and Rules
 - 1.2.2. Sources of Advertising Law
 - 1.2.3. Limits to the Effectiveness of Rules
- 1.3. Unlawful Advertising
 - 1.3.1. Advertising of Minors
 - 1.3.2. Subliminal Advertising
 - 1.3.3. Advertising Contrary to the Specific Regulations
 - 1.3.4. Advertising Offense
- 1.4. Unfair Advertising
 - 1.4.1. Misleading Advertising
 - 1.4.2. Unfair Advertising
 - 1.4.3. Covert Advertising
 - 1.4.3. Aggressive Advertising
 - 1.4.4. Comparative Advertising
- 1.5. Advertising Agreement
 - 1.5.1. Legal Regime
 - 1.5.2. Birth of the Contract
 - 1.5.3. Ineffectiveness
 - 1.5.4. Noncompliance
 - 1.5.5. Common Provisions Specific to Advertising Agreements
- 1.6. The Advertising Creation Agreement
 - 1.6.1. Concept
 - 1.6.2. Characters
 - 1.6.3. Contents
 - 1.6.4. Noncompliance
 - 1.6.5. Extinction





- 1.7. The Advertising Broadcasting Agreement
 - 1.7.1. Concept
 - 1.7.2. Characters
 - 1.7.3. Contents
 - 1.7.4. Noncompliance
 - 1.7.5. Extinction
- 1.8. The Sponsorship Agreement
 - 1.8.1. Concept
 - 1.8.2. Characters
 - 1.8.3. Contents
 - 1.8.4. Noncompliance
 - 1.8.5. Extinction
- 1.9. Advertising Ethics and Self-Regulation
 - 1.9.1. Advertising Deontology: Concept and Objective
 - 1.9.2. Value of the Codes of Conduct
 - 1.9.3. Self Control
- 1.10. The Importance of Advertising and the Need for its Regulation
 - 1.10.1. The Alternative to Self-Regulation
 - 1.10.2. Benefits and Advantages of Self-Regulation
 - 1.10.3. The Current Status of Self-Regulation



A unique program for those seeking a higher specialization in law applied to advertising”

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



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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 Law** contains the most complete and up-to-date educational 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 Law**

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
development language
virtual classroom



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