

# Postgraduate Diploma

## Advertising Communication

BRAND

NAME

LOGO

IDENTITY

tech technological  
university

QUALITY

STRATEGY



## Postgraduate Diploma Advertising Communication

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-communication](http://www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-communication)

# Index

01

Introduction

---

p. 4

02

Objectives

---

p. 8

03

Structure and Content

---

p. 12

04

Methodology

---

p. 18

05

Certificate

---

p. 26

# 01

# Introduction

The main objective of advertising communication is to persuade the target audience to encourage them to consume a certain product or service. Therefore, this type of message has a specific language and techniques, which must be known in depth by professionals in the sector to achieve the goals of the company. Thanks to this TECH program, students will acquire the necessary skills to create persuasive messages, achieving the appropriate competencies to manage successfully in this professional field.



“

*This Postgraduate Diploma will teach you to analyze and describe advertising discourses, the creative processes for their elaboration and construction, with special attention to language and other resources”*

Communication is a fundamental aspect when creating advertising and marketing campaigns, since it has specific characteristics that go beyond correct writing. Thus, in addition to creating meaningful messages with a good use of language, it is necessary to go a step further, creating persuasive speeches in which the advantages of the products to be sold are shown, until they become essential for consumers, which will result in higher sales figures.

This Postgraduate Certificate provides the students with a global vision of the fundamentals of the advertising system, its history, its protagonists, the creative process, planning and its potential social effects. This field includes the practical implementation of all the spheres that make up the Advertising Communication process: sender, advertising agency, receiver, advertising strategy, creative strategy, advertising media research and advertising regulation. In short, it is a program based on the knowledge and application of the processes and vicissitudes of the advertising system, with special emphasis on the Spanish advertising system.

Besides, the program will delve into creativity in communication, offering the students an overview of creative thinking and its application to the field of communication. In this way, the students will be able to understand and assimilate the creative process in any vital circumstance a corporate image, paying special attention to persuasive communication. It must be taken into account that creativity is a skill that has always been perceived as innate or, perhaps, the product of a special gift that was given to a few privileged minds. On the contrary, this Postgraduate Diploma will teach that the process of original creation can be learned, by means of different tools, which will be a plus in the knowledge of the students, as they will understand that the process of original creation can be learned by means of different tools.

In short, this program will provide students with the necessary skills to work successfully in this field, being able to gain access to large advertising teams that, nowadays, are a reference in their field.

This **Postgraduate Diploma in Communication Advertising** contains the most complete and up-to-date educational program on the market. Its most outstanding features are:

- ♦ The use of the latest technology in e-learning software
- ♦ The intensely visual teaching system, 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, debate and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*A Postgraduate Diploma that will enable you to work in all areas of Advertising Communication with the solvency of a high-level professional"*

“

*Gain access to relevant positions in advertising departments by acquiring the necessary knowledge to create persuasive advertising messages”*

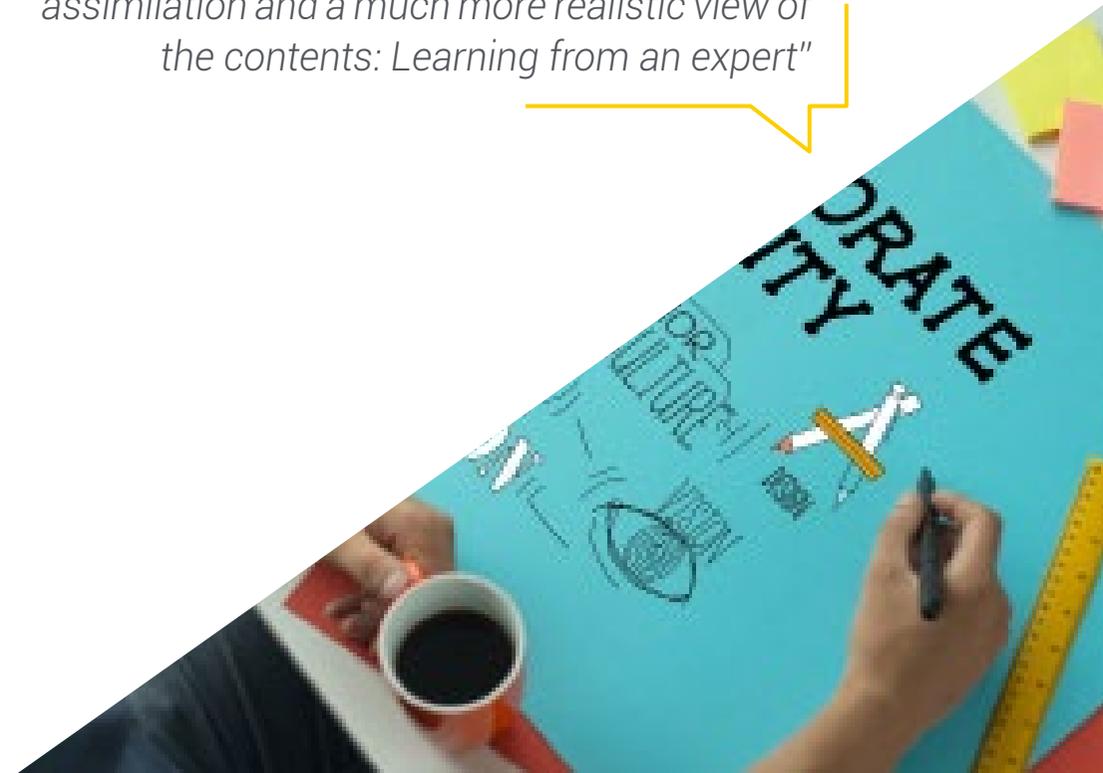
The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, 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 the very cases being studied. 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 Communication Advertising.*

*Our innovative telepractice concept will give you the opportunity to learn through an immersive experience, which means a faster assimilation and a much more realistic view of the contents: Learning from an expert”*



# 02

# Objectives

TECH has designed this comprehensive academic program for journalism and communication professionals to find a useful guide to learn how to manage advertising language and communication. In this way, students will acquire the necessary skills that will allow them to work in highly competitive teams, accessing relevant positions and contributing all their worth in the creation of persuasive messages that reach the public and attract them to purchase.





“

*If your objective is to open up the field of Advertising Communication, don't think twice and enroll in this Postgraduate Diploma”*



### General Objective

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

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*The realization of this program will propel you towards greater competitiveness in the job market”*





## Specific Objectives

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### Module 1. Advertising Theory

- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ 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
- ♦ Know how to describe the structure of advertising agencies
- ♦ Identify the processes and organizational structures of the advertising and public relations process

### Module 2. Advertising Language

- ♦ 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 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 significant and appropriate tools for the study of advertising and public relations

### Module 3. Creativity in Communication

- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and public relations
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Know the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Know the significant and appropriate tools for the study of advertising and public relations
- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

# 03

## Structure and Content

The structure of this program has been designed to meet the educational needs of journalists in the field of Advertising Communication, so that students will be able to acquire, through a single program, the necessary skills to handle the advertising language in an attractive way, provoking a need in consumers that incites them to make a purchase. To this end, the syllabus includes the most relevant aspects in this field, all in a 100% digital format.





“

*A comprehensive teaching program, structured in well-developed teaching units, oriented towards learning that is compatible with your personal and professional life”*

## Module 1. Advertising Theory

- 1.1. Advertising Theory
  - 1.1.1. Introduction
  - 1.1.2. Basic Notions on Advertising and Marketing
    - 1.1.2.1. Marketing
    - 1.1.2.2. Advertising
  - 1.1.3. Advertising, Public Relations and Publicity
  - 1.1.4. Dimensions and Social Scope of Contemporary Advertising
  - 1.1.5. Successful Advertising: KFC
- 1.2. History of Advertising
  - 1.2.1. Introduction
  - 1.2.2. Origin
  - 1.2.3. The Industrial Revolution and Advertising
  - 1.2.4. The Development of the Advertising Industry
  - 1.2.5. Advertising in the Internet World
  - 1.2.6. Successful Advertising: Coca- Cola Case Study
- 1.3. Advertising and its Protagonists I: The Advertiser
  - 1.3.1. Introduction
  - 1.3.2. How the Advertising Industry Works
  - 1.3.3. Types of Advertisers
  - 1.3.4. Advertising in the Company's Organization Chart
  - 1.3.5. Successful Advertising: Facebook Case Study
- 1.4. Advertising and Its Protagonists II: Advertising Agencies
  - 1.4.1. Introduction
  - 1.4.2. The Advertising Agency: Advertising Communication Professionals
  - 1.4.3. The Organizational Structure of Advertising Agencies
  - 1.4.4. Types of Advertising Agencies
  - 1.4.5. Fee Management in Advertising Agencies
  - 1.4.6. Successful Advertising: Nike
- 1.5. Advertising and Its Protagonists III: The Advertising Recipient
  - 1.5.1. Introduction
  - 1.5.2. The Advertising Recipient and its Context
  - 1.5.3. The Advertising Recipient as a Consumer
  - 1.5.4. Needs and Desires in Advertising
  - 1.5.5. Advertising and Memory: on Advertising Effectiveness
  - 1.5.6. Successful Advertising: IKEA Case Study
- 1.6. The Advertising Creation Process I: From the Advertiser to the Media
  - 1.6.1. Introduction
  - 1.6.2. Preliminary Aspects of the Advertising Creation Process
  - 1.6.3. The Advertising Brief or Communication Brief
  - 1.6.4. Creative Strategy
  - 1.6.5. Media Strategy
    - 1.6.5.1. Successful Advertising: Apple
- 1.7. The Advertising Creation Process II: Creativity and Advertising
  - 1.7.1. Introduction
  - 1.7.2. Fundamentals of Advertising Creative Work
  - 1.7.3. Advertising Creativity and its Communicative Statute
  - 1.7.4. Creative Work in Advertising
  - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. The Advertising Creation Process III: Ideation and Development of the Advertising Manifesto
  - 1.8.1. Introduction
  - 1.8.2. Creative Conception and Strategy
  - 1.8.3. The Creative Conception Process
  - 1.8.4. The ten basic Paths of Creativity According to Lluís Bassat: Advertising Genres
  - 1.8.5. Advertising Formats
  - 1.8.6. Successful Advertising: McDonalds



- 1.9. Advertising Media Planning
  - 1.9.1. Introduction
  - 1.9.2. Media and Planning
  - 1.9.3. Advertising Media and their Classification
  - 1.9.4. Media Planning Tools
  - 1.9.5. Successful Advertising: Pepsi
- 1.10. Advertising, Society and Culture
  - 1.10.1. Introduction
  - 1.10.2. The Relationship between Advertising and Society
  - 1.10.3. Advertising and Emotions
  - 1.10.4. Advertising, Subjects and Things
  - 1.10.5. Successful Advertising: Burger King

## Module 2. Advertising Language

- 2.1. Thinking and Writing: Definition
  - 2.1.1. Definition of Copywriting
  - 2.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 2.2. Copywriting and Creativity
  - 2.2.1. Conditions of the Copywriting Process
  - 2.2.2. Linguistic Competence
  - 2.2.3. Functions of the Copywriter
    - 2.2.3.1. Definition of the Functions of the Copywriter
- 2.3. The Principle of Coherence and Campaign Conceptualization
  - 2.3.1. The Principle of Campaign Unity
  - 2.3.2. The Creative Team
  - 2.3.3. The Conceptualization Process: Hidden Creativity
  - 2.3.4. What is a Concept?
  - 2.3.5. Applications of the Conceptualization Process
  - 2.3.6. The Advertising Concept
  - 2.3.7. Utility and Advantages of the Advertising Concept

- 2.4. Advertising and Rhetoric
  - 2.4.1. Copywriting and Rhetoric
  - 2.4.2. Placing Rhetoric
  - 2.4.3. The Phases of Rhetoric
    - 2.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 2.4.3.2. Topoi and Reason Why as Argumentation
- 2.5. Fundamentals and Characteristics of Copywriting
  - 2.5.1. Correction
  - 2.5.2. Adaptation
  - 2.5.3. Efficiency
  - 2.5.4. Characteristics of Copywriting
  - 2.5.5. Morphological: Nominalization
  - 2.5.6. Syntactics: Destructuring
  - 2.5.7. Graphics: Emphatic Punctuation
- 2.6. Argumentation Strategies
  - 2.6.1. Description
  - 2.6.2. The Enthymeme
  - 2.6.3. Narration
  - 2.6.4. Intertextuality
- 2.7. Styles and Slogans in Copywriting
  - 2.7.1. The Length of the Sentence
  - 2.7.2. The Styles
  - 2.7.3. The Slogan
  - 2.7.4. A Phrase of Wartime Origin
  - 2.7.5. The Characteristics of the Slogan
  - 2.7.6. The Elocution of the Slogan
  - 2.7.7. The Forms of the Slogan
  - 2.7.8. The Functions of the Slogan
- 2.8. Principles of Applied Advertising Copywriting and the Reason Why+USP Binomial
  - 2.8.1. Rigor, Clarity, Accuracy
  - 2.8.2. Synthesis and Simplicity
  - 2.8.3. Advertising Text Constraints
  - 2.8.4. Application of the Reason Why + USP Binomial



- 2.9. Copywriting in Conventional and Non-Conventional Media
  - 2.9.1. The Above-The-Line/Below-The-Line Division
  - 2.9.2. Integration: Overcoming the ATL- BTL Controversy
  - 2.9.3. Television Copywriting
  - 2.9.4. Radio Copywriting
  - 2.9.5. Press Copywriting
  - 2.9.6. Copywriting for Outdoor Media
  - 2.9.7. Copywriting in Non-Conventional Media
  - 2.9.8. Direct Marketing Copywriting
  - 2.9.9. Interactive Media Copywriting
- 2.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 2.10.1. Classical Models of Advertising Analysis
  - 2.10.2. Impact and Relevance
  - 2.10.3. The Writer Checklist
  - 2.10.4. Translation and Adaptation of Advertising Texts
  - 2.10.6. New Technologies, New Languages
  - 2.10.7. Writing in Web
  - 2.10.8. Naming, Guerrilla Advertising and Other Copywriting Cases

### Module 3. Creativity in Communication

- 3.1. To Create is to Think
  - 3.1.1. The Art of Thinking
  - 3.1.2. Creative Thinking and Creativity
  - 3.1.3. Thought and Brain
  - 3.1.4. The Lines of Research on Creativity: Systematization
- 3.2. Nature of the Creative Process
  - 3.2.1. Nature of Creativity
  - 3.2.2. The Notion of Creativity: Creation and Creativity
  - 3.2.3. The Creation of Ideas for Persuasive Communication
  - 3.2.4. Nature of the Creative Process in Advertising
- 3.3. The Invention
  - 3.3.1. Evolution and Historical Analysis of the Creation Process
  - 3.3.2. Nature of the Classical Canon of the Invention
  - 3.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 3.3.4. Invention, Inspiration, Persuasion

- 3.4. Rhetoric and Persuasive Communication
  - 3.4.1. Rhetoric and Advertising
  - 3.4.2. The Rhetorical Parts of Persuasive Communication
  - 3.4.3. Rhetorical Figures
  - 3.4.4. Rhetorical Laws and Functions of Advertising Language
- 3.5. Creative Behavior and Personality
  - 3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 3.5.2. Creative Behavior and Motivation
  - 3.5.3. Perception and Creative Thinking
  - 3.5.4. Elements of Creativity
- 3.6. Creative Skills and Abilities
  - 3.6.1. Thinking Systems and Models of Creative Intelligence
  - 3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 3.6.3. Interaction Between Factors and Intellectual Capabilities
  - 3.6.4. Creative Skills
  - 3.6.5. Creative Capabilities
- 3.7. The Phases of the Creative Process
  - 3.7.1. Creativity as a Process
  - 3.7.2. The Phases of the Creative Process
  - 3.7.3. The Phases of the Creative Process in Advertising
- 3.8. Troubleshooting
  - 3.8.1. Creativity and Problem Solving
  - 3.8.2. Perceptual Blocks and Emotional Blocks
  - 3.8.3. Methodology of Invention: Creative Programs and Methods
- 3.9. The Methods of Creative Thinking
  - 3.9.1. Brainstorming as a Model of Idea Creation
  - 3.9.2. Vertical Thinking and Lateral Thinking
  - 3.9.3. Methodology of Invention: Creative Programs and Methods
- 3.10. Creativity and Advertising Communication
  - 3.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 3.10.3. Methodological Principles and Effects of Advertising Creation
  - 3.10.4. Advertising Creation: From Problem to Solution
  - 3.10.5. Creativity and Persuasive Communication

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.*



*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.

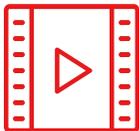
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

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.



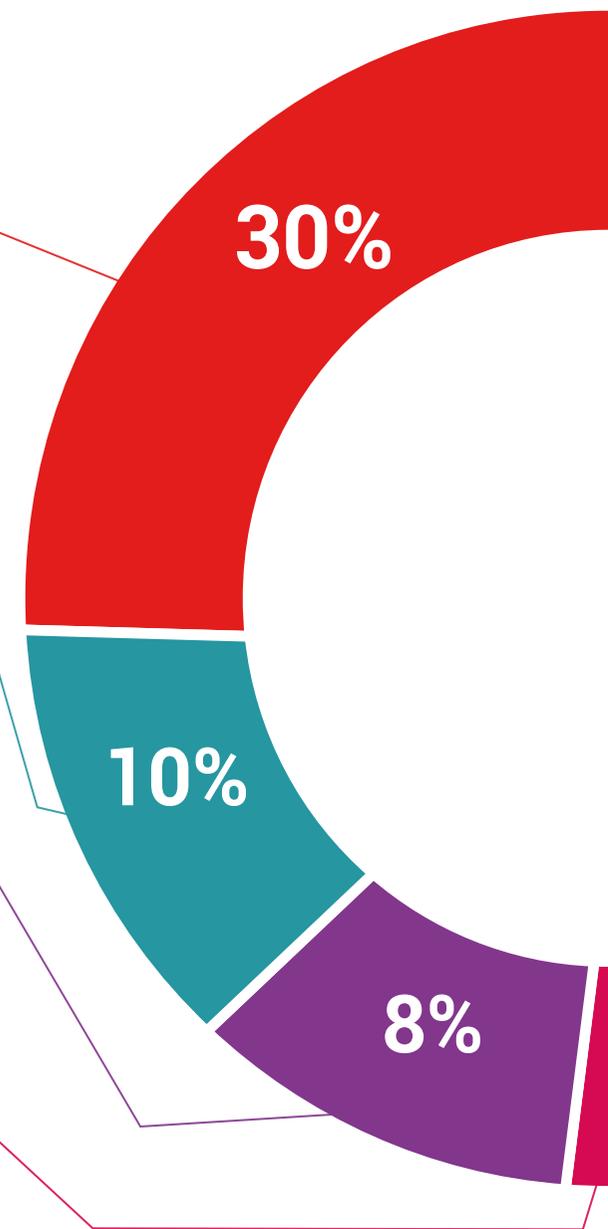
### Practising Skills and Abilities

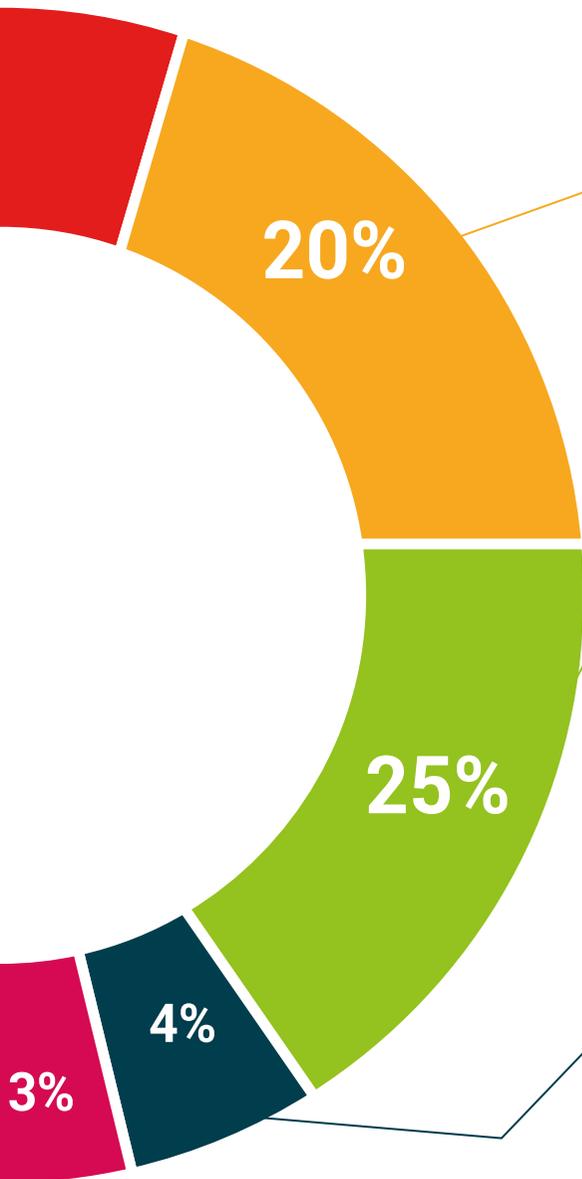
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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 Diploma in Communication Advertising 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 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.

Title: **Postgraduate Diploma in 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  
personalized service innovation  
knowledge present  
online training  
development language  
virtual classroom

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