

Professional Master's Degree

MBA in Advertising and Public Relations Management





Professional Master's Degree

MBA in Advertising and Public Relations Management

- » 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/professional-master-degree/master-mba-advertising-public-relations-management

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Skills

p. 14

04

Structure and Content

p. 18

05

Methodology

p. 32

06

Certificate

p. 40

01

Introduction

Currently, digital environments are living a golden age due to the millions of people who interact, purchase products or search for information. A space where companies and professionals can achieve large shares of success, but at the same time must maintain an excellent reputational image. This scenario has given a new boost to Advertising and Public Relations, which need professionals who know how to operate fluently in this context. This has prompted the creation of this program, where the journalist can delve into the communicative psychology and all those advertising elements necessary to achieve successful leadership. A 100% online program that provides the knowledge and tools necessary for the professional to grow in this field, being part of management teams in large advertising or communication agencies.



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Thanks to this Professional Master's Degree you will have the most modern tools to transmit an effective business communication in digital environments"

Capture, sell and persuade are still the predominant verbs that support Advertising and Public Relations. However, in recent years there has been an exponential increase in the tools used in communication, due in part to new technologies, which has forced a reformulation of strategies adapted to digital environments. Advertising companies and communication agencies are increasingly demanding more specialized professionals with extensive theoretical, technical and practical knowledge that will allow them to obtain successful results in their different advertising or communication campaigns.

This situation has motivated the creation of this Professional Master's Degree, especially aimed at journalists and communication specialists who want to lead advertising and public relations projects. Communicating effectively, transmitting the right message and solving any internal or external reputation crisis are just some of the points to be addressed by this university program. For this purpose, it will have an intensive and dynamic syllabus, thanks to multimedia content based on video summaries, videos in detail or interactive summaries.

A program where students will acquire the necessary knowledge to master the elements and processes of advertising languages, the fundamentals of the advertising system, creative strategy and corporate identity. All this forms the main theoretical and practical pillars that will allow the professional to make strategic decisions in the field of persuasive communication.

To this end, TECH offers a university program with the most relevant information on Advertising and Public Relations management, which can also be easily accessed. Thus, students only need an electronic device with an Internet connection to consult the entire syllabus available 24 hours a day on the virtual campus. With no classroom attendance or fixed class schedules, graduates are free to study this program whenever and wherever they wish.

This **MBA in Advertising and Public Relations Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Advertising and Public Relations
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the 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



TECH uses the Relearning system, with which you will be able to advance in this program in a more natural and fluid way. Click and enroll”

“ *This program will allow you to take a qualitative leap in your career and access positions of great responsibility in the field of Advertising and Public Relations”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The 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 immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

Learn about the advertising and public relations success stories of powerful brands such as Pepsi, McDonalds or KFC.

You will be able to access the innovative multimedia content of this program 24 hours a day from your computer, with flexibility and convenience.



02

Objectives

This Professional Master's Degree offers communication professionals the knowledge and techniques necessary to successfully perform their career in the field of Advertising and Public Relations Management. For this purpose, it also has practical cases provided by a teaching team specialized in this area, which will allow them to approach in a more direct and real way to situations that may be encountered in their professional performance in this field.





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You will be able to solve any company's reputation crisis with the innovative tools and strategies taught by this university program”



General Objectives

- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style
- ♦ Master the key concepts of Advertising and Public Relations
- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Develop creativity and appropriate strategies in Advertising and Public Relations



A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market"





Specific Objectives

Module 1. Advertising Theory

- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Know the fundamental principles of human creativity and its application in the different forms 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. Fundamentals of Public Relations

- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ Understand the systems for analyzing advertising and public relations campaigns
- ♦ Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences.

Module 3. History of Advertising and Public Relations

- ♦ Know and analyze the effects of advertising communication on society and culture
- ♦ Know the historical evolution of advertising and public relations
- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication.
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication.

Module 4. Advertising and Public Relations Company

- ♦ Encouraging creativity and persuasion through different media and communication media.
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations.
- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Know the structure and organization of an advertising and public relations company

Module 5. Introduction to the Psychology of Communication

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences.
- ♦ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations.
- ♦ Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations

Module 6. Public opinion

- ♦ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps to build and express public opinion
- ♦ Identify the multiple expressions, phenomena and processes of public opinion.



Large communication agencies are looking for professionals like you. Take the step and acquire the knowledge you need to succeed in advertising"

Module 7. Advertising Language

- ♦ Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication
- ♦ Encouraging creativity and persuasion through different media and communication media
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

Module 8. Fundamentals of Communication in the Digital Environment

- ♦ Teach and prepare the student to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Enable the student to understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

Module 9. Corporate Identity

- ♦ Train the student to 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
- ♦ Prepare the student to know the significant and appropriate tools for the study of advertising and public relations

- ♦ Enable the student to act as an advertising and public relations professional in accordance with the legal and deontological rules of the profession
- ♦ Know the communication department within companies and institutions
- ♦ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines

Module 10. Creativity in Communication

- ♦ Enhance creativity for the development of advertising campaigns
- ♦ Delve into creativity and persuasive communication
- ♦ Analyze the research lines of creativity
- ♦ Identify the solution of problems by applying creativity

03 Skills

This program will enhance the student's abilities and skills to be able to successfully develop in this field, as well as to undertake, if desired, the creation of a communication and advertising agency. To this end, this program provides, over 12 months, the necessary knowledge to learn the tools, structure and intensive work mode expected of a modern and avant-garde communication manager.





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*Enhance your creative skills and abilities
with this university program. Enroll now”*



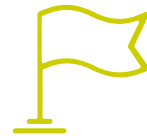
General Skills

- ♦ Acquire the necessary skills for the professional practice of advertising and public relations with the knowledge of all the necessary factors to perform it with quality and solvency
- ♦ Know the most innovative tools applied to advertising

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Be the architect of the next successful advertising campaign. This Professional Master's Degree provides you with the knowledge you need”





Specific Skills

- ♦ Use knowledge of the advertising medium as a starting point for projects
- ♦ Working in the field of public relations
- ♦ Describe the different historical moments of advertising
- ♦ Know the competencies of the advertising and public relations fields
- ♦ Using the psychology of communication in campaigns
- ♦ Manage the relevant aspects of public opinion
- ♦ Use the most appropriate advertising language in each context
- ♦ Communication in the digital environment
- ♦ Develop a complete corporate image
- ♦ Use the creative tools necessary for advertising communication

04

Structure and Content

The curriculum of this MBA in Advertising and Public Relations Management includes the latest information on a professional branch of great relevance for brands and companies. As a result, more and more professionals are demanding programs with a syllabus that covers the necessary knowledge to enable them to progress. This program consists of 10 modules that will allow you to delve into the evolution of advertising, creativity and trends in public relations, as well as the main success stories in the sector.





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A syllabus that will allow you to know all the details you need to progress professionally in Advertising and Public Relations”

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 Advertiser to 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 Process of Advertising Creation 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 Process of Advertising Creation 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 Ways 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. Fundamentals of Public Relations

- 2.1. Theoretical Framework of Public Relations
 - 2.1.1. Introduction
 - 2.1.2. Public Relations Research
 - 2.1.3. Main Public Relations Theorists
 - 2.1.4. Public Relations and Related Items
 - 2.1.5. Definition of Public Relations
- 2.2. Evolution Over Time
 - 2.2.1. Stages
 - 2.2.2. The Origin of Public Relations
 - 2.2.3. Trends in Public Relations
- 2.3. External Communication
 - 2.3.1. Characteristics and Audiences
 - 2.3.2. Media Relations
 - 2.3.3. Provision of Information
- 2.4. Internal Communication
 - 2.4.1. Introduction
 - 2.4.2. Functions and Objectives
 - 2.4.3. Types of Internal Communication
 - 2.4.4. Internal Communication Tools

- 2.5. Public Relations and Public Opinion
 - 2.5.1. Powerful Media Image
 - 2.5.2. The limited Influence of the Media
 - 2.5.3. Structural Effects on the Company
- 2.6. International Public Relations
 - 2.6.1. Characteristics of the International Society
 - 2.6.2. Definition
 - 2.6.3. The Role of International Public Relations
 - 2.6.4. Types of Actions
- 2.7. Public Relations and Crisis
 - 2.7.1. The Organization in the Face of a Crisis
 - 2.7.2. Characteristics of Crises
 - 2.7.3. Crisis Typologies
- 2.8. Stages of Crisis
 - 2.8.1. Preliminary Phase
 - 2.8.2. Acute Phase
 - 2.8.3. Chronic Phase
 - 2.8.4. Post-Traumatic Phase
- 2.9. Preparation of a Crisis Plan
 - 2.9.1. Analysis of Possible Problems
 - 2.9.2. Plan
 - 2.9.3. Adequacy of Personnel
- 2.10. Communication Technologies in Crises
 - 2.10.1. Advantages
 - 2.10.2. Disadvantages
 - 2.10.3. Tools

Module 3. History of Advertising and Public Relations

- 3.1. Advertising Activity before the Printing Press
 - 3.1.1. Advertising in its Most Primitive Forms
 - 3.1.2. First Manifestations
 - 3.1.3. The Ancient World
- 3.2. From the Printing Press to the Industrial Revolution
 - 3.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
 - 3.2.2. First Expressions: Brochures and Posters
 - 3.2.3. Brands and Labels
 - 3.2.4. The Loud and Talkative Advertisements
 - 3.2.5. The Sign and the Commercial Mural
 - 3.2.6. The Birth of a New Media
 - 3.2.7. Communication and Power: Controlling Persuasion
- 3.3. The Revolutions
 - 3.3.1. Advertising and the Industrial Revolution
 - 3.3.2. The Long and Tortuous Road to Press Freedom
 - 3.3.3. From Propaganda to Advertising
 - 3.3.4. Propaganda and Political Advertising: Concepts
 - 3.3.5. Characteristics of this Advertisement
 - 3.3.6. The Industrial Revolution in the Birth of Commercial Advertising
- 3.4. Birth of Advertising
 - 3.4.1. The Origin of Commercial Advertising
 - 3.4.2. The Technological Revolution
 - 3.4.3. Printing Systems
 - 3.4.4. The Paper
 - 3.4.5. Photography
 - 3.4.6. The Telegraph
 - 3.4.7. Print Advertising
 - 3.4.8. Posters



- 3.5. Consolidation of Advertising Activity
 - 3.5.1. Economic Factors between 1848-1914
 - 3.5.2. New Forms of Commercialization
 - 3.5.3. Newspapers
 - 3.5.4. Magazines
 - 3.5.5. The Art of the Poster
 - 3.5.6. Fundamentals of Modern Advertising
 - 3.5.7. American Advertising Agencies
 - 3.5.8. Advertising Technique and Craftsmanship
- 3.6. Advertising Between Two Wars
 - 3.6.1. Characteristics of the Period 1914-1950
 - 3.6.2. Advertising in World War I
 - 3.6.3. Consequences of World War I on Advertising
 - 3.6.4. Advertising Campaigns in World War II
 - 3.6.5. Consequences of World War II on Advertising
 - 3.6.6. Advertising Media
 - 3.6.7. Poster and Advertising Graphic Design
 - 3.6.8. Outdoor Advertising
 - 3.6.9. The Cinema
 - 3.6.10. Cinema as a Means of Persuasion
 - 3.6.11. The Radio
 - 3.6.12. Commercial Radio
- 3.7. The Development of the Advertising Technique
 - 3.7.1. Advertising Activity between 1914 and 1950
 - 3.7.2. Advertising Organization
 - 3.7.3. Agencies and Styles
- 3.8. Electronic Advertising
 - 3.8.1. TV The Third Dimension of Advertising
 - 3.8.2. Advertising in the 1950s and 1960s
 - 3.8.3. The Arrival of Television

- 3.9. Current Advertising
 - 3.9.1. Introduction
 - 3.9.2. The Current Advertising Context: A Technological Perspective
 - 3.9.3. Main Challenges of Today's Advertising Communication
 - 3.9.4. Main Opportunities in Today's Advertising Communication
- 3.10. History of Public Relations
 - 3.10.1. The Origins
 - 3.10.2. Bernays and His Contributions
 - 3.10.3. Expansion: PR. In the Second Half of the 20th Century

Module 4. Advertising and Public Relations Company

- 4.1. Structure of Advertising and/or Public Relations Agencies
 - 4.1.1. Structure
 - 4.1.2. Functions
 - 4.1.3. Agency Selection
- 4.2. Economic Management of the Agency
 - 4.2.1. Types of Legal Form
 - 4.2.2. Business Model
 - 4.2.3. Project Development and Control
- 4.3. Economic Relations in the Advertising Business
 - 4.3.1. Economic Relationships with Advertisers
 - 4.3.2. Economic Relationships with Employees and Partners
 - 4.3.3. Individual Entrepreneur and Self-Employed
- 4.4. The Operating Account of the Advertising Agency
 - 4.4.1. Investment, Revenue and Turnover
 - 4.4.1.1. Expenses
 - 4.4.1.2. Personal
 - 4.4.1.3. Rent
 - 4.4.1.4. Amortization
 - 4.4.1.5. Non-Billable Expenses
 - 4.4.1.6. Prospecting
 - 4.4.1.7. Delinquency
 - 4.4.1.8. Financial Expenses

- 4.4.2. Results
- 4.4.3. Annual Budget
- 4.5. The Link Between Advertising and Public Relations
 - 4.5.1. In Relation to the Objectives
 - 4.5.2. Regarding the Target Audience of the Activity
 - 4.5.3. On the Selection of Media and Supports
- 4.6. Remuneration Systems
 - 4.6.1. Remuneration of Agencies
 - 4.6.2. Accounting Dimension of the Agency
 - 4.6.3. Determination of the budget
- 4.7. Relations with External Stakeholders
 - 4.7.1. Advertising Agency Relations
 - 4.7.2. Media Agency Relations
 - 4.7.3. End Consumer Agency Relations
- 4.8. Types of Growth Strategies
 - 4.8.1. Holdings
 - 4.8.2. Value Chain
 - 4.8.3. Challenges of Organizational Growth
- 4.9. Internal Organization Chart of an Advertising Agency
 - 4.9.1. Agency Management Model
 - 4.9.2. Accounts Department
 - 4.9.3. Creative Department
 - 4.9.4. Media Department
 - 4.9.5. Production Department
- 4.10. Team Management
 - 4.10.1. Motivation
 - 4.10.2. Change Management and Leadership
 - 4.10.3. Internal Communication

Module 5. Introduction to the Psychology of Communication

- 5.1. History of Psychology
 - 5.1.1. Introduction
 - 5.1.2. We Begin with the Study of Psychology
 - 5.1.3. Science in Evolution. Historical and Paradigmatic Changes
 - 5.1.4. Paradigms and Stages in Psychology
 - 5.1.5. Cognitive Science
- 5.2. Social Psychology
 - 5.2.1. Introduction
 - 5.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
 - 5.2.3. Empathy, Altruism and Helping Behavior
- 5.3. Social Cognition
 - 5.3.1. Introduction
 - 5.3.2. Thinking and Knowing, Vital Necessities
 - 5.3.3. Social Cognition
 - 5.3.4. Organizing Information
 - 5.3.5. Prototypical or Categorical Thinking
 - 5.3.6. The Mistakes We Make in Thinking: Inferential Biases
 - 5.3.7. Automatic Information Processing
- 5.4. Personality Psychology
 - 5.4.1. Introduction
 - 5.4.2. What is the Self? Identity and Personality
 - 5.4.3. Self-Awareness
 - 5.4.4. Self-Esteem
 - 5.4.5. Self-Knowledge
 - 5.4.6. Interpersonal Variables in Personality Shaping
 - 5.4.7. Macro-social Variables in the Configuration of Personality
 - 5.4.8. A New Perspective in the Study of Personality. Narrative Personality
- 5.5. Emotions
 - 5.5.1. Introduction
 - 5.5.2. What do we Talk about When we Get Excited?
 - 5.5.3. The Nature of Emotions
 - 5.5.3.1. Emotion as Preparation for Action
 - 5.5.4. Emotions and Personality
 - 5.5.5. From Another Perspective. Social Emotions
- 5.6. Psychology of Communication. Persuasion and Attitude Change
 - 5.6.1. Introduction
 - 5.6.2. Attitudes
 - 5.6.3. Historical Models in the Study of Persuasive Communication
 - 5.6.4. The Probability of Elaboration Model
 - 5.6.5. Communication Processes through the Media
 - 5.6.5.1. A Historical Perspective
- 5.7. The Sender
 - 5.7.1. Introduction
 - 5.7.2. The Source of Persuasive Communication
 - 5.7.3. Source Characteristics. Credibility
 - 5.7.4. Source Characteristics. The Appeal
 - 5.7.5. Emitter Characteristics. The Power
 - 5.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
 - 5.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 5.8. The Message
 - 5.8.1. Introduction
 - 5.8.2. We Begin by Studying the Composition of the Message
 - 5.8.3. Types of Messages: Rational vs. Emotional Messages
 - 5.8.4. Emotional Messaging and Communication: Fear Inducing Messages

- 5.9. The Receiver
 - 5.9.1. Introduction
 - 5.9.2. The Role of the Recipient According to the Elaboration Probability Model
 - 5.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
 - 5.9.4. Need for Esteem and Communication
- 5.10. New Approaches to the Study of Communication
 - 5.10.1. Introduction
 - 5.10.2. Non-Conscious Processing of Information. Automatic Processes
 - 5.10.3. Measuring Automatic Processes in Communication
 - 5.10.4. First Steps in the New Paradigms
 - 5.10.5. Theories of Dual Processing Systems
 - 5.10.5.1. Main Limitations of Dual Systems Theories

Module 6. Public Opinion

- 6.1. The Concept of Public Opinion
 - 6.1.1. Introduction
 - 6.1.2. Definition
 - 6.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
 - 6.1.4. Phases in the Growth of Public Opinion as a Discipline
 - 6.1.5. The 20th Century
- 6.2. Theoretical Framework of Public Opinion
 - 6.2.1. Introduction
 - 6.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
 - 6.2.3. Twentieth Century Authors
 - 6.2.4. Walter Lippmann: Biased Public Opinion
 - 6.2.5. Jürgen Habermas: the Political-Value Perspective
 - 6.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 6.3. Social Psychology and Public Opinion
 - 6.3.1. Introduction
 - 6.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
 - 6.3.3. The Name
 - 6.3.4. Conformism
- 6.4. Media Influence Models
 - 6.4.1. Introduction
 - 6.4.2. Media Influence Models
 - 6.4.3. Types of Media Effects
 - 6.4.4. Research on Media Effects
 - 6.4.5. The Power of the Media
- 6.5. Public Opinion and Political Communication
 - 6.5.1. Introduction
 - 6.5.2. Electoral Political Communication. Propaganda
 - 6.5.3. Government Political Communication
- 6.6. Public Opinion and Elections
 - 6.6.1. Introduction
 - 6.6.2. Do Election Campaigns Influence Public Opinion?
 - 6.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
 - 6.6.4. Bandwagon and Underdog Effects
- 6.7. Government and Public Opinion
 - 6.7.1. Introduction
 - 6.7.2. Representatives and their Constituents
 - 6.7.3. Political Parties and Public Opinion
 - 6.7.4. Public Policies as an Expression of the Government's Action
- 6.8. The Political Intermediation of the Press
 - 6.8.1. Introduction
 - 6.8.2. Journalists as Political Intermediaries
 - 6.8.3. Dysfunctions of Journalistic Intermediation
 - 6.8.4. Reliance on Journalists as Intermediaries
- 6.9. Public Sphere and Emerging Models of Democracy
 - 6.9.1. Introduction
 - 6.9.2. The Public Sphere in the Information Society
 - 6.9.3. The Public Sphere in the Information Society
 - 6.9.4. Emerging Models of Democracy

- 6.10. Methods and Techniques for Public Opinion Research
 - 6.10.1. Introduction
 - 6.10.2. Opinion Polls
 - 6.10.3. Types of Surveys
 - 6.10.4. Analysis

Module 7. Advertising Language


- 7.1. Thinking and Writing: Definition
 - 7.1.1. Definition of Copywriting
 - 7.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 7.2. Copywriting and Creativity
 - 7.2.1. Conditions of the Copywriting Process
 - 7.2.2. Linguistic Competence
 - 7.2.3. Functions of the Copywriter
 - 7.2.3.1. Definition of the Functions of the Copywriter
- 7.3. The Principle of Coherence and Campaign Conceptualization
 - 7.3.1. The Principle of Campaign Unity
 - 7.3.2. The Creative Team
 - 7.3.3. The Conceptualization Process: Hidden Creativity
 - 7.3.4. What Is a Concept?
 - 7.3.5. Applications of the Conceptualization Process
 - 7.3.6. The Advertising Concept
 - 7.3.7. Utility and Advantages of the Advertising Concept
- 7.4. Advertising and Rhetoric
 - 7.4.1. Copywriting and Rhetoric
 - 7.4.2. Placing Rhetoric
 - 7.4.3. The Phases of Rhetoric
 - 7.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
 - 7.4.3.2. Topoi and Reason Why as Argumentation
- 7.5. Fundamentals and Characteristics of Copywriting
 - 7.5.1. Correction
 - 7.5.2. Adaptation
 - 7.5.3. Efficiency
 - 7.5.4. Characteristics of Copywriting
 - 7.5.5. Morphological: Nominalization
 - 7.5.6. Syntactics: Destructuring
 - 7.5.7. Graphics: Emphatic Punctuation
- 7.6. Argumentation Strategies
 - 7.6.1. Description
 - 7.6.2. The Enthymeme
 - 7.6.3. Narration
 - 7.6.4. Intertextuality
- 7.7. Styles and Slogans in Copywriting
 - 7.7.1. The Length of the Sentence
 - 7.7.2. The Styles
 - 7.7.3. The Slogan
 - 7.7.4. A Phrase of Wartime Origin
 - 7.7.5. The Characteristics of the Slogan
 - 7.7.6. The Elocution of the Slogan
 - 7.7.7. The Forms of the Slogan
 - 7.7.8. The Functions of the Slogan
- 7.8. Principles of Applied Copywriting and the Reason Why+ USP Binomial
 - 7.8.1. Rigor, Clarity, Accuracy
 - 7.8.2. Synthesis and Simplicity
 - 7.8.3. Advertising Text Constraints
 - 7.8.4. Application of the Reason Why+USP Binomial

- 7.9. Copywriting in Conventional and Non-Conventional Media
 - 7.9.1. The Division Above-the-line/Below-the-line
 - 7.9.2. Integration: Overcoming the ATL- BTL Controversy
 - 7.9.3. Television Copywriting
 - 7.9.4. Radio Copywriting
 - 7.9.5. Press Copywriting
 - 7.9.6. Copywriting for Outdoor Media
 - 7.9.7. Copywriting in Non-Conventional Media
 - 7.9.8. Direct Marketing Advertising Copywriting
 - 7.9.9. Interactive Media Copywriting
- 7.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
 - 7.10.1. Classical Models of Advertising Analysis
 - 7.10.2. Impact and Relevance
 - 7.10.3. The Editor's Checklist
 - 7.10.4. Translation and Adaptation of Advertising Texts
 - 7.10.5. New Technologies, New Languages
 - 7.10.6. Writing in Web 2.0
 - 7.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 8. Fundamentals of Communication in the Digital Environment

- 8.1. Web 2.0 or the Social Web
 - 8.1.1. Organization in the Age of Conversation
 - 8.1.2. Web 2.0 Is All About People
 - 8.1.3. Digital Environment and New Communication Formats
- 8.2. Digital Communication and Reputation
 - 8.2.1. Online Reputation Report
 - 8.2.2. Etiquette and Best Practices in Social Networking
 - 8.2.3. Branding and 2.0 Networks



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- 8.3. Online Reputation Plan Design and Planning
 - 8.3.1. Overview of the Main Social Media
 - 8.3.2. Brand Reputation Plan
 - 8.3.3. General Metrics, ROI, and Social CRM
 - 8.3.4. Online Crisis and Reputational SEO
 - 8.4. General, Professional, and Microblogging Platforms
 - 8.4.1. Facebook.
 - 8.4.2. LinkedIn
 - 8.4.3. Google+
 - 8.4.4. Twitter
 - 8.5. Video, Image, and Mobility Platforms
 - 8.5.1. YouTube
 - 8.5.2. Instagram
 - 8.5.3. Flickr
 - 8.5.4. Vimeo
 - 8.5.5. Pinterest
 - 8.6. Content and Storytelling Strategy
 - 8.6.1. Corporate Blogging
 - 8.6.2. Content Marketing Strategy
 - 8.6.3. Creating a Content Plan
 - 8.6.4. Content Curation Strategy
 - 8.7. Social Media Strategies
 - 8.7.1. Corporate PR and Social Media
 - 8.7.2. Defining the Strategy to be Applied in Each Medium
 - 8.7.3. Analysis and Evaluation of Results
 - 8.8. Community Administration
 - 8.8.1. Roles, Tasks and Responsibilities of the Community Administration
 - 8.8.2. Social Media Manager
 - 8.8.3. Social Media Strategist

- 8.9. Social Media Plan
 - 8.9.1. Designing a Social Media Plan
 - 8.9.2. Schedule, Budget, Expectations and Follow-up
 - 8.9.3. Contingency Protocol in Case of Crisis
- 8.10. Online Monitoring Tools
 - 8.10.1. Management Tools and Desktop Applications
 - 8.10.2. Monitoring and Research Tools

Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
 - 9.1.1. What is Corporate Image?
 - 9.1.2. Differences between Corporate Identity and Corporate Image
 - 9.1.3. Where can the Corporate Image be Manifested?
 - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
 - 9.2.1. Introduction
 - 9.2.2. Studying the Company's Image
 - 9.2.3. Corporate Image Research Techniques
 - 9.2.4. Qualitative Image Study Techniques
 - 9.2.5. Types of Quantitative Techniques
- 9.3. Image Audit and Strategy
 - 9.3.1. What is Image Auditing?
 - 9.3.2. Guidelines
 - 9.3.3. Audit Methodology
 - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
 - 9.4.1. What is Corporate Culture?
 - 9.4.2. Factors Involved in Corporate Culture
 - 9.4.3. Functions of Corporate Culture
 - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
 - 9.5.1. CSR: Concept and Application of the Company
 - 9.5.2. Guidelines for Integrating CSR into Businesses
 - 9.5.3. CSR Communication
 - 9.5.4. Corporate Reputation
- 9.6. Corporate Visual Identity and Naming
 - 9.6.1. Corporate Visual Identity Strategies
 - 9.6.2. Basic Elements
 - 9.6.3. Basic Principles
 - 9.6.4. Preparation of the Manual
 - 9.6.5. Naming
- 9.7. Brand Image and Positioning
 - 9.7.1. The Origins of Trademarks
 - 9.7.2. What is a Brand?
 - 9.7.3. The Need to Build a Brand
 - 9.7.4. Brand Image and Positioning
 - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
 - 9.8.1. Strategic Communication Plan
 - 9.8.2. When it All Goes Wrong: Crisis Communication
 - 9.8.3. Cases
- 9.9. The Influence of Promotions on Corporate Image
 - 9.9.1. The New Advertising Industry Landscape
 - 9.9.2. Promotional Marketing
 - 9.9.3. Features
 - 9.9.4. Dangers
 - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
 - 9.10.1. The Main Players in Commercial Distribution
 - 9.10.2. The Image of Retail Distribution Companies through Positioning
 - 9.10.3. Through its Name and Logo

Module 10. Creativity in Communication

- 10.1. To Create is to Think
 - 10.1.1. The Art of Thinking
 - 10.1.2. Creative Thinking and Creativity
 - 10.1.3. Thought and Brain
 - 10.1.4. The Lines of Research on Creativity: Systematization
- 10.2. Nature of the Creative Process
 - 10.2.1. Nature of Creativity
 - 10.2.2. The Notion of Creativity: Creation and Creativity
 - 10.2.3. The Creation of Ideas for Persuasive Communication
 - 10.2.4. Nature of the Creative Process in Advertising
- 10.3. The Invention
 - 10.3.1. Evolution and Historical Analysis of the Creation Process
 - 10.3.2. Nature of the Classical Canon of the Invention
 - 10.3.3. The Classical View of Inspiration in the Origin of Ideas
 - 10.3.4. Invention, Inspiration, Persuasion
- 10.4. Rhetoric and Persuasive Communication
 - 10.4.1. Rhetoric and Advertising
 - 10.4.2. The Rhetorical Parts of Persuasive Communication
 - 10.4.3. Rhetorical Figures
 - 10.4.4. Rhetorical Laws and Functions of Advertising Language
- 10.5. Creative Behavior and Personality
 - 10.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
 - 10.5.2. Creative Behavior and Motivation
 - 10.5.3. Perception and Creative Thinking
 - 10.5.4. Elements of Creativity
- 10.6. Creative Skills and Abilities
 - 10.6.1. Thinking Systems and Models of Creative Intelligence
 - 10.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
 - 10.6.3. Interaction Between Factors and Intellectual Capabilities
 - 10.6.4. Creative Skills
 - 10.6.5. Creative Capabilities
- 10.7. The Phases of the Creative Process
 - 10.7.1. Creativity as a Process
 - 10.7.2. The Phases of the Creative Process
 - 10.7.3. The Phases of the Creative Process in Advertising
- 10.8. Troubleshooting
 - 10.8.1. Creativity and Problem Solving
 - 10.8.2. Perceptual Blocks and Emotional Blocks
 - 10.8.3. Methodology of Invention: Creative Programs and Methods
- 10.9. The Methods of Creative Thinking
 - 10.9.1. Brainstorming as a Model for the Creation of Ideas
 - 10.9.2. Vertical Thinking and Lateral Thinking
 - 10.9.3. Methodology of Invention: Creative Programs and Methods
- 10.10. Creativity and Advertising Communication
 - 10.10.1. The Creative Process as a Specific Product of Advertising Communication
 - 10.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
 - 10.10.3. Methodological Principles and Effects of Advertising Creation
 - 10.10.4. Advertising Creation: From Problem to Solution
 - 10.10.5. Creativity and Persuasive Communication



Plot the best communication strategy and grow professionally in the field of public relations with this university program"

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.



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 MBA in Advertising and Public Relations Management guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.



“

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

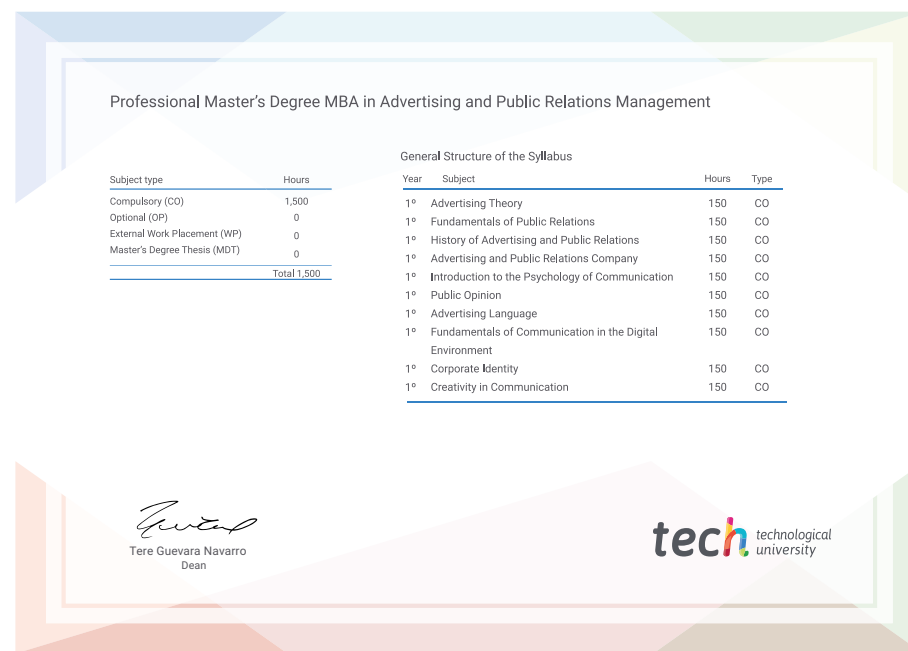
This **MBA in Advertising and Public Relations Management** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Professional Master's Degree in MBA in Advertising and Public Relations Management**

Official N° of Hours: **1,500 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

tech technological
university

Professional Master's Degree

MBA in Advertising
and Public Relations
Management

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

Professional Master's Degree

MBA in Advertising and Public Relations Management

