Postgraduate Diploma
Storytelling for Advertising

tech technological university

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Storytelling for Advertising

- » Modality: **online**
- » Duration: **6 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-storytelling-advertising**

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01

Introduction

The emotional connection with the audience has become a crucial aspect in an advertising scenario where competition for the audience's attention is fierce. Therefore, the ability to tell persuasive stories that emotionally connect with the audience has become a highly sought-after skill. In response to these needs, this Postgraduate Diploma is presented in which advanced Storytelling techniques are studied in depth, enabling graduates to create memorable campaigns that have an effective impact on the target audience. In addition, its 100% online methodology, supported by a wide variety of multimedia content and the innovative Relearning method, guarantees a flexible and effective update to boost success in the dynamic world of narrative advertising.

" *You will master Storytelling advertising to build a loyal community around your brand with a 100% online methodology"*

In today's advertising landscape, the need to master the art of Storytelling has become imperative to effectively connect with the audience. The saturation of messages and the constant search for meaningful connections have elevated commercial storytelling to an essential tool for creatives. Therefore, it is crucial to delve into its particularities and techniques to succeed in an environment where persuasive storytelling is not only an asset, but an essential differentiator to build authentic connections with consumers.

In order to broaden the knowledge of advertisers and communicators on all these aspects, TECH offers this Postgraduate Diploma. The program directly addresses the current challenges of this industry, also providing students with the most up-to-date narrative resources. At the same time, in order to enhance the creativity and originality of the graduates, the syllabus defines several specific softwares designed for this field and its applications.

On the other hand, the university degree covers the necessary tools to generate more efficient interactive and participatory experiences in an advertising campaign that deeply involve and connect with the buyer. In addition, the academic itinerary points out the creative opportunities of the Metaverse, addressing an innovative terrain where promotional narratives can transcend conventional boundaries and immerse consumers in immersive experiences.

On the other hand, the program's methodology adapts to today's digital reality, offering a 100% online experience that allows professionals to access and expand their knowledge without geographical restrictions. At the same time, the use of the Relearning method, based on of the Relearning method, based on the repetition of key concepts to consolidate knowledge and facilitate more effective and lasting learning. This flexible and practical approach ensures that graduates not only absorb theories, but also internalize the skills necessary to excel in the exciting world of Storytelling.

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

- The development of case studies presented by experts in Storytelling for Advertising
- 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

You will stand out in a highly competitive industry thanks to the disruptive content you will tackle at the best digital university in the world according to Forbes"

"Become a pioneer in the use of the Metaverse and AI to power your advertising campaigns"

Boost your career at the world's top-rated university according to the Trustpilot platform.

Enroll and you will develop captivating stories while implementing successful advertising campaigns.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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.

02
Objectives

The main objective of this Postgraduate Diploma is to train students in the mastery of advertising Storytelling. To this end, the syllabus includes the necessary skills to captivate the public's attention in an effective way. Through a strategic approach, graduates will acquire the essential skills to build impactful and authentic stories that are in tune with the emotions and motivations of their audience. This program not only seeks to perfect storytelling techniques, but also to enhance graduates' ability to create campaigns that not only inform, but also inspire and connect with audiences in a lasting way.

"You will captivate your audience with memorable stories that enhance the impact of your advertising campaigns. Meet your goals with TECH!"
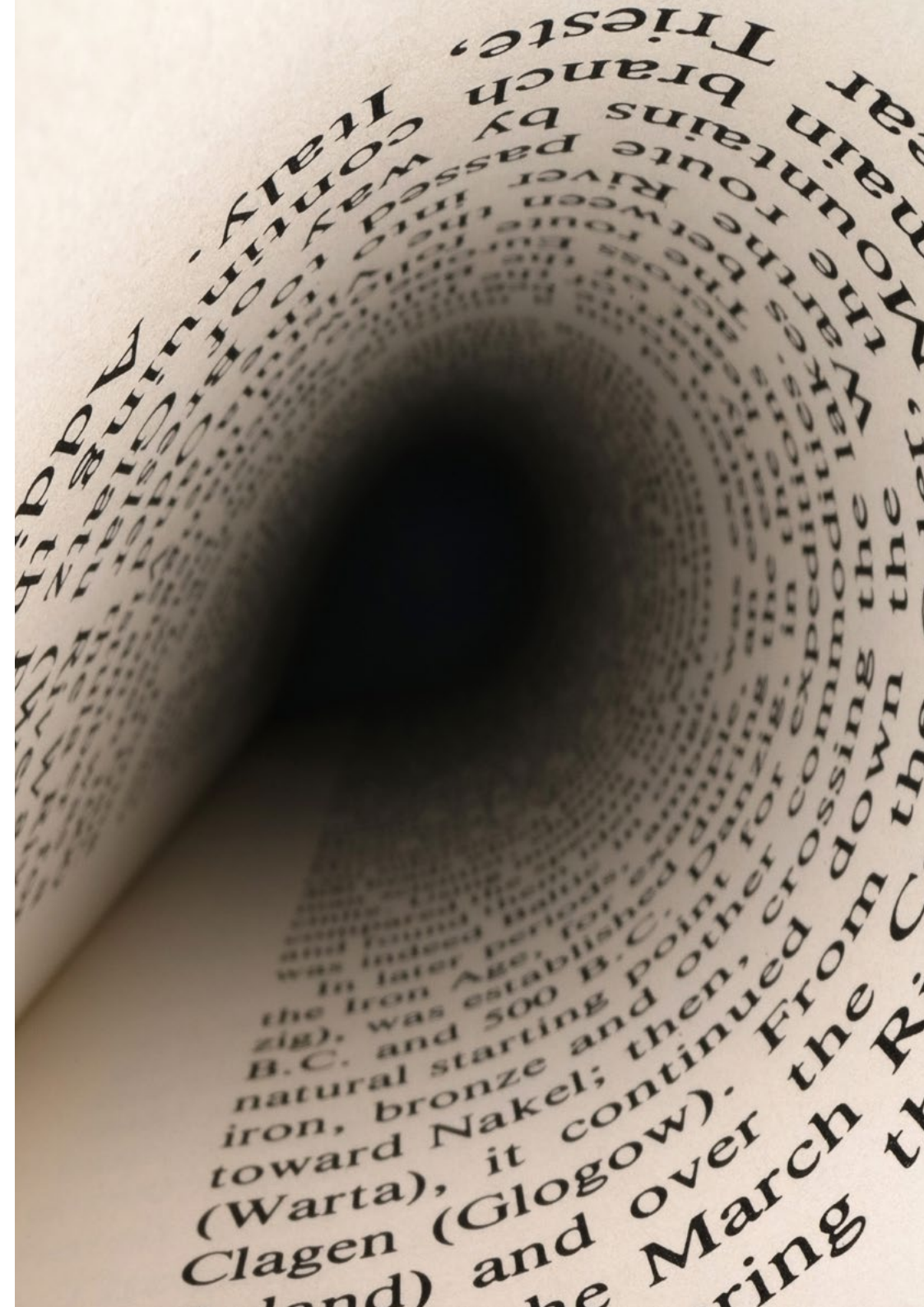
General Objectives

- Show and assess the new trends that professionals in this sector will encounter now and in the future

- Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences

- Know in depth the new projects of value for commercial communication

- Show the vision of creativity as a collaborative agent in the development of communication

- Gain in-depth knowledge of the latest tools to support creativity

- Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception

- Use creativity support tools

You will achieve your objectives and master the psychology of Storytelling to influence the perceptions and decisions of your consumers"

Specific Objectives

Module 1. The generation of advertising ideas

- Stimulate the generation of innovative ideas
- Highlighting the value of the creative environment
- Explain the activity of creative thinking
- Detail how the advertising creative thinking software works
- Enhancing team creativity
- Draw inspiration from the creative legacy of others
- Explore creativity in different fieldsThe generation of ideas Advertising

Module 2. Branded Content

- Highlight the importance of branded content and its relationship with content marketing
- Explain what branded content is and its similarities with traditional advertising
- Detail the requirements for the creation of branded content
- Discuss the types of branded content that can succeed
- Point out the characteristics of viral videos and their utilities
- Present content marketing as an essential component of new communications
- Understanding storytelling and its distribution on multiple platforms and social networks
- Study the characteristics and differences of virtual events

Module 3. Applied advertising creativityCreative Publicist

- Investigate the possibilities of the metaverse, artificial intelligence (AI) and neuroscience
- Discover what the metaverse is and how it is impacting creativity
- Delve into the business insights of the metaverse
- Examine how AI is changing content creation and consumption, and its influence on the creative workplace
- Look into the future and explore the creative opportunities of this new era
- Analyze how brands can excel in the metaverse and how this affects distribution and the relationship with consumers
- Learn the skills and attitudes needed to thrive in this ever-changing environment
- Discover various creative opportunities, such as immersive experiences, brand avatars, virtual events, etc
- Study the relationship between neuroscience and creativity

03
Course Management

When it comes to the teaching staff of this Postgraduate Diploma, TECH has selected experts with a solid track record in the advertising industry. This faculty, composed of professionals with extensive experience, ensures an effective training aligned with the current demands of the industry. Their extensive background not only enriches the theoretical perspective, but also provides invaluable insight on how to apply Storytelling skills in an impactful way in advertising campaigns. In addition, the Relearning method is used to consolidate this knowledge, which provides a solid and long-lasting learning experience.

Become an expert strategist of narrative content from the hand of the best advertising creatives"

Management

Mr. 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. Fernández, Jorge David

- Advertising Specialist
- University Professor at the Seville University
- Researcher
- Author of a variety of publications such as Strategic advertising Mechanisms: from copy strategy to iconic brands

Ms. Pita, Eva

- CEO of L'Evita Creatividad
- Graduate in Advertising from the Barcelona University

04
Structure and Content

This Postgraduate Diploma offers an agenda in which the student will delve into the art of telling stories that effectively impact the audience. To this end, the program covers the importance of rhetorical figures in commercial communication. In addition, multimedia creativity is highlighted as an essential component, allowing the integration of images, sound and other elements to enrich their stories. On the other hand, this Postgraduate Diploma defines the relationship between Storytelling and Artificial Intelligence, as well as the generation of content for the Metaverse.

"A curriculum with which you will master advanced storytelling techniques that will enhance the effectiveness of your campaigns"

Module 1. The generation of advertising ideas

1.1. What Does It Take to Get to the Idea
    1.1.1. State the problem
    1.1.2. Stopping to think, the first step to differentiate yourself
    1.1.3. Think, reflect, think again... and so on for several days.
    1.1.4. Convincing yourself to get there
    1.1.5. A creative environment stimulates creativity
    1.1.6. How your creativity is contagious
    1.1.7. Get out of the office, live, enjoy
    1.1.8. The creative briefing
    1.1.9. Creative demand
    1.1.10. Break with the established
    1.1.11. The key word: partnership

1.2. Creative thinking
    1.2.1. People who have theorized about creative thinking
    1.2.2. Key aspects to stimulate creative thinking according to de Bono.
    1.2.3. Conclusions

1.3. Creative Process
    1.3.1. The creative concept
    1.3.2. The creative strategy in function of the product life cycle
    1.3.3. Launching strategies

1.4. The advertising creative's software
    1.4.1. Actions of creative advertising thinking
    1.4.2. Phases
    1.4.3. Possibilities of use
    1.4.4. Safety rules
    1.4.5. Thought process

1.5. The Creative Team
    1.5.1. The copy or copywriter
    1.5.2. The designer and the art director
    1.5.3. The creative director
    1.5.4. The creative
    1.5.6. Six thinking hats

1.6. Rhetorical thinking
    1.6.1. Most used rhetorical figures
    1.6.2. Importance of rhetorical figures in commercial communication.
    1.6.3. Examples of rhetorical advertisements

1.7. Designing with creativity
    1.7.1. Image manipulation
    1.7.2. Production
    1.7.3. Visual rhetoric
    1.7.4. Typography in advertising

1.8. Recommendations to create
    1.8.1. Meaningful copy
    1.8.2. Phrases of the great advertising creatives
    1.8.3. Recommendations of famous designers

1.9. Types of Creativity
    1.9.1. Artistic
    1.9.2. Scientist
    1.9.3. Technological
    1.9.4. Enterprise
    1.9.6. Advertising
    1.9.7. Designers

1.10. Creative Profiles
    1.10.1. Visionaries
    1.10.2. Experimenters
    1.10.3. Observers
    1.10.4. Connectors
    1.10.5. Analytical
    1.10.6. Collaborators
    1.10.7. Narrators

Module 2. Branded Content

Module 3. Applied advertising creativityCreative Publicist

A program designed to develop your storytelling skills and connect emotionally with your audience"

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.

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.

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 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.

30%

10%

8%

20%

25%

4%

3%
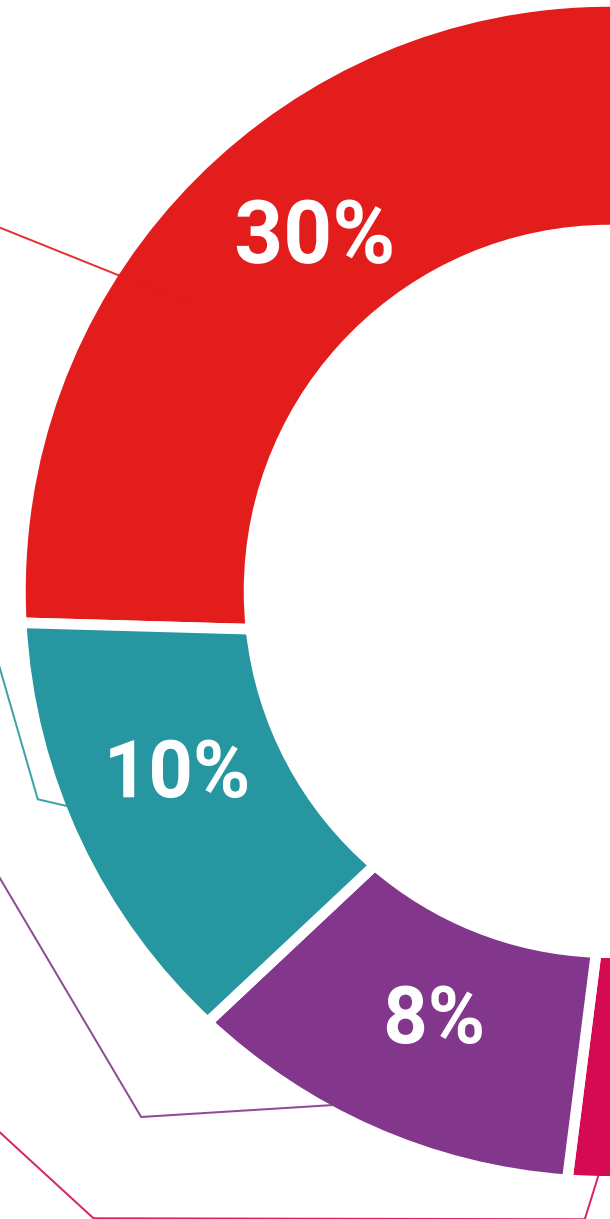
Case Studies

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

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

This **Postgraduate Diploma in Storytelling for Advertising** 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 in Storytelling for Advertising**

Official Nº of Hours: **450 h.**

tech technological university

Awards the following
DIPLOMA
to

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

POSTGRADUATE DIPLOMA

in

Storytelling for Advertising

This is a qualification awarded by this University, equivalent to 450 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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