

Postgraduate Diploma

Advertisement and Advertising Communication



Postgraduate Diploma Advertisement and Advertising Communication

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

Website: www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertisement-advertising-communication

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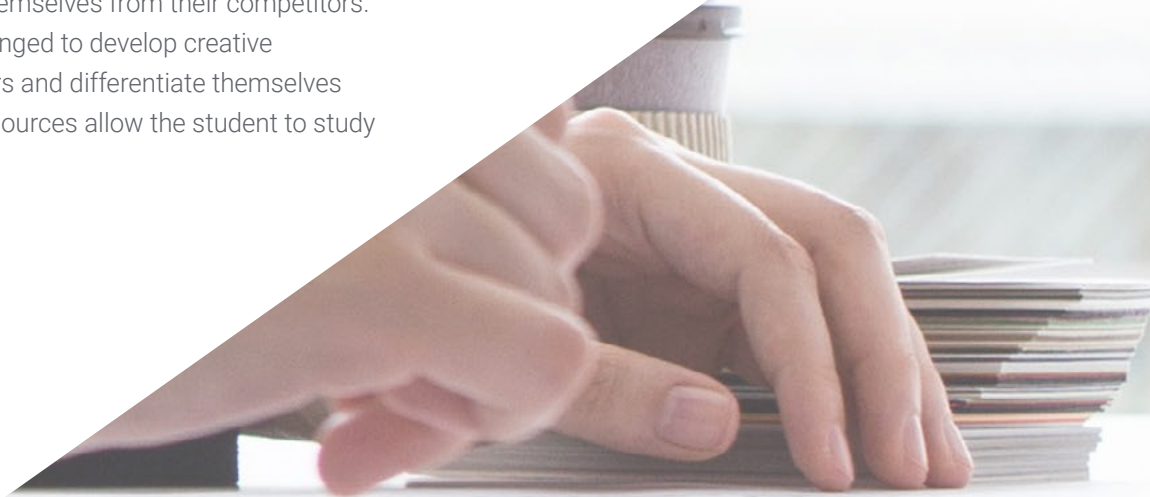
Certificate

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01

Introduction

With the advance of new technologies and the use of the Internet, companies have been forced to explore new ways to make their products known. As a result, more and more institutions are demanding the incorporation of innovative workers. In this sense, communication professionals are challenged to develop creative strategies to capture greater attention from consumers and differentiate themselves from their competitors. In this sense, communication professionals are challenged to develop creative strategies to capture greater attention from consumers and differentiate themselves from their competitors. In addition, its 100% online resources allow the student to study it comfortably, only with a device with Internet access.





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With TECH you will master the best creative strategies to connect with consumers effectively”

One of the main challenges of advertising is to achieve creativity in a society where everything seems to be invented. Hence the need for organizations to implement strategies aimed at attracting the interest of users and differentiating themselves from the competition. With all this in mind, specialists in this sector have the mission to innovate through techniques capable of persuading and surprising consumers.

Aware of this reality, TECH has implemented an innovative study program that serves as a guide for students to develop successful advertising campaigns. To this end, the most advanced techniques in areas such as advertising and marketing are studied. It also delves into the importance of knowing the target and analyzing the data of the target audience to detect their needs or understand how they act. In addition, guidelines are given for the creation of impactful content based on both emotional narratives and eye-catching visual content. It also delves into the steps to develop an appropriate personal brand in an ever-changing digital environment.

On the other hand, the academic resources of this program have been prepared by a group of teachers with an extensive professional background. Thanks to their experience, they bring the most up-to-date knowledge and the latest advertising techniques to the syllabus.

In addition, the university degree has a 100% online methodology, through which graduates will complete the program comfortably, since for the analysis of its contents they will only need a device with Internet access. At the same time, the curriculum is supported by the innovative Relearning teaching system: a method that provides the mastery of complex concepts through continuous and progressive reiteration of them. At the same time, it introduces real situations in the learning process so that competencies are acquired in a natural way, without the extra effort of memorizing.

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

- ♦ The development of practical cases presented by experts in Advertisement and Advertising Communication
- ♦ 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 self-assessment can be used 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



This Postgraduate Diploma will help you harness your creativity and build innovative ads to stand out in the advertising industry"

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Through this program, you will delve into how to influence consumer wants and needs”

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.

With TECH you will delve into free advertising and make brands become news.

Thanks to this training you will be up to date with new trends in creative research.



02

Objectives

Through this Postgraduate Diploma, students will be able to implement creative strategies in advertisements. Thus, graduates will innovate in the market to capture greater attention from users and will be able to differentiate themselves from the competition. To achieve this objective, the academic itinerary is supported by a teaching staff specialized in the advertising sector. In this way, students will be qualified to design avant-garde communication plans with which to stand out in a sector that offers numerous job opportunities.



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Thanks to TECH you will implement creative techniques in advertisements that will attract and retain consumers”

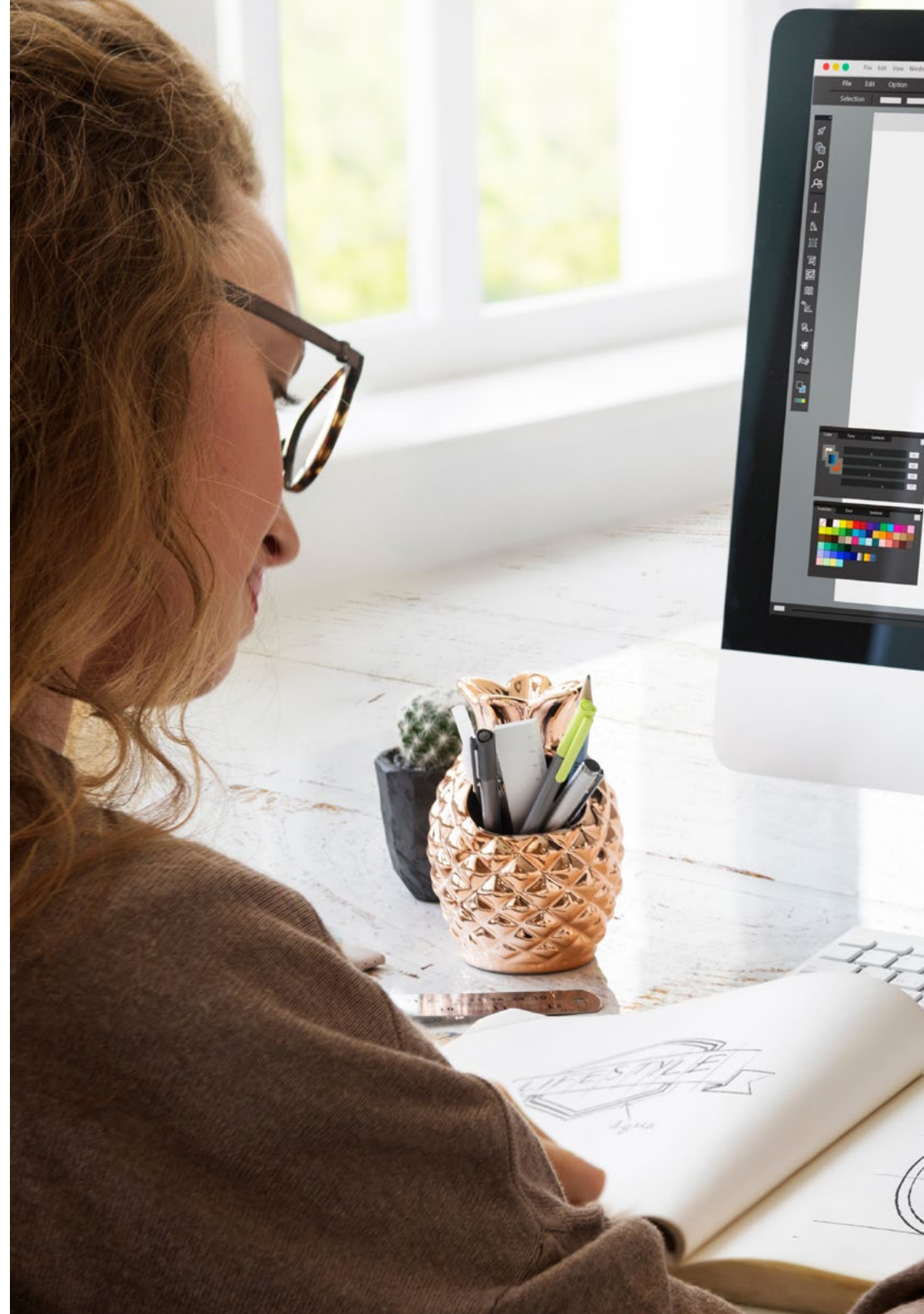


General Objectives

- ♦ Know in depth the new projects of value for commercial communication
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Show and assess the new trends that professionals in this sector will encounter now and in the future

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You will unleash your creativity and lead successful campaigns for the most prestigious companies through TECH”





Specific Objectives

Module 1. How to create ads

- ♦ Explain how creative thinking in advertising works and its strategic importance
- ♦ Analyze in detail the target audience and the use of insight in advertising
- ♦ Understand how the advertising message is structured
- ♦ Explore different spaces for creativity in communication
- ♦ Highlight the importance of art direction and its implementation while respecting the brand style
- ♦ To glimpse the future of creative research

Module 2. How to create a brand

- ♦ Analyze psychological advertising models
- ♦ Explore creative currents in advertising
- ♦ Explaining the importance and usefulness of branding
- ♦ Addressing key concepts in brand building
- ♦ Present the logical steps in brand building
- ♦ Show the differences between a *claim* and a slogan
- ♦ Analyze creativity in media planning
- ♦ Discover the current context of brands

Module 3. Personal branding and political campaigns

- ♦ Study the development of personal branding and strategies applied to political campaigns
- ♦ Explore the importance of personal branding and how to promote it creatively
- ♦ Delve into personal brand development strategies
- ♦ Address creative networking strategies
- ♦ Learn how to plan political campaigns
- ♦ Learn about the candidate's capabilities

03

Course Management

One of TECH's main objectives is to offer programs based on excellence. For this reason, it has incorporated the best professionals in the advertising sector into this program. Thus, this Postgraduate Diploma has a teaching staff with extensive work experience in this field. Thanks to their knowledge and skills, didactic resources have been created that provide the optimal techniques to promote creativity during the advertising process.





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At TECH you will expand your knowledge with the help of a prestigious teaching staff that guarantees effective learning"

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*

Professors

Mr. Tabares, Esteban

- ♦ Creative Director and Founder of Rocksteady Advertising
- ♦ Creative Director at Tango° Agency
- ♦ Creative Director at Geometry Global
- ♦ Creative Director at Ogilvy Action
- ♦ Degree in Advertising and Public Relations
- ♦ Underground BA Creativity School
- ♦ Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction



04

Structure and Content

The Postgraduate Diploma in Advertisement and Advertising Communication comprises a complete program made up of 3 modules. Thus, this dynamic curriculum ensures that students expand their knowledge to make a quality leap in their profession. In this way, graduates acquire the skills to implement creative actions aimed at capturing the interest of different audiences. As a result, they have the opportunity to join the most prestigious institutions to lead successful communication campaigns.





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Thanks to the TECH program, you will apply creative processes to the communication sector and join the most recognized companies"

Module 1. How to create ads

- 1.1. How an advertising creative thinks
 - 1.1.1. How he thinks in a natural way
 - 1.1.2. How he thinks professionally
 - 1.1.3. Conclusions
- 1.2. The strategic importance of the target
 - 1.2.1. The essential motivation
 - 1.2.2. Benefits of knowing the target
 - 1.2.3. How to analyze target audience data
 - 1.2.4. Insight in advertising
- 1.3. How to structure the message
 - 1.3.1. Communication axis
 - 1.3.2. Concept of Communication
 - 1.3.3. Transmission scheme
- 1.4. Where to create in communication
 - 1.4.1. The Name
 - 1.4.2. | Certificate
 - 1.4.3. The spot
 - 1.4.4. The radio spot
 - 1.4.5. Outdoor Advertising
 - 1.4.6. Others
- 1.5. Art Direction
 - 1.5.1. How many elements
 - 1.5.2. Size hierarchy
 - 1.5.3. Copy?
 - 1.5.4. Cost savings
 - 1.5.5. The Brand's Style
 - 1.5.6. Obviousness
 - 1.5.7. If it does not contribute, etc.
- 1.6. Creative Techniques
 - 1.6.1. The keys to advertising
 - 1.6.2. Advertising genres and styles
 - 1.6.3. Conclusions



- 1.7. How to create advertising
 - 1.7.1. How to get free publicity
 - 1.7.2. How to get a brand in the news
 - 1.7.3. Conclusions
 - 1.8. Digital creativity
 - 1.8.1. Digital creativity
 - 1.8.2. Digital advertising
 - 1.8.3. Conclusions
 - 1.9. How to create creative ads
 - 1.9.1. A striking visual concept
 - 1.9.2. A text that excites
 - 1.9.3. Surprise
 - 1.9.4. Types of Creativity
 - 1.9.5. Test and optimize
 - 1.10. The future of creative research
 - 1.10.1. Artificial Intelligence
 - 1.10.2. Virtual Reality and Augmented Reality
 - 1.10.3. Online collaboration
 - 1.10.4. Data-driven research
- Module 2. How to create a brand**
- 2.1. Psychological advertising models
 - 2.1.1. Henry Joanis' model
 - 2.1.2. Fishbein model
 - 2.1.3. Rosser Reeves model
 - 2.1.4. David Ogilvy model
 - 2.2. Creative currents in advertising
 - 2.2.1. USP
 - 2.2.2. Brand image
 - 2.2.3. Permanent values
 - 2.2.4. Spectacle advertising
 - 2.2.5. The transgression of codes
 - 2.2.6. The attraction of content
 - 2.3. What is the purpose of a brand?
 - 2.3.1. Utilities
 - 2.3.2. How a need is created
 - 2.3.3. Differences between logo and brand
 - 2.3.4. The origin of trademarks
 - 2.3.5. Brand Wheel
 - 2.3.6. Brand positioning
 - 2.3.7. When a brand is born
 - 2.3.8. Brand, the difference
 - 2.3.9. Creativity is the luxury
 - 2.4. The logical ladder in brand building
 - 2.4.1. The Name
 - 2.4.2. Attributes
 - 2.4.3. Benefits
 - 2.4.4. Group
 - 2.4.5. Spokesperson
 - 2.4.6. Role Playing
 - 2.5. The claim and the slogan
 - 2.5.1. Differences between claim and slogan
 - 2.5.2. The claim and the slogan as a sales argument
 - 2.5.3. Claims or slogans to create content
 - 2.6. Creative Strategy
 - 2.6.1. The advertising strategy with a creative approach
 - 2.6.2. How to be creative in the strategy
 - 2.6.3. Creative strategies used in advertising and marketing
 - 2.6.4. Differences between marketing strategy and advertising strategy
 - 2.7. Creative content strategies
 - 2.7.1. User-Generated Content
 - 2.7.2. Influencer Marketing
 - 2.7.3. Interactive Experiences
 - 2.7.4. A striking visual concept
 - 2.7.5. Emotional narrative
 - 2.7.6. Use of new platforms and formats

- 2.8. Creativity in media planning
 - 2.8.1. Media Planning
 - 2.8.2. Creative media planning
 - 2.8.3. Examples of surprising media planning
- 2.9. Types of advertising content
 - 2.9.1. Sponsored content
 - 2.9.2. Linking brands with macro contents
 - 2.9.3. Creation of websites based on audiovisual content
 - 2.9.4. Creating for social networks
 - 2.9.5. Creating for cell phones
 - 2.9.6. Create for video games
 - 2.9.7. Creating interactive content
 - 2.9.8. Create content directly for brands
- 2.10. Current context of brands
 - 2.10.1. Advertising in the digital environment
 - 2.10.2. Customer experience
 - 2.10.3. Conclusions

Module 3. Personal branding and political campaigns

- 3.1. Personal Brand
 - 3.1.1. Personal branding wheel
 - 3.1.2. Creative Personal Brands
 - 3.1.3. Examples
- 3.2. Personal brand development
 - 3.2.1. Positioning
 - 3.2.2. Storytelling
 - 3.2.3. Social media
 - 3.2.4. Advertising and self-promotion
- 3.3. Creative networking strategies
 - 3.3.1. Events and conferences
 - 3.3.2. Online groups and communities
 - 3.3.3. Collaborations

- 3.4. Guide to a political campaign
 - 3.4.1. Candidacy analysis
 - 3.4.2. Context analysis
 - 3.4.3. Objectives
- 3.5. Candidate training
 - 3.5.1. Emotional Intelligence
 - 3.5.2. Social intelligence
 - 3.5.3. Attitude, aptitude, vision, mistakes
- 3.6. Strategy
 - 3.6.1. Campaign fundamentals
 - 3.6.2. Achieving objectives
 - 3.6.3. Schedule
 - 3.6.4. An accompanying person
- 3.7. Brand Identity
 - 3.7.1. Claim
 - 3.7.2. Graphic image
 - 3.7.3. Digital window
 - 3.7.4. Advertising
- 3.8. Human Resources
 - 3.8.1. Vision
 - 3.8.2. Roles
 - 3.8.3. Examples
- 3.9. Project model
 - 3.9.1. Thematic pillars
 - 3.9.2. Essential motivation
 - 3.9.3. Examples
- 3.10. Mobilization
 - 3.10.1. Acts
 - 3.10.2. The tide
 - 3.10.3. Conclusions



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Thanks to TECH's Relearning method you will deepen the contents of this program in a fast and flexible way. Don't wait any longer and enroll!"

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.



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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.



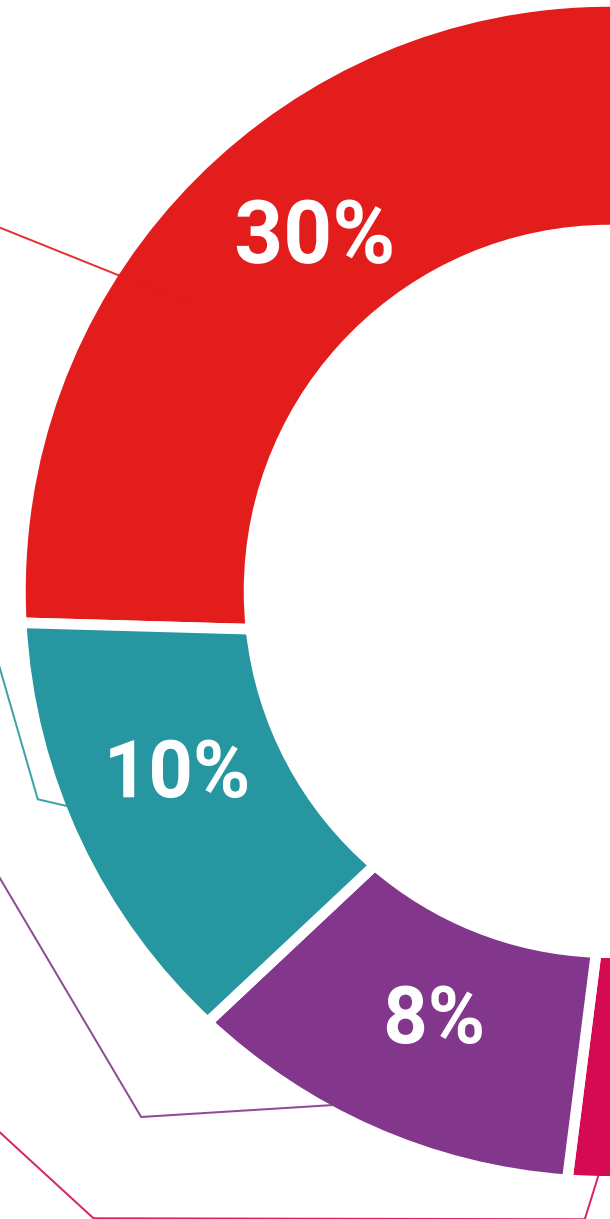
Practising Skills and Abilities

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.



06

Certificate

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



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Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Diploma in Advertisement and Advertising Communication** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Postgraduate Diploma Advertisement and Advertising Communication**

Official N° of Hours: **450 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

tech technological
university

personalized service innovation

knowledge present Advertising and Advertising
Communication

online training

development languages

virtual classroom

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

Postgraduate Diploma

Advertisement and Advertising Communication

